GRASSROOTS FUNDRAISING

*Making a Successful Ask*

Asking people to donate to your OFA chapter or team is similar to asking them to register to vote, cast their ballot, or volunteer for a cause you believe in. The structure of the ask is similar, and the same best practices that make you a successful organizer will make you successful at grassroots fundraising too!

**Structure of a Grassroots Fundraising Ask**

A grassroots fundraising conversation will follow this basic flow:

**One side of a sample grassroots fundraising phone call…**

“Hi Aunt Betty, how are you? … I’m great. Remember how active I was during the election campaign with my neighborhood team? Well, now I’m building a new team as part of a non-profit called Organizing for Action. Our mission is to advocate in support of the policies we voted for on November 6, and encourage our Members of Congress to vote them into law. Did you hear about that student at my old middle school who threatened his classmates with a gun between classes? … I remember we talked about this back in December and you were saying how Congress should pass a law. Have you heard about the gun violence prevention measures President Obama is supporting? … Oh, I knew you would be in support of those. Our local OFA chapter held a vigil outside our Senator’s local office after that to remind him we need action on gun violence prevention to keep students safe… Seriously, you saw my interview on the news? I was so nervous. I’m glad you think I did a good job! I did a training with OFA so I’d be prepared. Our local chapter is having a fundraising barbeque before the community festival in two weeks. Funds help our local chapter sponsor more trainings for members and host more advocacy events in the community. Our goal with this fundraiser barbeque is to raise $1500 to help support our citywide organizing efforts. Can I count on you to support me in this organizing by attending and donating $100 to our efforts? … Oh, Aunt Betty, I understand that money is tight right now and I also know you really support these policy issues like gun violence prevention that we’re supporting. Would a $75 contribution be affordable for you? … Thank you so much! I can’t wait to see you there and share with you more of our team’s successes!