

TWGGA MEMBER

VineRoots

ACTION PACKS

**WINERY/VINEYARD
FUNDRAISER**



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.



Action Steps

1. In addition to using your facility to educate candidate/office holders on what goes on at a winery or vineyard, the facility or land itself can be a tremendous asset. All candidates are looking for convenient, interesting locations to hold political events for themselves and their supporters—especially locations that have little to no expense to the campaign. Your facility or vineyard oftentimes offers the perfect location for these type of campaign events.
2. Typically, your business includes public gathering places with adequate infrastructure to host medium to large gatherings with little additional planning needed. This is of tremendous value to the candidate/office holder and presents an opportunity for you to offer something of significant value to the campaign.

Facility Uses and Campaign Events

MEET AND GREET These events are opportunities for candidates/office holders (especially new ones) to meet potential supporters from the local community. Oftentimes the candidate/office holder is from an area other than your location. Introducing them to YOUR community (friends, neighbors, wine club members) is of immense value and will be greatly appreciated. After the event, providing contact information for these attendees to the campaign is also extremely valuable. Included with this section are suggested forms that can be used to record this information and present to the campaign in a useable format. In addition, we are supplying suggested generic letters to invite the attendees.

GOTV (Get Out The Vote) This is an effort that every campaign undertakes—getting identified potential voters to ACTUALLY go vote. The campaign may have a specific program in which they want your help. If so, follow their program as closely as possible. If not, TWGGA is developing a generic postcard for you to replicate to give to people you have identified in your efforts to assist this candidate for you to send.

PHONE BANKS Almost all campaigns still use direct phone calls to encourage identified potential voters to go vote at the appropriate time. Volunteer yourself and some of your employees to assist in this effort. The campaign may give you specific call lists. If not, use the lists you have developed during the course of the campaign, and call and encourage people to go vote.

FUNDRAISING This is like meet and greet, except with money. We have mentioned before how important fundraising is to any successful campaign. Having an “event” is a typical type of campaign activity used to raise funds, and wineries/vineyards are excellent locations to host these occasions. In the fundraising section, there will be additional information and forms to assist you in hosting a successful fundraiser.

There are many other potential uses for your facility, yard signs, campaign literature storage, literature distribution center, etc. It's only limited by your imagination and the needs of the campaign. The point is you have a very valuable asset from a campaign's point of view. Make use of it.

Successful campaign events are still important components to a winning campaign effort.

The campaign may have additional ideas about the use of your facility/vineyard. The key here is to make it available for different types of activities that the campaign might find helpful.

We are including several forms with this manual to assist you in having an efficient and effective event for the campaign. The campaign should instruct you as to how the various uses of your facility must be reported by the campaign to the Texas Ethics Commission. ALL contributions (money or in-kind) must be reported by the campaign, not you. YOU will be responsible for attributing some value to your in-kind contributions, whether it's a case of wine for an event or the use of your tasting room. We will go into more details on contributions in the fundraising section of this manual.

When you host or sponsor events at your facility, make sure and maintain proper records—how many attended, who they were, contact information on attendees, etc. This is important for the campaign and their political activities but for you as well. You can begin to build a base of people who will participate in your sponsored campaign activities. Over time, many of these people will come to depend on you and your various campaign activities to help them decide who they may support. As your attendance list expands, you will have a base for future political activities for this candidate and other candidates as well. This type of asset is extremely valuable to local, regional, and even statewide candidates. When the candidate/office holder knows that you can build a crowd, they will come knocking during the campaign season.

Supporting Materials

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"/>



B. TWGGA CAMPAIGN DONOR LIST

TWGGA MEMBER

EVENT LOCATION

EVENT DATE

TOTAL FUNDS RAISED

IN-KIND CONTRIBUTION TOTAL

CONTRIBUTED FUNDS TOTAL

ATTENDEES (Collect this information from each attendee.)

NAME AMOUNT

ADDRESS

Ph# EMAIL

OCCUPATION



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