

The

PERFECTLY PERSUASIVE

PAC fundraising campaign



New News Sells. Old News Doesn't

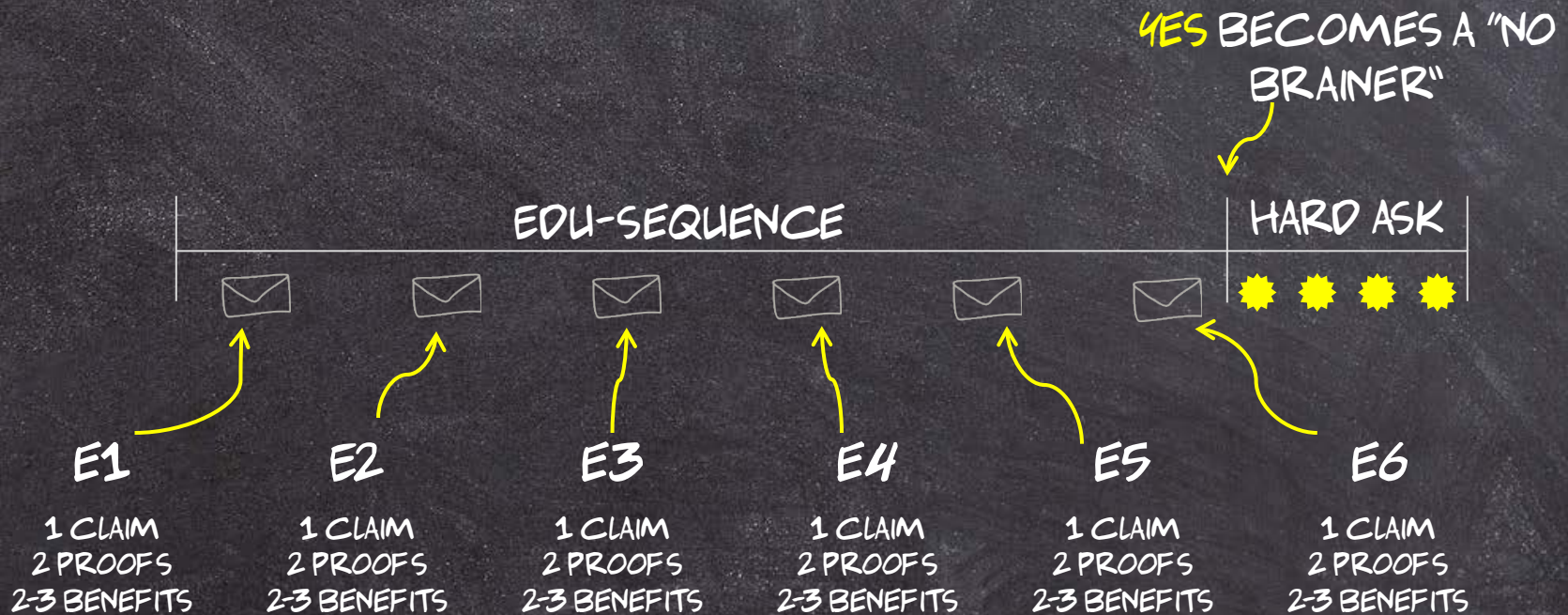
Find a way to present a new angle, information, data, secret, or discovery in a way that it makes your donors stop and take notice.

TAC Team it!

24 hours news cycles are faster than you think. If you're topic trends, you're on a minutes/hours. Plan for it and you'll reap the fundraising reward.

What do your supporters **need**
to believe to naturally say yes?

Sample email **sequence**



Emails #1 – 4, 5, or 8

edu-sequence-copy

1 Claim

2 forms of Social Proof

3 Benefits or Loss Aversion threats **to your readers**

Why your organization is the right agent.

Soft ask

“Hard Ask” Email copy

Use stories for every email. (start lining your stories up now)

Open “in the battlefield”

Tell a powerful stories from the field, from the campaign trail, from members.

Insert social proof... testimonials, others who have donated, how much you’ve raised.

Loss Aversion is “HUUUUUUGEEE”

Remind people what they will “lose” by not donating.

Be very clear about deadlines for your donors to have the impact or the “say” they want to have. (I don’t think people care about FEC reporting deadlines)

Easy button donating language.

www.mandyoneill.net