



EFFECTIVE SPENDING TIPS

The Distributed Fundraising program provides a way to raise and spend funds to support your work. This resource provides ideas to spend your group's funds effectively, as well as things to consider when planning how to spend your funds. You can reach out to your organizer if you'd like more help thinking through effective spending.

SUPPORTTEAM@INDIVISIBLE.ORG

FREE TOOLS:

- **Use EveryAction:** an email and advocacy tool that allows you to send emails to your group members, track group member activity, and create online events and advocacy forms. It can also help track the effectiveness of your emails and forms.
- **Reach out to voters in your area.** Use MyVoters to ID voters in your area for electoral and issue advocacy campaigns and reach out to them through virtual phone banks and door-to-door canvassing.
- **Design your group logo.** Reach out to your organizer about getting a group logo designed in the style of the national Indivisible logo.



Get Digital!

Secure a domain URL and at least one associated email for your group to improve email deliverability and build your brand. It's great to have one URL to point people to, and it's inexpensive.



Invest in Long Term Solutions

If you have a recurring need, consider making a purchase that will last for future events. For example, rather than paying someone to provide sound assistance for each event, consider purchasing a sound system.

RECRUITMENT & MOBILIZATION:

- **Consider paid ads.** Ads on social media are an inexpensive way to target specific audiences for events or campaigns, based on location, interests, and demographics. Plan ahead for Facebook ad approval time, which can take a few weeks.
- **Build community through postcarding.** Postcard projects are great "gateway" activity to further action and effective at bringing people into your group or campaign.

BEFORE YOU SPEND FUNDS THROUGH THE DISTRIBUTED FUNDRAISING PROGRAM, be sure that you're familiar with the spending restrictions, and reach out to fundraising@indivisible.org if you have any questions about what spending is allowed.



ADVOCACY & ACCOUNTABILITY

- **Be intentional.** Time your public-facing tactics (billboards, banner drops, light brigades, etc.) with national news stories, important local moments, or your legislator's home district visits so your event is more likely to get media attention and influence your legislator.
- **Use memorable props.** Create or buy a memorable prop that you can reuse at various events and that can create visuals that make it easier for press to cover your event.
- **Give thank you gifts.** Build relationships with congressional offices by leaving small gifts for lobby days or to say thank you. Campaign-related t-shirts or other swag is usually most memorable. Gifts for elected officials should not exceed \$25 per Congressional office.
- **Be visible and unified.** T-shirts are an easy way to make sure your group is visible and recognizable at town halls and other events, which will make sure elected officials know you are on their trail.



Make Your Materials Last
When printing materials, think about making the content both for now and in the future where applicable. Include a link to your website on promotional materials rather than a specific date for your next meeting.



Plan Ahead

For any campaign you're planning, think ahead about what things you'll need to budget for so that you're prepared with all the funds you need and can execute the campaign as planned.

GET OUT THE VOTE (GOTV)

- **Have in-person conversations.** In-person conversations are the most effective way to mobilize voters to the polls. If you're canvassing independently of any campaign, consider investing in walk cards or door hangers, or hosting a rally to fire up your volunteers ahead of door-knocking.
- **Choose your tactic.** The next most effective tactics are phone conversations, followed by text conversations, and then postcards. You can make these events more fun by purchasing food or other event-related items.
- **Be mindful of timing.** GOTV messaging is most effective in the three weeks leading up to an election. Because of varying state deadlines, reminders about voter registration are most effective 60 days before an election to ensure the voter has enough time to register or update their information.
- **Explore voter file options.** If you're unable to get free voter information from MyVoters, you may be able to purchase a voter file from your state or county.



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Spending to support or oppose candidates for office is only allowed through the distributed fundraising program when done independent of the campaign (no coordination of any kind) and for federal level candidates. Requires pre-approval.

VOTER PERSUASION

- **Choose your tactic.** The order of effectiveness for outreach techniques to persuade voters is the same as for GOTV activity: in-person, by phone, by text, then by postcard.
- **Consider high volume outreach.** You may want to consider tactics in addition to direct voter contact. These tactics are costly but reach a larger audience.



BILLBOARDS

Billboards are an effective way to reach a large audiences with specific messages. They are pricey, but unveiling a billboard in a high-traffic area can attract media attention and bring focus to an issue.



PRINT ADS

Local newspaper ads can be a great way to reach people. The smaller the newspaper, the more affordable; make sure you're reaching your intended audience by understanding what issues matter most.



RADIO ADS

Radio can be especially effective in hard-to-reach areas, like rural communities where canvassing is difficult. Radio can become expensive when factoring in vendor costs, voice recording, and audio editing. Check in with your organizer and fill out the Political Spending Request Form.



MAILERS

Mailers are a great way to blanket a region with your messaging. While mailers alone don't come anywhere close to the effectiveness of face-to-face conversations, following up a mailing with in-person canvassing is a great way to ensure voters remember what you have to say.

BUILD A STEADY DRUMBEAT

- **Persuasion messaging has a cumulative effect,** which means it's important to start talking about an election many months before ballots are cast.
- **Remember:** voters typically tune into those messages consciously just weeks prior to the election. Be consistent with spending and space out your activity so you don't blow your budget long before the election.



Be Mindful of Language Translation

If you're creating content in a language other than English, make sure it's copy edited by a fluent speaker, not using Google Translate which is often incorrect. If you don't have a volunteer who's a fluent speaker, paying a translator can be costly, but you will more effectively reach your audience with good translation.