

Volume

1

NEW JERSEY ORGANIZATION FOR A BETTER STATE

The business community's political action committee

Fundraising Guide

NEW JOBS PAC

Fundraising Guide

This Fund Raising Guide was written by Robert Kaplan, President of California based Fund Raising, Inc. This Guide is protected under applicable laws and is not to be distributed or copied without the express written permission of its author.
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Increasing our Clout through Fundraising

THe trustees of the New Jersey Organization for Better State (NEW JOBS) have embarked on an ambitious program to raise a significant amount of money to elect business friendly legislators and defeat anti-business politicians.

The success of this fundraising program is dependent upon your contribution, participation, and your willingness to ask for financial help from your colleagues and other business associates across New Jersey.

Having borne the brunt of the anti-business policies that are coming out of Trenton – policies that raise taxes and spend money without regard to fairness or reason – we’re fed up. We’ve said enough is enough! We hope you’ve said the same thing and will join us in saying it’s time to fight back.

Our fundraising program is based on a proven and successful model. The program is well organized and requires a team approach between you, your colleagues and NEW JOBS staff.

The NEW JOBS fundraising program provides you, and other business owners and leaders, an opportunity to participate in a program that will help protect your business from more unfair and unreasonable taxes and regulations. In effect, this fundraising program provides you and others the opportunity to make a political investment in your business – one that will help elect business friendly legislators who will work to ensure that fair and reasonable economic policies and regulations come out of Trenton.

The program is simple – it provides participants with specific responsibilities to ask certain people for specific contributions in a given period of time.

Your job as a member of the NEW JOBS Finance Committee is to build or join a regional or industry based Fundraising Committee and work with them to identify

and solicit prospective donors. It is as simple as that. The program will require about an hour of your time each week. The NEW JOBS staff are here to help and will work with you every step of the way.

For your information and use this manual has been designed with a variety of materials that provide detailed information about the fundraising program – the various components of the fundraising plan, your responsibilities, how to ask for money, and information on contributions and pledges. Other information will be provided as it is developed or situations warrant.

Thank you for your help and participation. We look forward to success in November.

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Keys to Successful Fundraising

Welcome to the Team

Your role as a member of the NEW JOBS fundraising team is crucial to our success in electing pro-business legislators, defeating anti-business legislators, stopping anti-business special interest groups and promoting the issues of importance to the business community.

NEW JOBS fund raising success will come as a direct result of your willingness to make a leadership contribution to NEW JOBS, and to ask your business associates, colleagues and friends to join with you in making a contribution to NEW JOBS.

In fact, if you are unwilling to ask your business associates, colleagues and friends for a specific contribution to NEW JOBS, then we will not have the funds necessary to support our friends, defeat our enemies and promote issues of importance.

We know that our message of creating jobs and creating a better business climate in New Jersey is a winning one. If we can communicate that message, and support those who support us, then we can ensure our agenda will not only be at the table, but at the head of the table.

As you join NEW JOBS in building a stronger fundraising program, we hope you remember that this effort is not only about protecting our businesses through an

even stronger presence in Trenton, it is also about protecting and preserving New Jersey's economic health for our children and all its citizens.

As business owners, we employ more than 1.2 million people who not only live and work in New Jersey.

Our employees also spend their money in New Jersey, generating hundreds of millions of dollars in tax revenues, which fund state and local services. The state and local services funded by our members and their employees help make New Jersey a great place to live and work. The irony is, of course, that the anti-business special interest groups who oppose us benefit from the revenues we produce and they seek to reduce.

Our ability to represent the interests of the business community cannot only be based on the votes of our members' employees, or our ability to lobby the legislature and generate press. If our strength and influence are to grow, we must have the money to fund the election campaigns of our friends, fund efforts to defeat our enemies, and educate the public, our members and their employees about the issues important to us.

We are building a stronger, more powerful NEW JOBS PAC to ensure the agenda of the business community is not simply represented at the table, but is placed at the head of the table. We cannot do that without your help and support.

Building Fundraising Teams

Fundraising is never easy. When you have to raise money in addition to your normal professional and family activities, it can be a real burden.

To respond to this reality, and to reach out to as many people as possible, we must assemble Finance

Committees by industry group, geographic region or company size. Finance Committees help spread the burden of the task at hand among a larger group of people.

NEW JOBS Finance Committees will be responsible for developing a list of prospective donors and then soliciting those prospective donors. This type of personal face-to-face or telephone contact will provide our greatest fundraising success, and is the main component of our expanded fundraising effort.

Assignments, Goals and Deadlines

NEW JOBS has a winning message and lots of friends in the legislature and across the state. We want more friends, but can only do that by increasing our participation in the electoral process.

Finding more friends, increasing our participation in the electoral process and getting our message out takes money. We need that money, or commitments for future money, as soon as possible so that we can help our friends run effective election campaigns and promote the issues of importance to us.

Just as you set goals and deadlines in business, so too must we set them in fundraising. Having specific fundraising goals and deadlines for completion provide targets for Finance Committee members to aim, and accountability to measure progress.

Compiling a Target List

The best people from whom to raise money are friends, colleagues, business owners and others concerned about the profitability and viability of their businesses. More specifically, those people who you know directly and are most vulnerable to increased health care costs, paid family leave mandates, increased employment taxes, etc. should be your initial prospects.

The best approach to developing a list of prospects is to sit down with members of the appropriate Finance Committee to go through your collective “rolodex’s” and/or a list provided by NEW JOBS.

In reviewing, developing and rating your prospect list, you cannot allow yourself to be bogged down by questions about whether or not a prospect will contribute or how much they will give, it is only a question of developing a list of people at risk, people you have leverage with or people who usually give if asked by the right person (other than those on the Finance Committee).

Once you have developed your target list(s), each person on that list should be given a contribution target based on either the standard of giving devised by NEW JOBS or on what members of the Finance Committee think they should be giving. In this process, it is important to remember that it is not what you think they will give that matters. What matters is what we want to ask them to give based on what NEW JOBS needs and what you believe they have at stake. We have to set the agenda and allow them to respond to our needs.

Ultimately, of course, the most important component of this process is someone willing to ask, and in the course of that asking, to leverage their relationship with the prospective donor.

The end product of developing and rating this list will be a list of prospective donors with contribution targets that are assigned to members of the Finance Committee, who will then make initial solicitation calls by a certain date.

Asking for Money

Be specific and set the agenda. Tell your prospect what you want and let him/her respond to you, not the other way around. While it is true that you may never get more than you ask for, it is also true that you will likely get more than you would have had you not asked for so much in the first place.

If you do not get what you ask for, then negotiate. You can, for example, ask your prospect how close they can come to your number or if they will add just 10% onto the number they have settled on.

Finally, remember, \$1,000 today, is better than \$10,000 two months from now. Get what you can today...we can always ask for more later.

How Much Should Someone Give?

People should be asked to meet the suggested contribution established by the local Finance Committee. If rated properly and the case is well made, most prospective donors will come close to the target. This, in fact, is also dependent on how much (or little) you negotiate or push them.

We also have devised a standard of giving chart based on the number of employees a company employs. You can use this as an additional reference tool if needed.

Getting the Check

Ask all donors to send their check to Sherry Esteves, 102 West State St., Trenton, NJ 08608. If they tell you it will take time to go through a "process," or to get approval for a commitment, ask them the amount of the contribution they will be recommending, who will participate in that decision and when the decision will be made, and if an invoice is necessary. This information will allow you to know what the maximum contribution might be, who else in the chain of command a member of the Finance Committee might know and call, and provide a bit of a timeline for the prospective donor to commit to.

Besides Money, what else can a donor do?

Ask them to join your Finance Committee (or another more appropriate one) and to solicit their colleagues, business associates and others.

Fundraising is not only a matter of "giving OR getting," it s a matter of "giving AND getting." Fundraising is an inclusive effort – the more people who participate the better off we are.

Overview of Campaign

- Fundraising for political campaigns and political action committees are normally chaotic processes. Fundraising Plans, Finance Committees, goals and deadlines bring order, structure and accountability to that process.
- Fundraising success depends on our collective abilities to implement an orderly program, which provides people with specific responsibilities to ask certain people for specific contributions in a given period of time.
- A successful fund raising program requires a team approach between NEW JOBS trustees, staff, and the Finance committee. It is through a team approach that we will be able to create and operate various Finance Committees and raise the money necessary to communicate our message to targeted legislators and voters.
- Finance Committee Chairs and members, working with NEW JOBS staff and our consultant will be responsible for identifying, rating and prioritizing potential donors as well as accepting responsibility to solicit specific individuals.
- NEW JOBS will provide all Finance Chairs and Committee Members with updated pledge and contribution lists, solicitation notes, training and other information that may be necessary.
- Aside from soliciting selected potential donors, the job of NEW JOBS staff and our consultant is to help you do one thing – effectively solicit as many people each week as is possible.
- While NEW JOBS will be making selected telephone calls and sending fundraising letters, the most successful fund raising will occur through your personal contact with colleagues, associates and others you have relationships and/or leverage with. Personal solicitations are most effective if you are face-to-face. Telephone calls and conference calls are good too.
- Given the compressed time schedule and the magnitude of what is at stake, following a specific fundraising plan is vital to reaching our goal. Those who oppose us will do whatever they can to ensure they have a seat at the table and that their agenda is the one to which others respond. It is up to us to ensure

we have the money necessary to communicate our message to elected officials, support our legislative friends and oppose our legislative enemies.

- Your willingness to participate in this fundraising effort is vital to our success. We are fighting this battle not only to protect our businesses and those of our friends and colleagues, but to ensure the long-term economic health of New Jersey.

Key Fundraising Points

- Fund raising is a negotiation.
- You never get more than you ask for.
- It's better to get \$1,000 early than \$5,000 late (we can always ask for more later).
- Don't hang-up the phone without a contribution, even if it's \$100 or \$50.
- We're offering business owners an opportunity to preserve and protect their businesses, their income and their lifestyle.
- The question is not of whether someone can afford to be involved, it's really a question of "Can they afford not to be involved?"
- Talk with a smile in your voice.
- Use humor whenever you can.
- Don't be afraid to ask and close.
- Set the agenda...tell the prospect what you want from them. Let them respond to what you want, not what they want to give.
- When you do ask for the contribution, stay silent. Let them respond first. Though it might be uncomfortable, there is no need to speak. Once they respond you can, if necessary, begin to negotiate. If you talk first, all you do is negotiate against yourself.
- Don't make any qualifying comments like "...or whatever you can afford." The prospects will have their own excuses about why they can't contribute, you don't need to open the door for them.
- Give prospects a specific target number.
- Always confirm how much the pledge is for and when they will mail their check.
- We need commitments today so we can budget and spend accordingly.
- If they need to ask their partner or spouse, find out when they will be having that conversation and how much they will be suggesting the contribute should be. Tell them you will call them back within a few days of the time they are scheduled to speak with their spouse or partner.
- Close the sale.
- No matter what the outcome, thank everyone for their time.

- Be more afraid of not having enough money to get our message out, then you are of actually asking someone for money.
- Remind the prospect that you and other NEW JOBS members are volunteering your time to make phone calls to ask for their help....stress the urgency of why you are making the call...deadlines are looming and we are in danger of not being able to adequately support our friends.
- Remember this is not a 15-minute social call. This is a solicitation. Ask, educate and then close as fast as possible.

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Standard of Giving Chart

Suggested support level by NJBIA Dues category that is based on company size:

| Employees | Amount |
|-----------|---------|
| 1-24 | \$100 |
| 25-49 | \$250 |
| 50-99 | \$500 |
| 100-249 | \$1000 |
| 250-499 | \$2,500 |
| 500-999 | \$3,500 |
| 1000-2500 | \$5,000 |
| 2500+ | \$7,200 |

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Making the Pitch

Perspective, Message, and Talking Points

Led by Governor McGreevey, the New Jersey legislature has undertaken an unprecedented campaign attacking business and blaming us for New Jersey's ills. At the same time and in the midst of a recession, Governor McGreevey, his legislative friends and the anti-business special interest groups like CWA labor union and radical environmentalist, are trying to force business to absorb and pay the cost to fix those ills and balance the state's budget crisis on our backs. Enough is enough!

The need is greater than ever for the business community to help elect business-friendly legislators and find new jobs for the anti-business politicians. Building a stronger presence for NEW JOBS in the political process requires the time and money of business owners and leaders like you.

We are asking business owners and leaders like you to take unprecedented responsibility and join with NEW JOBS to help create a more business friendly environment in the New Jersey legislature, and let the anti-business special interest groups know that they will not be able to keep us and our agenda away from the table.

NEW JOBS has undertaken a campaign to raise \$1,000,000 in the next few months to defeat anti-business politicians and elect legislators that are fair and business friendly.

If we are successful in reaching our goal, the business community's place at the table and on the legislative agenda will be very different. If we are successful, we can look forward to common sense laws, balanced legislation and the promotion of an agenda of economic growth. If we are successful, the legislature will be forced to stop discriminating against business, singling us out and putting us at a competitive disadvantage with the states around us.

Anti-business special interest groups understand the value of money in electing their friends (the anti-business politicians), that is why they have outspent the business community and contributed millions of dollars over the last several years. If money is the difference between being strong or weak, in helping elect friends or defeating enemies in the legislature, then we are obligated to step-off the sidelines and get into this battle with our time and money. If we

do not do that, if we sit idly by, then Governor McGreevey and his cohorts will legislate all of us out of business and drive New Jersey into a greater budget crisis.

Below, please find some additional perspective and thoughts for use when considering your participation and seeking the participation and contributions of your friends and colleagues.

- We are not only fighting to protect, preserve and expand our businesses, but to ensure that members of the legislature view us as an important partner in ensuring the economic vitality of New Jersey.
- Actions by some labor unions, radical environmentalists and others have reminded us that if we do not become more aggressive in protecting our interests by electing business friendly legislators and defeating anti-business politicians, business will continue to be the whipping post of Governor McGreevey and his legislative and special interest group cohorts.
- Contributing to NEW JOBS is no different than making an investment in equipment for your office or your manufacturing plant – it is an investment in the future of your business. While capital or staff investments have a more immediate impact on your bottom-line, the political investment will help ensure the expansion of both your short and long-term bottom-line.
- NEW JOBS and the business community do not simply want a seat at the legislative table, we want to be at the head of the table since that is the place from which we can ensure a balance and fair economic growth agenda.
- We would not be asking for so much if both the need and the opportunity were not so great.
- If you say you cannot support NEW JOBS because you have other obligations, your business is not doing well or because you think you cannot afford to contribute, we would respond by saying that you cannot afford not to give. If you think things are tough now, just imagine how much tougher they will be if we do not help more business friendly legislators and defeat anti-business politicians.
- At some point this cannot be about money – because everyone can afford to contribute something. People may not be able to give what we are asking, but they can certainly afford to give something – even the equivalent of one day’s pay. It not usually a question of “I can’t give,” it is usually a question of “I will not give.” It is important to prevent people from being let off the hook with the “I can’t.” Let them admit (overtly or by omission) that they will not give – in that way everything will be in black and white and everyone will know who is seeking a free ride on the backs of others.
- Although it is important for people to consider giving at the level you ask, it is just as important that they give something. We understand that everyone’s capacity to give is different, but everyone can give something. And, that is all we are asking for.

- This fundraising effort is about setting the agenda – telling people what we need from them and allowing them the opportunity to respond. This program is not about making decisions about what others may or may not give, it is about telling them what our needs are and pulling them up as close to us as we can.
- Everyone is a potential resource – not only can they give money, but then can get money to. Consider the perspective that it is a sad day when someone walks by NEW JOBS without NEW JOBS hand having been in their pocket. Everyone is a potential source of money.
- Fundraising is not about “no.” It is about negotiation.
- This program is about giving people the opportunity to participate. This is something that they can do to protect themselves – either they choose to fight or they choose the sidelines. But either way it is important to let people know that we are giving them the opportunity to fight for themselves and join the battle.
- We all have responsibilities to our family, friends, religious organizations, local service clubs and other charities. However, it is urgent that you consider the importance of taking some personal responsibility for the impact on your business of actions by Governor McGreevey and his legislative friends. Taking responsibility and participating in the process will ultimately ensure the security of your business and create a more balance legislative environment.
- If you fail to help in the battle to stop the unfair actions of Governor McGreevey and the State Legislature, if you refuse to answer the call, then a few years from now you will look back upon the harvest of your indifference and see a business and a business community you could have made better, made stronger and more profitable had cared and helped more today.
- Your participation in the protection of your business is not so much a question of either being with us or against us...it is a question of how could you not be with us. .
- While we all like to believe we are responsible for the success of our businesses, the truth is you could run the best business in the world and still be forced out of business by legislative action brought forward by Governor McGreevey and the State Legislature that does not believe in compromise, balance and reasonableness. The only hope of ensuring the strength of your business is to join us in the battle to protect, preserve and expand our interests.
- Power is a fleeting experience. Formally we place power in government. Informally that power moves between a variety of forces, corporate, social, economic, religious, all of whom are jockeying for position under the guise that their view is best for New Jersey. If we are to ensure that our view has a seat at the table, then we must ensure that our friends and/or reasonable people are around the table with us. Currently, the State

Legislature has a decidedly anti-business, business is evil mindset. The only way we can ensure that reason rules the day and our friends are at the table is to either make anti-business politicians fear us or work to elect our friends and defeat our enemies.

MAKING THE CALL

Remember, you are calling on behalf of the NEW JOBS. You are raising money for NEW JOBS, New Jersey's largest pro-business political action committee. This script is meant to show how a sample solicitation might occur to someone you do not know. This is meant to provide a logic-trail and designed not to be read. Use your own words and phrases. Be comfortable. Soliciting for money is no different than closing the sale on a product or engaging in other normal business and sales activities.

IF PROSPECT IS NOT IN LEAVE A MESSAGE

If the prospect you are calling is not available, ask him to call you back at your office.

If the receptionist asks: "What is this regarding?" Generally speaking, you do not want to say it is about NEW JOBS. If you know the person, you can use your relationship and say what you feel is appropriate. If you do not know the person, one good response is to say "a professional matter."

GETTING STARTED

_____(Name of prospect)_____, hi this is _____. Like you, I'm a member of the business community and a supporter of it's political action committee, NEW JOBS. I'm calling today to ask you for a contribution to NEW JOBS so we can help elect business friendly legislators and defeat anti-business politicians in the November elections.

📁 (General Note: It's important to be up-front and tell the person why you are calling. There is no reason to hide it and spring it on them after you go through a long pitch. They will know that is what you are getting at and you'll look foolish by trying to hide the purpose of your call)

Now that I've told you I'm going to ask you for a contribution, let me tell you why your contribution is important.

As you know, the anti-business politicians have raised business taxes and fees by \$1.5 billion – in just the last two years alone. They've taxed the salaries you pay and the health benefits you provide to your employees. They taxed your business, even if you lost money. And, they still said you were not paying your fair share.

It's only going to get worse unless we stop them. And, the only way we can stop this absurdity and the damage they are causing is to elect pro-business legislators. We cannot do that unless we have the funds to support the election campaigns of our friends.

NEW JOBS has committed to raising \$1,000,000 for the November elections. So far we have to raise “x” in contributions and commitments. I have contributed/committed “y” to the effort. Other businesses of your size and in your industry are contributing in the range of “a to b.” Some have suggested I ask you to contribute “c” and others have suggested “d.”** That being said, I think that the amounts they are suggesting will place too much of a burden on you. With that in mind, and on behalf of NEW JOBS, I would like ask that you/your firm make a commitment of \$..... I wouldn’t ask you for so much if both the need and opportunity were not so great. Can we count on you for a commitment of this?

** (Use amounts that are in excess of what you plan to ask for – it will create a juxtaposition and will make the person feel like they are getting a bit of a bargain when you ask them for less.

📁 (General Note: Ask for more than you think you will get – even an amount they might consider “burdensome.” This allows room for negotiations and the sense that they are getting a “reasonable deal” after your “unreasonable” ask. Also, make your ask clean – no qualifiers like “...or whatever you can do” need to be added. Prospective donors will find excuses to give less, you do not need to provide them with one.

After you ask, be silent and allow them to respond. If they say no, this is where the negotiation starts. The rest of the script is you – conversing, explaining the need, negotiating, trying to close them and thanking them. There will likely have questions – answer them and keep coming back to the close. Feel free to ask them questions – about their businesses, their taxes, problems, etc. Find common ground with their answers and then use that information to help close the commitment.

When you are done, please verify their pledge and ask them when they will be sending in the check. All checks should be made payable to: “NEW JOBS” and sent to Sherry Esteves, 102 West State St., Trenton, NJ 08608

And, of course thank everyone, regardless of his or her participation.)

Please fill out a thank you note confirming the pledge amount and send it to the person.

Return a pledge form to NEW JOBS c/o Jim Sinclair at 609-695-9597 (fax)

SAMPLE ANSWERS TO MAJOR EXCUSES

In the process of calling people, you may hear many excuses on why they feel they can’t give right now. To combat this problem, we have developed certain responses for you to use as a guide to close the deal.

IF NOT SUPPORTING

Ask why they are not supporting. Then respond.

Example: Let me address your concerns.

This campaign is not just about protecting and preserving your business, it is about the long-term economic stability of New Jersey, it is about creating a balanced legislative environment – one where legislators with reasonable and fair perspectives are considered good qualities. This is an effort to realign the political power in Trenton – and thus the long-term health of our state, your community and your business.

As the largest pro-business political action committee in New Jersey, we have the power of 20,000 business owners and leaders behind us. But that numeric power means little if we cannot elect business friendly legislators and defeat the anti-business politicians. We have a real opportunity to make a difference in the November elections, but that opportunity will only be realized through people like you contributing to NEW JOBS.

If we fail to elect business friendly legislators and defeat the anti-business politicians, the influence of unions, radical environmentalists and other anti-business special interest groups will grow. If you think business has had to bear an unfair burden of increased taxes, regulations, health care and other costs to this point in time – you can only imagine what the anti-business politicians and their friends will do if we fail to change the balance of power in November.

As I said, we have a tremendous opportunity. In fact, if the opportunity were not so great, I would not be asking so aggressively for your support and help.

I would ask that you re-consider your position and make a contribution. And, if the rationales I have offered do not motivate you, then I would ask that you give because I am asking you to do so as a personal favor.

IF NOT INTERESTED

I can appreciate that you may have other business or personal activities that demand your attention. But, I am asking as your friend (colleague) (business associate) that you consider helping.

Aren't you tired of always being the heavy and the fall guy to the anti-business politicians and special interest groups? Aren't you tired of being forced to bear the burden for the wayward spending and unreasonable, unfair and unbalanced policies put forth by these people?

If you are, then I am having a difficult time understanding why you are not interested in helping me make a difference by electing business friendly legislators and defeating the anti-business politicians.

I would ask that you reconsider your position in general terms, because I am asking and because the opportunity is so great.

“I’LL DO SOMETHING SEND ME AN ENVELOPE”

I’m glad to hear that _____. I’d be happy to send out the envelope to you.

But, I’d like to try and get an idea about the contribution amount, or range, you are considering. I ask that not because I want to pressure you but simply so I can get an idea about your thinking.

If you are not comfortable giving me a range, perhaps you can give me a minimum figure like \$_____. I know that you might decide to send more money, and we would very much appreciate that, but knowing that we can count on you for a minimum number makes our budgeting more effective.

SOLICITATION NOTES

When people tell you they have not made up their mind about participating with NEW JOBS, or they have told you they do not want to participate, you can either accept their answer or push back. I encourage a little push back or, depending on your relationship, a big push.

If you want to succeed in raising money, you must understand that you never get more than you ask for. In that regard, it is helpful to view fundraising as a negotiation – people never want to give you as much as you want from them, so you need start high and negotiate down while you try to bring their number higher.

Fundraising is also a numbers game -- the more people you ask, the more people you can solicit and negotiate with, and the more money you will raise.

Most people do not like raising money. But it is something that must be done if we are to reach our legislative, policy and fundraising goals. It is always interesting to see the juxtaposition of successful business owners or leaders who are more afraid of asking for money (actually they are afraid of the rejection), then they are of not having enough money to elect friends and promote issues.

Below, please find some suggested language that may help in your fundraising solicitations on behalf of NEW JOBS.....

Wrong (General)

- "Will you help NEW JOBS by making a contribution? Or, “Give us what you can afford?"

Right (Specific)

- "NEW JOBS and the business community need your help. Can we count on you for a contribution of \$1,000?"

- Will you join me in helping NEW JOBS and the business community by making a contribution of \$1,000 today?"
- "I wouldn't be asking for so much if both the need and the opportunity were not so great. Can we count on you for a contribution of \$1,000?"
- "We need to raise \$25,000 this week. We're \$5,000 short of our goal. Can you help close the gap with a contribution of \$2,500?"
- "I need to raise \$1,500 today and I am \$450 short of my goal. Can you help me close the gap with a contribution of \$200 or \$100?"

Negotiate

- If after you ask for a contribution of \$1,000 and they tell you something much less, please do not just say, "Ok, that's great, thanks." It's time to negotiate --- you should say, "I appreciate that, but I must ask if you would reconsider the \$1,000," and add "I wouldn't ask you for so much if the need and opportunity were not so great."
- If they tell you no again and do not increase their pledge, you can say "Okay, I appreciate your commitment, but let me ask if you could add just another \$100 (or whatever amount is appropriate given what they pledged) to your pledge."
- Another good line for "pushing" people is, "How close can you come to that number?"
- If they tell you they have to talk to their spouse, partner or boss, ask them when they will have that conversation and how much they are going to tell their spouse, partner or boss they want to contribute. After you have those answers, tell them you will call back the day after they talk with their spouse, partner or boss.

Closing

- "When can I send someone to pick-up the check?"
- "Will you be mailing the check today?" ("If not today, when?")
- Please make your check payable to the "NEW JOBS" and mail it to sherry Esteves, 102 West State St., Trenton, NJ 08608

A FEW TAGLINES TO USE

- How close can you get to that number?
- If I can't count on friends like you, who can I count on?

- You have been a good friend, and I hate to ask for your help, but I am left with no choice.

- We cannot expect anyone to invest in us, if we are not willing to invest in ourselves.

- If we don't fight for ourselves, no one else will...and if we fail, the only ones to be blamed for that failure will be those who refused to answer the call and step-up to the plate.
 - "It's my belief that if you fail to act now, you will be reacting forever."
 - "I will respect your decision not to contribute if you oppose our efforts to (issues information...). However, I have a hard time accepting your "sitting this one out" given the historic opportunity, the things which are at stake and your past support for us."
 - "If you support our efforts, but do not contribute, then that is worse than being opposed."
 - "As a friend (colleague) I would like to ask you to step off the fence and make a decision to support and contribute. Will you do that?"
 - "I am coming to you as a leader in our community and asking you to take a position of leadership in this campaign. Will you do that?" Will you stand-up with me and (use names of other donors) and be counted?"
 - "Others have also told me they want to see how things shake out before they make a decision on getting involved. Hedging bets does not express confidence in us, the historic opportunity to elect, win or defeat..... Sitting on the fence simply puts us and the entire business community on hold."
 - "There is no time to wait for things to shake out. If we do not start getting out our message now, not only will the battle be more expensive later on, but our risk of defeat that much greater."
 - The biggest threat to NEW JOBS and the business community is the unwillingness or fear of business leaders to get off the fence. If you want to participate in regainingor prevent the loss of then you must be willing

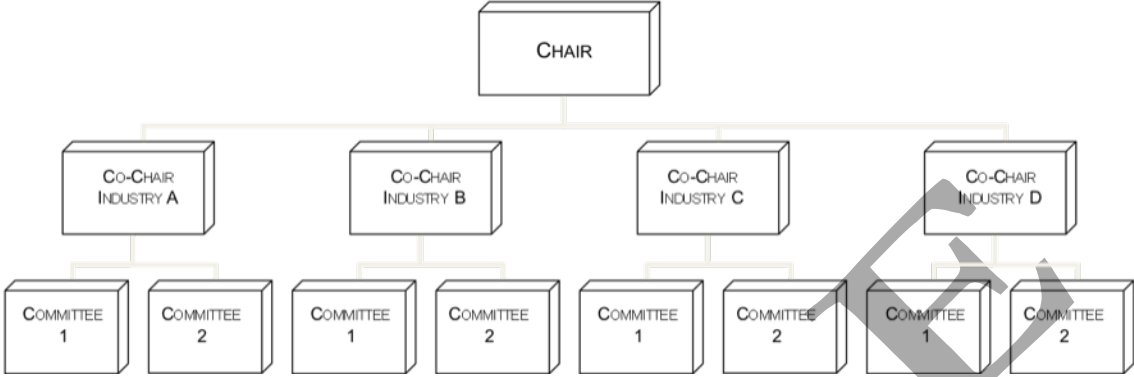
to support NEW JOBS in its efforts to represent your interests. That is why I am asking you about making a leadership contribution in the amount of \$____.”

- "I am asking that you express your leadership by joining me in this historic effort. If we are successful, we will save..... or prevent..... ”
- "If you're tired of always reacting, then join us in our pro-active attempt to gain control of the agenda by electing friends and defeating enemies.”
- "The opportunity to participate is on-going, but the need is immediate."

FINAL THOUGHTS

- You never get more than you ask for.
- Your prospect may never contribute what you ask them for, but they will likely do more than they would have if you had not asked them for so much in the first place.
- Set the agenda. Force them to respond to you. Ask for money before they offer it. It is a lot easier to reduce the amount you are asking for then it is to get them to raise the amount they are offering.

New Jersey Organization for a Better State Fundraising Leadership Chart



SAMPLE