



CAMPAIGN365 – FUNDRAISING

EMPOWERING YOU TO FUNDRAISE **YEAR-ROUND**



Introductions



We want to hear your thoughts...

- > Please **write your thoughts** in the comments throughout the programme
- > **Raise your hand** if you want to come off mute
- > A **recording** will be available after – and you'll be emailed all templates
- > And always simply **email us** for slides (training@labour.org.uk)





What we'll cover in today's session...

01

Fundraising principles

How fundraising powers your local activity

02

The latest methods and approach

Our best practice on how to fundraise locally

03

Key considerations

Communications, legal and ethical



Your role

1. Fundraising officer
2. Help organise fundraising
3. Part of a team
4. No experience



1. Fundraising principles



£

Our post- general election review illustrated...

Winning elections **doesn't
come cheap**

Tories **increased the national
election spending cap** by
80%, from £19.5m to about
£35m – we need to keep up

We need to see **year-round
activity** – and this costs
money

People get ***fatigued*** of
fundraising asks

So, we need to give people an
opportunity to donate ***all
year round*** if they can



Your experiences

1. Who organises fundraising locally?
2. What type of events?
3. What are the successes?
4. What have been the failures?
5. Share ideas you've yet to try...



We've got different *types* of fundraising at our disposal...

- 01 **'One-off' asks:** occasional requests to support specific time-limited projects
- 02 **Regular giving:** tangible requests to support ongoing costs
- 03 **Events:** requests made at social gatherings and specific fundraising events



And who can we ask?



Members and supporters



Trade Union or Co-op



Labour Council Groups

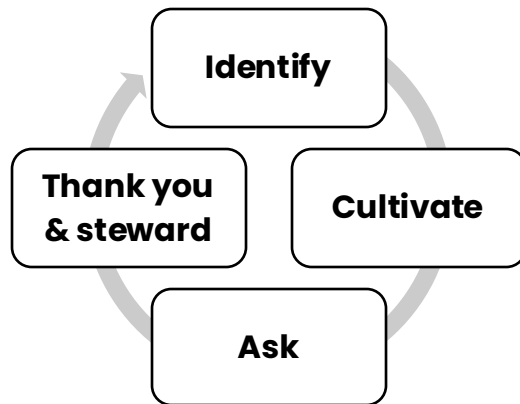
And.. work with your National or Regional Office, affiliates and societies



2. Latest methods & approach



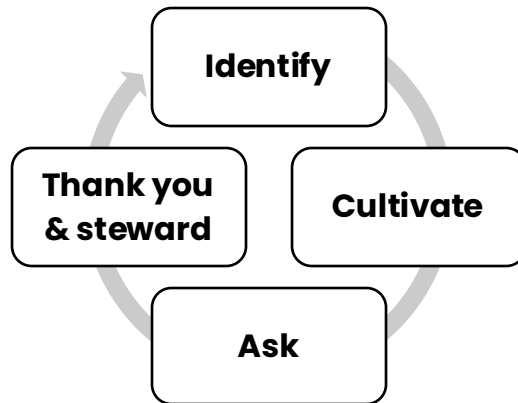
The most effective fundraising plans cover...



- Why** are you raising funds?
- How** much money do you want to raise?
- Who** will organise your fundraising activities?
- Who** is your audience?
- What** methods will you be using to raise funds?
- How** will you organise your budget?
- When** will your fundraising activities be taking place?
- Where** will your fundraising activities be taking place?



Asking for donations – one-off and regular...



- Establish a case for support
- Plan and space out your requests for one off donations
- Use different methods to ask for gifts, and allow donors to give in different ways



Event fundraising ideas (in person or Zoom)...

What else have you done?

- Quiz night
- Summer BBQ
- Coffee morning / Wine and cheese night
- Seasonal celebrations; Chinese New Year or Christmas party
- Bingo night / Sporting events
- Progressive dinner
- Fish and chip supper / Curry Night
- Film night
- Q&A with a special guest
- Annual dinner
- Bake off
- Book Sale at local Fetes
- House meetings – event with a smaller group



Key considerations to *elevate* events

- Agree dates in your 365 Campaign Planner – and save the date with speakers, venues and guests as early as possible
- Venue & catering – to minimise spend, look to your supporters
- Speakers – use the networks of local politicians or regional office
- Marketing – use different communication channels and lots of reminders!
- Add-on gifts – check for opportunities to raise income additional to ticket sales e.g. raffles, auctions, Direct Debit forms at events
- Ask for help – from Regional Offices and Head Office
- Make plans to *thank* anyone



“ Always have a clear distinction between what is a social event and what is a fundraising event. ”

- Top Labour fundraiser



3. Wider considerations



Latest communications best practice

“Communicating your fundraising ask is really easy... At its heart you have to say *why* you are raising money and how your supporters can help.

You should provide *tangible options*”

- Labour HQ

Urgency – why people must act *now*

What’s at stake and what is likely to happen if the donor doesn’t donate

A graph or infographic showing visually what you need to raise can make a huge difference

Focus on one key ask – don’t include lots of other information

Have a PS. restating your key call to action one last time

Use bold and italics sparingly but effectively – never underline, as people think it is a URL

Thank everyone who has donated within 24 hours at an event



Helen, Angela has an important message that she wanted to share with you all:



The Tories are briefing that they're about to start spending big to win over millions of undecided voters in the final stretch of the campaign. But we're fighting back. **We've made so much incredible progress since David set our £1 million goal on Thursday morning and like Angela says, we need to keep going.**

Whether it's £3, £25, in between or more, every donation makes a difference — especially in the final stretch of the most expensive general election in UK history.

[Will you please donate £3 or any amount you can afford to our campaign today to deliver the next Labour government. No donation is too small - they all go a long way.](#)

We can do this,

Team Labour

[DONATE](#)



Sender: David Evans

Subject: We need a surge of donations today. I say this to be transparent, not to alarm you.

Date: 27 June 2024

I want to give you an honest update, Helen.

There's no Labour Party or campaign without supporters like you, so I want to make sure you know how things are looking from campaign HQ:

The truth is, we need to raise another £1 million before polling day to ensure we can face an ambitious goal, so I need to get rid of the Tories, to budget gap.

We are running an energetic campaign, heard, securing even the most difficult challenge in front of us was the Tories — in an attempt to double the spending cap.

Already, our campaign is the Labour Party, and we still to truth is we're pacing behind.

I say this not to alarm you but honest and transparent with you are depending on people like you government and kick the Tories.

So I'm going to level with you, polls close. To enact our result possible, and critical enormous Tory assault on



Helen -

We wanted to make sure you saw David's important update yesterday for our top supporters.

He set an ambitious goal for this team: £1,000,000 by polling day. You can see our progress here:



We've made a serious dent, but it's critical that we pick up the pace to fund our campaign through the home stretch.

[Please make your first online contribution to our general election fund tonight. We need to raise another £50,000 before midnight to stay on track.](#)

[CONTRIBUTE](#)

Thank you,

- UK Labour HQ

[DONATE £10](#)

[OTHER](#)

One week, one million pounds, one Labour government.

Are you with us? Then let's deliver the change Britain deserves.

All my best,

David

... remain last year and start spending it.

we don't want

[@ contribution our fundraising has far.](#)



Donations page

The screenshot shows the Labour Party donation interface. On the left, there is a header with the Labour logo and the text 'Donate now to the Labour Party in Aldridge-Brownhills.' Below this is a photograph of a group of people, including a man in a suit and a woman in a red coat, with a 'CHANGE' sign visible. On the right, there is a donation form with two tabs: 'Donate once' (selected) and 'Donate monthly'. Under the 'Donate once' tab, there are buttons for £10, £20 (selected), and £50. Below these are buttons for £100, £200, and £500. A text input field contains '£ 20'. A checkbox is checked with the text 'I would like to cover the transaction fees for this donation'. Below this, it says 'My grand total will be £20.60'. At the bottom of the form is a large red 'Next' button and a small lock icon with the text 'Secure donation'.

The full list of donate pages can be found here:
<https://labour.org.uk/resources/clp-finance/>

Double check you are linking to the correct page, as slight typos can cause a redirect to the national donate page and these funds cannot be reallocated in retrospect.

In terms of checking account details, most should be up to date as the CLP's share of membership payments also get sent through to the same account on a monthly basis.



Ticketed events

Many local parties use...

www.tickettailor.com

Other ideas?

The screenshot displays the TicketTailor website interface. At the top, the navigation menu includes 'How it works', 'Features', 'Who's it for', 'Pricing', 'About us', 'Login', and 'Get started'. The main headline reads 'The world's most loved ticketing platform.' Below this, a sub-headline states 'Whether it's your first event ever, or yet, we make it simple to sell tickets'. The central focus is on pricing options under the heading 'no contracts, simple.' Three pricing tiers are shown:

Option	Description	Price
Free for free	No fees for up to 2,000 free tickets per year	£ 0
Pay upfront	Buy credits in advance and save	from £ 0.22 per ticket (+ VAT)
Pay as you sell	Simple, low pricing to get you started	£ 0.60 per ticket (+ VAT)



Rose network



The Rose Network is a nationwide giving club for those who donate £100 a month, and up to £5000 a year.

Individuals contributing at this level receive a number of different benefits, including a free week-long pass to Annual Party Conference and invitations to national Party events throughout the year.

If someone you refer or ask joins the Rose Network, 50% of their donation can go directly to your CLP, Region, or both. As such, in one year just one member could donate as much as £2500 to your local area.



Legal considerations

- **Donations** are regulated by the **Electoral Commission** under party funding laws, commonly known as the Political Parties, Elections and Referendum Act (**PPERA**).
- Members of Parliament as defined as **“regulated donees”** under Schedule 7 of **PPERA**, and are required to fully comply with the rules on accepting and reporting donations and loans given towards their political activities.
- All donations and loans with a value of more than **£500** are subject to controls under **PPERA**. MPs must only accept donations and loans of more than £500 from **permissible** donors and lenders.
- **Gifts in kind** with a value of more than £500 will constitute controlled donations, and must also be from **permissible** sources. **PPERA** also specifically regulates the sponsorship of events, meetings and publications – any such payments with a value of more than £500 will also constitute controlled donations and must also be from permissible sources.
- <https://labour.org.uk/resources/clp-finance/>



Next steps



Six things to do

1. Plan at least four fundraising events between now and May 2025 in the 365 Campaign Planner
2. Invite not just members but also supporters from the community
3. Use events.labour.org.uk to encourage sign up
4. Activate your donations page and send one fundraising email
5. Let us know what has worked well and what could be better
6. Get in touch – training@labour.org.uk



Time for questions

What are the barriers?

What are you going to do differently?

How can head office or regional office help?



See you next week...

Boosting membership and engagement

