Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expected Graduation Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Major: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teammates (if applicable): \_\_\_\_\_\_\_\_

**Campaign Fundraising**

**Overview:**

During Nancy’s presentation you learned about one of the most important aspects of a political campaign – fundraising. For this worksheet, take what you have learned and apply it to a hypothetical campaign you are managing. Use what you now know about fundraising and campaign management to answer the following questions. **If you finished any previous worksheets, you’ve already completed the first sheet, feel free to move on to page two of this document. Please also note that teamwork is accepted and encouraged. If you work with other participants on this worksheet, simply list their names above so that credit can be recorded.**

**Instructions:**

Assume you are working on a general election in your district of the Texas House of Representatives. You can find that district number [here](https://house.texas.gov/members/find-your-representative/).

Once you have that district number, look for some of the information our presenters highlighted. You can find the demographic population, election analysis, and other information on the incumbent representative's [home page](https://house.texas.gov/members/) here. Click on your representative’s page and navigate through the District Profile Reports and Election Analysis.

You can get a better understanding of how a district has changed over time by examining what the vote count was for previous elections. Take a look at some of the most recent results for that seat in either 2014, or [2016](https://elections.sos.state.tx.us/elchist319_state.htm).

Using this information, work on answering the following questions. Some questions require you to pick a candidate to work for. Feel free to pick the incumbent, a challenger, or make up your own candidate! No matter who you choose, the information provided via the links above will stay the same.

**Questions:**

1) There are many different funders on the camping trail including but not limited to small dollar donors, PACs, lobbyists, major donors, and unions. If you had to pick one to prioritize early in your campaign, which would you pick and why?

2) In 500 words or less, give your “elevator pitch” to the funder you chose. Things to keep in mind: Business interests are more important to some funders than others, like unions and lobbyists. Conversely, community initiatives may be paramount to small dollar donors. Think critically about the candidate you chose/made up, and the funder you are speaking to.

3) Have this form with you when you schedule a time to speak with Nancy, she may ask you about your pitch! Schedule a time here. <https://forms.gle/PX15zaY4dJb5CUUW9>