

TWGGA MEMBER

*VineRoots*

ACTION PACKS

---

FUNDRAISING



VINEROOTS

Texas Wine and Grape Growers Association



## *INTRODUCTION*

This series of TWGGA Member Action Packs is designed to engage TWGGA members in legislative advocacy on behalf of the wine and grape industry. Each member can choose as few or as many of the individual activities they would like to conduct to contribute to this overall industry effort. Members may select to host elected officials at their winery/vineyard, to raise funds for candidates or officials, to educate officials on industry needs, and/or to participate in our legislative day at the State Capitol in Austin.



This may be the campaign activity that people dislike the most. Very few people like picking up the phone and asking for someone else's help, especially when it pertains to money. Yet, because of our laws, this is how campaigns are funded.

Money is typically contributed by individuals.

Texas has no limit on the amount an individual can contribute to a political candidate. The only stipulation is it cannot be corporate money; it must be personal. And, these contributions are not tax deductible. The state requires the campaign report these contributions on a regular schedule, recording the amount, who contributed, and the contributor's address and occupation.

The forms included in this manual will allow you to acquire this information for fundraising events for which you are responsible. At the conclusion of an event, the campaign will want this basic information for their internal and reporting requirements, but you will also want to retain this information for your records. This will not be the only time you may organize this type of event—in fact, if you are good at it, you will likely be asked again.

There are some nuances around contributions, certainly at the federal level with dark money, hard money, soft money, issue money, money directed to political parties, etc. We will not delve into these other categories at this time. For the sake of this manual, we will only deal with contributions directly to Texas state political campaigns—specifically statewide office (Governor, Lt. Governor, AG, etc.) and state House and Senate races. This covers the majority of the activities and candidates with which you are likely to become involved.

## CAMPAIGN FUNDRAISING EVENTS

This is the traditional event that many of you have participated in at some point in the past. This is still an excellent way to raise money. This can be as complicated as a seated dinner for a large group, charging varied amounts to each individual or couple or as simple as a wine and cheese reception with a small group of large contributors. There is no set “right” or “wrong.” It's whatever works for your planning, time, goals, and the candidate's availability. The key is careful planning and beginning early. Also, watch your budget! It does no good to have a great event where you spend more than you raise.

### ONE MORE KEY POINT:

MAKE SURE YOU DELIVER THE CONTRIBUTIONS FOR WHICH YOU ARE RESPONSIBLE TO THE CAMPAIGN YOURSELF.

The candidate/office holder needs to be aware of your success and what you have done on the candidate's behalf. Never allow the post office to get credit for your hard work. Always deliver your checks in person to the candidate whenever possible!

### Action Steps

- Meet with the official to determine a date when they will be available to attend.
- Schedule and promote the event to friends and associates.
- Introduce the candidate and tell why you are supporting and why others should support.
- Have the candidate speak.
- If this is not a prepaid ticketed event, make sure checks can be collected and properly accounted for.
- Thank everyone for attending.
- Turn in checks and list of sponsors to candidate or representative.

## FUNDRAISING

TWGGA MEMBER

*VineRoots*

ACTION PACKS

---

## Supporting Materials

### SAMPLE GENERIC FUNDRAISING LETTER (NONEVENT)

Mr. Bill Smith  
1234 State Street  
Badlands, TX 99999

Date

Dear Mr. Smith,

I would like to take this opportunity to introduce you to the candidate I am supporting for our local Texas House of Representative District #1, Rep. Joe Jones. I have known Joe for many years and have found him to be an extremely effective public servant. His years of service in our community, first as dog catcher and street light changer and now as our state Representative, have made him uniquely qualified to represent us in our Texas legislature.

The ongoing challenges we face at the state level require someone of Joe's knowledge and experience to help solve.

Joe needs our help.

Joe is facing a very serious challenge in the upcoming election against a well-funded opponent who does not represent our local values and interests.

I am helping Joe raise the needed funds to make sure his message gets out to the people of House district #1.

For Joe to be successful, we need to help him today. That is why I am contacting you seeking your assistance.

Can I count on you to contribute \$XX to Joe's campaign? This can be done online through Joe's campaign website, or I am happy to come by and pick up a check today, whichever is easier.

This is an extremely important election cycle. The outcome of this election will impact our state for years to come. We must ensure that our communities have the best representation possible, and Joe Jones is that candidate.

Thank you for your support. If you have any questions, please feel free to contact me at any time.

This is a very basic example of a fundraising request. Attempt to keep to a single page if possible. The campaign should have information regarding the ability to contribute with a credit card, so make that an option if possible. Keep track of the money you raise so that you can report to the campaign. This should be on your personal or business letterhead.



TWGGA MEMBER

*VineRoots*

ACTION PACKS

---

FUNDRAISING

SAMPLE FUNDRAISING LETTER/INVITE FOR SPECIFIC EVENT

Mr. Bill Smith  
1234 State Street  
Badlands, TX 99999

Date

Dear Mr. Smith,

I would like to take this opportunity to introduce you to the candidate I am supporting for our local Texas House of Representative District #1, Rep. Joe Jones. I have known Joe for many years and have found him to be an extremely effective public servant. His years of service in our community, first as dog catcher and street light changer and now as our state Representative, have made him uniquely qualified to represent us in our Texas legislature.

The ongoing challenges we face at the state level require someone of Joe's knowledge and experience to help solve.

Joe needs our help.

Joe is facing a very serious challenge in the upcoming election, against a well-funded opponent who does not represent our local values and interests.

I am hosting a reception (event) at my tasting room at Real Good Texas Winery and Vineyard on Tuesday, May 8, at 7:00 p.m. This will be a great opportunity for you to meet and visit with Joe and discuss the issues of interest to you and our district.

For Joe to be successful, we must help him now. That is why I am inviting you to become involved today. Can I count on you to (come up with contribution level options and categories: Gold sponsor, Silver sponsor, etc. but always list specific amounts when possible)?

This is an extremely important election cycle. The outcome of this election will impact our state for years to come. We must ensure that our communities have the best representation possible, and Joe Jones is that candidate.

Thank you for your support. If you have any questions, please feel free to contact me at any time.

State specifics for event, location, time, date, dress, etc. Also include an option to contribute if they cannot attend. This is just a sample; refine to fit your specifics. Try to keep to a single page if possible.



## FUNDRAISING

TWGGA MEMBER

*VineRoots*

ACTION PACKS

---

## Supporting Materials

### SAMPLE GENERIC FUNDRAISING LETTER (NONEVENT)

Mr. Bill Smith  
1234 State Street  
Badlands, TX 99999

Date

Dear Mr. Smith,

I would like to take this opportunity to introduce you to the candidate I am supporting for our local Texas House of Representative District #1, Rep. Joe Jones. I have known Joe for many years and have found him to be an extremely effective public servant. His years of service in our community, first as dog catcher and street light changer and now as our state Representative, have made him uniquely qualified to represent us in our Texas legislature.

The ongoing challenges we face at the state level require someone of Joe's knowledge and experience to help solve.

Joe needs our help.

Joe is facing a very serious challenge in the upcoming election against a well-funded opponent who does not represent our local values and interests.

I am helping Joe raise the needed funds to make sure his message gets out to the people of House district #1.

For Joe to be successful, we need to help him today. That is why I am contacting you seeking your assistance.

Can I count on you to contribute \$XX to Joe's campaign? This can be done online through Joe's campaign website, or I am happy to come by and pick up a check today, whichever is easier.

This is an extremely important election cycle. The outcome of this election will impact our state for years to come. We must ensure that our communities have the best representation possible, and Joe Jones is that candidate.

Thank you for your support. If you have any questions, please feel free to contact me at any time.

This is a very basic example of a fundraising request. Attempt to keep to a single page if possible. The campaign should have information regarding the ability to contribute with a credit card, so make that an option if possible. Keep track of the money you raise so that you can report to the campaign. This should be on your personal or business letterhead.



A. TWGGA MEMBER POTENTIAL CAMPAIGN DONOR LIST

(Winery/vineyard to devise this list.)

NAME	<input type="text"/>
ADDRESS	<input type="text"/>
PHONE#	<input type="text"/>
EMAIL	<input type="text"/>





**FUNDRAISING**

*TWGGA MEMBER*  
*VineRoots*  
ACTION PACKS

**B. TWGGA CAMPAIGN DONOR LIST**

TWGGA MEMBER	<input type="text"/>
EVENT LOCATION	<input type="text"/>
EVENT DATE	<input type="text"/>
TOTAL FUNDS RAISED	<input type="text"/>
IN-KIND CONTRIBUTION TOTAL	<input type="text"/>
CONTRIBUTED FUNDS TOTAL	<input type="text"/>

ATTENDEES (Collect this information from each attendee.)

NAME	<input type="text"/>	AMOUNT	<input type="text"/>
ADDRESS	<input type="text"/>		
Ph#	<input type="text"/>	EMAIL	<input type="text"/>
OCCUPATION	<input type="text"/>		



TEXAS WINE & GRAPE  
GROWERS ASSOCIATION





*TWGGA MEMBER*

*VineRoots*

**ACTION PACKS**

---

**FUNDRAISING**