



Campaign 4 - Serious but creative fundraising

Doug was working on a Democratic governor's race in the primary and general elections. There was a conflict between scheduling fundraising events and field events. Doug devised a plan he called "stacking". During weekdays high dollar fundraising events (\$50,000 +) were scheduled in the evenings. On the weekends the candidate traveled to communities for small dollar fundraisers in coordination with field events allowing the campaign to do 5-6 events on Saturday and 5-6 events on Sunday raising a daily combined total of \$25k to \$50k (\$1,000 contribution limit) all while facilitating field activities.

Also in that campaign, Doug facetiously dubbed a fundraising method "the Don Corleone method" from the Godfather's wedding scene. One of Doug's top raisers was a lawyer for many prominent business people including Jerry Bruckheimer and Papa John Snyder. He had several individual smaller raisers working with him. Instead of using the generic large fundraising event to collect over \$200k, Doug and the lawyer devised a more personal method in which a meeting with the candidate, the lawyer and each individual raiser was scheduled in 15 minute increments where they would deliver what they raised and have quality individual time with the candidate.

We discovered that each raiser was sliding an envelope of contributions across the desk to our candidate reminding us of the famous first scene at the wedding of Vito Corleone's daughter where Tom Hagen remarks "No Sicilian can ever refuse a request on his daughter's wedding day." It's an amusing story but the method actually worked and helped raise over \$200,000! The individuals (who raised \$15k a piece) loved the intimate time with the candidate.