

EXAMPLES OF FUNDRAISING AND SPENDING ACTIVITIES

The distributed fundraising program provides you with tools your group needs to fundraise and spend funds. Here are some real life examples of what groups have done using the program.

Fundraising:

- ❑ [Build out a fundraising pitch](#): How much funding do you need, when, and for what? This resource will help you answer those questions and make asking for support easier.
- ❑ [Host a house party](#): Invite group members, friends, and relatives to come (in person or virtually), learn about your work, and donate right then and there.
- ❑ [Have one-on-one meetings](#) with committed group members or community activists, talk to them about your funding needs, and ask them to support your work.
- ❑ [Send an email](#) to your list with your fundraising ask, or include the link to your group's ActBlue page in your regular email updates.
- ❑ [Post on Facebook and Twitter](#) with the link to your group's ActBlue page. Be sure to post both on your Facebook page and in your Facebook group if you have one. "Pin" the post to the top of your page to make sure all visitors see when they visit.
- ❑ Include a "donate" button on your website that links to your ActBlue page

Spending:

- ❑ Venue rental, food, and printing for routine meetings and trainings
- ❑ Tools like Google, Zoom, and website hosting
- ❑ Child care, rides, captioning services and other spending to make it possible for members to participate in monthly meetings
- ❑ Postcards or canvassing materials to register voters or make sure they know their voting location
- ❑ Newspaper or Facebook ad asking the public to call their members of Congress and ask them support a minimum wage increase
- ❑ Space, food, and speaker fees for an event to educate voters about the differences in healthcare policies
- ❑ Donations to 501c3 or 501c4 organizations like Movement for Black Lives, food banks, etc.
- ❑ Transportation and materials for a visit to your Congressperson's office asking them to support pro-democracy legislation (asking legislators to support or oppose legislation)
*check for reporting requirements if lobbying at state and local level
- ❑ Spending that requires pre-approval:
Postcards to send to voters to ask them to vote for a progressive congressional candidate
Billboard to oppose harmful Republican congressional candidates

Remember that you're NOT allowed to spend funds on:

- Drugs or alcohol
- Things that benefit just one person and not the group
- Staff or independent contractors
- Direct contributions to PACs, political parties, or candidates
- State and local political work
- Coordinated federal political work

Questions? Email fundraising@indivisible.org