



The Mississippi Federation of
Democratic Women
is helping 2023 Democratic candidates with
training on

HOW TO RAISE CAMPAIGN FUNDS AND PLAN RADIO ADS

Special Guest Speakers:

- Former Secretary of Agriculture Mike Espy
- Radio DJ LoveBone, Richie Cousin



We ask that you not interrupt our guest speakers.

Submit your questions in the chat to be answered at the end of each presentation.

Your host is Kelly Jacobs, Chair of the Political Action Committee of the Mississippi Federation of Democratic Women. KellitaJ@aol.com
662-429-4412





Greetings from Lovie West, President of the Mississippi Federation of Democratic Women.





In 1986, when Mike Espy ran for Congress in Mississippi's 2nd Congressional District, he raised \$1.3 million.

In 2018 Secretary Espy raised \$7.5 million, and in 2020 he raised \$16 million.

In 2020, US Senate candidate Mike Espy received more votes than Joe Biden in 6 Mississippi counties, including important DeSoto County (3,000 more).

“

If you don't ask for a donation,
you're not going to get it. Money is
the mother's milk of politics.

”

Secretary Mike Espy





Raising money is personal.

To be successful, you have to make a donor list, keep adding to the list, and make telephone calls.

Who to ask? When to ask?

Raising money takes work. Schedule a time every day, like 7 PM, to call voters for an hour or 15 minutes to raise money. Your financed campaign must have tools to win your election.

Get someone to help you, to coach you, who will let you scream at them if you get frustrated. You're going to receive return phone calls: don't imbibe too much, don't snack nor eat while on the phone: this is business- don't make annoying noises, sip water, coffee, or tea.



1. Donate to your own campaign.

2. Ask your family for support. Practice asking in different ways. Learn what works for you.

3. Ask your friends, get out your holiday card list and call each one. Ask friends you went to school with and former co-workers.

4. Get ready to ask organizations you have or still belong to, to donate to your campaign.

Note: When running for office, Mike Espy made calling an innate, ingrained habit. He called 5 hours a day, 5 days a week for a year.



Fundraising is personal. To be successful, You have to invest time and money in yourself.

- 1) Donate to your own campaign with cash and time.
- 2) Whatever level of donation makes sense to you, but you should make your name the first one on your donor list – people can see your finance reports from public records and will notice if you donate to your own campaign -> because you believe in it.
- 3) This is an investment in yourself that will inspire others to donate.
- 4) Note: When Espy ran for Senate in 2018, he donated \$100K to himself. In 2020, Espy stopped working for a year so he could campaign.

Fundraising is personal.
To be successful, you
have to make a budget.

- Create a budget - what is it going to cost me to run my campaign?
- How much do I need for radio, yard signs, door knockers, campaign handouts and sample ballots?
- Who will give me money in my town to run for Supervisor, House of Representatives or Agriculture Commissioner?
- Many voters are wary of making campaign donations which is why I urge you to open a trusted ActBlue account for your campaign.



YAZOO CITY



Raising money is personal.
You need to call Democrats to ask them for a donation.

Be prepared to leave a voicemail. Write down a short “ask” if you leave a message. Older donors write checks, so give them an address. For example:

Hi, this is Jarvis Cook, and I’m running to become your Representative in our Mississippi Legislature for House District 6. I support Medicaid Expansion and Fully Funding Education. Our campaign needs funds which is why I’m calling to ask if you would please make a donation. I’m on Act Blue, or you can mail a check to Cook For The People at 4028 Amherst Dr, Olive Branch 38654. Together we can all make Mississippi a better place to live. I will also try to send you a text. Please vote for me Jarvis Cook on November 7th. Thank-you.

FOLLOW UP TEXT MESSAGE

- ▶ You will be more successful if you make it easy for donors to contribute to your campaign.
- ▶ Have a pre-written text message you send after calling, regardless of whether or not you speak to them. For Example:
 - ▶ Hi, This is Gail Lyons, your Democratic candidate for Representative of House 7. I just called to talk to you about my campaign. DeSoto County needs legislators who vote to support our public school system by fully funding it every year in our Mississippi budget. Please donate to our campaign on ActBlue ([link](#)) CashApp ([link](#)), or Venmo ([link](#)). Thank you so very much for your support and vote on November 7th.

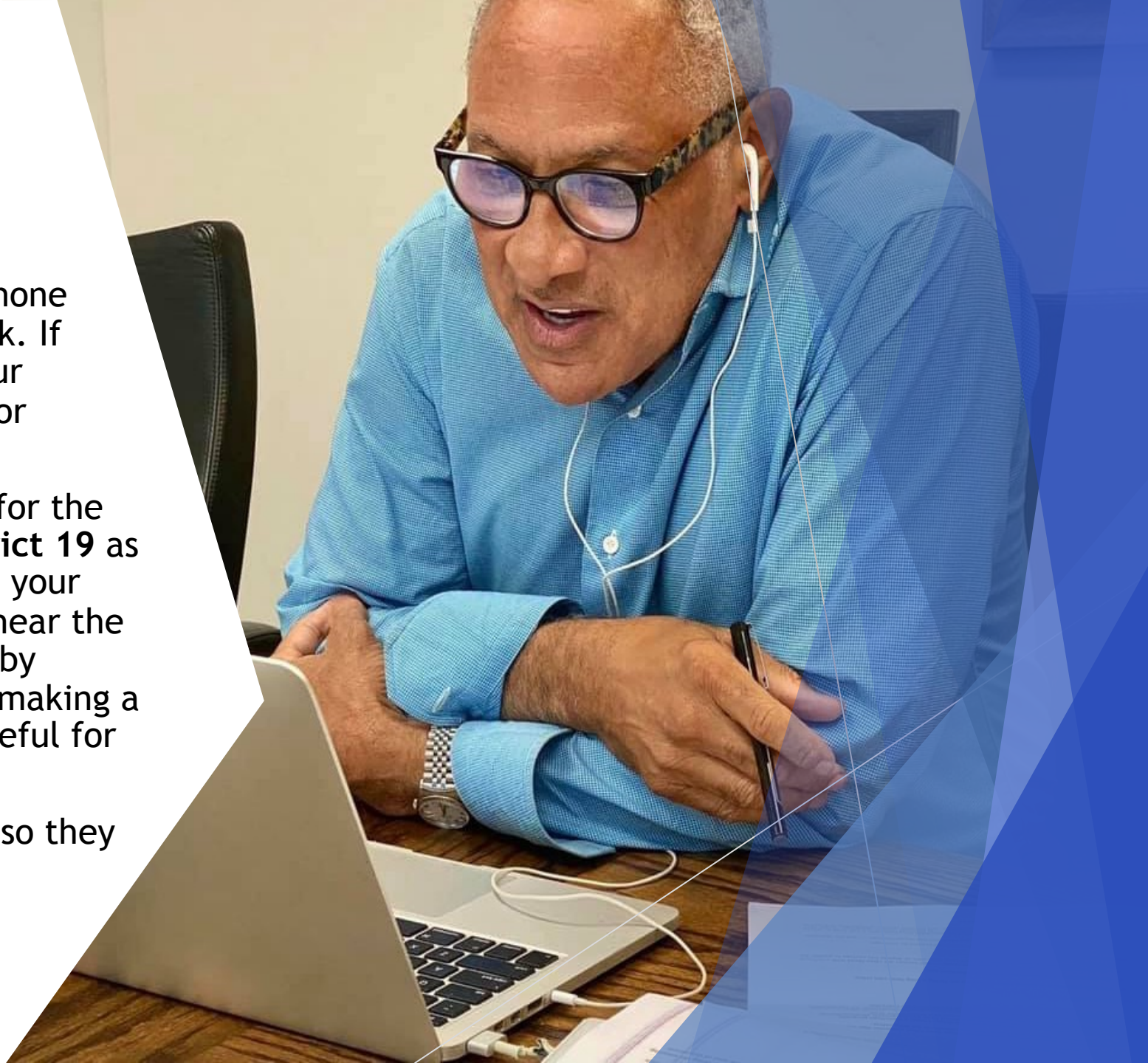


YOUR ANSWERING MACHINE

Many times a voter will not listen to your phone message after you call but just call you back. If you're already talking to another donor, your voicemail should have a helpful message. For example:

Hi, this is **Shulandra Kerr**, and I'm running for the **Mississippi Senate in DeSoto County's District 19** as the Democratic nominee. I'm sorry I missed your call. Please leave me a message when you hear the tone. I hope you will support our campaign by voting for Democrats this **November 7** and making a donation on Act Blue or Cash App. I am grateful for your support.

Note: Smile when you record your message so they can hear the friendliness in your voice.



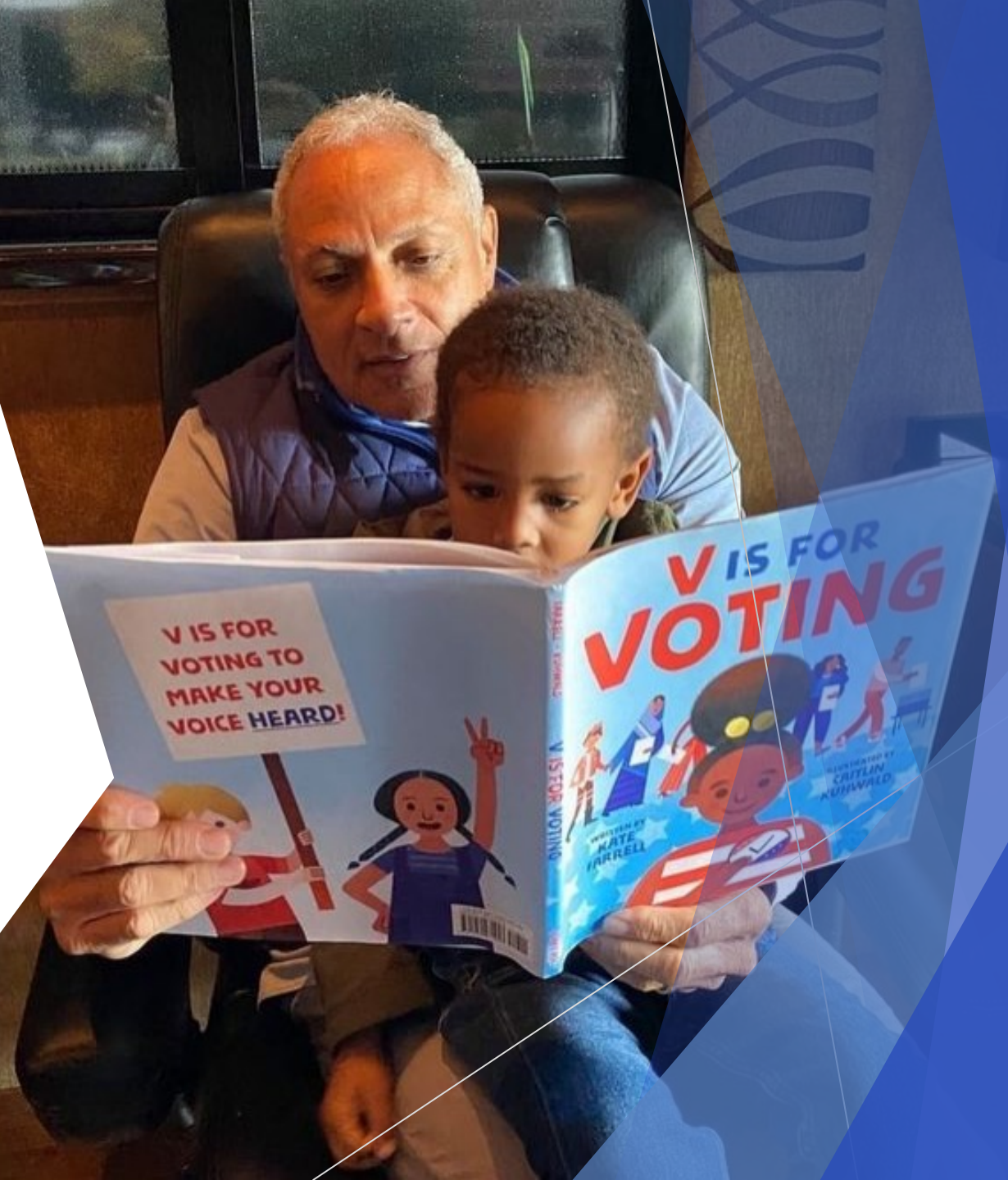
**YOU HAVE TO ASK FOR THE DONATION.
DON'T SAY NO FOR THE DONOR. GIVE
THEM THE OPPORTUNITY TO SAY YES.**

Next, write down what you will say to them if they answer their phone. This is because you can get nervous, or the call can go in a different direction than you planned, and to bring it back, you have your prompt in front of you in addition to all methods of donation that you accept: CashApp, Venmo, Paypal.

For Example:

Hi, this is Bobbie Cowan, have you heard I'm running for DeSoto County Supervisor in District one on the Democratic ticket? I don't have a primary opponent, but I am trying to replace the incumbent and need funds for our campaign. Can you please make a donation?

Assess how you are doing. Perhaps you need to try a different "ask." This is why you start with your family, so they can tell you what is working. A coach who listens in can help you improve.



Be prepared to tell the voter what you need to spend money on IF THEY ASK.

You should already have a campaign strategy on how you want to spend campaign donations, so you have an answer to give them.

For Example: Why do I need money?

Here in DeSoto County I'd like to get out the vote with radio ads on WLOK. They offer two-week packages that are \$2,500 and include 3 interviews.

Door knockers are \$20.00 an hour and can pass out sample ballots, which have to be copied first. Voters want yard signs which now cost more than \$6.00 each including the wire, so \$3K will purchase 500 yard signs.

“If you would like to make an in-kind donation and pay for radio ads or yard signs, our campaign would be very grateful, but we must know how much you spent to declare the donation.”



Raising money is hard, and people know it's hard to run, and they know it takes money, but you have to have the right pitch, and **YOU HAVE TO ASK.**

There will be many statewide and local candidates this year asking for donations, and I'm telling you that you deserve a donation, but will only get it if you ask for it. Ask your church members, social clubs, fraternities, old teachers, go through your yearbooks, ask old boyfriends and girlfriends and LinkedIn contacts; don't ignore them or they could be offended.

Many voters are wary of making campaign donations which is why you need to understand **IN KIND DONATIONS.**

You can ask a donor to sponsor your "get out the vote" radio advertisement by having them directly pay the radio station which already has your paperwork and your 30 or 60 second advertisements.

You must report the value of this donation.

If a voter gifts you a membership to the MFDW, NAACP, LWV, etc. you must report the value of this in kind donation.

Even a donation of a roll of stamps has an important place in your campaign.

Adding to your call list: Who will benefit if you are elected?

- ❖ Think about which business will benefit “when I decide” how to spend our tax dollars on the Board of Supervisors. What’s my platform? How will that impact construction & insurance companies? Garbage collection? The chamber of commerce? The water department? – if I have the right pitch and it’s in their best business interest, they might give to my opponent AND me.
- ❖ Political topics: Education, healthcare, housing – supervisors receive from developers, real estate agents and builders – learn who the movers and shakers are, make a list of those principles and call them.



Get/buy donor lists.

- Once people see you're raising money, others will follow. It's like anything else, the more people win, the more people like to be with a winner. If you have money, you get more money because you know how to do it. If you are running for a purpose, running to do something, not just be something, it will come out in your pitch. 2 minutes, most people will listen to a voice mail later in the day if they do not answer their phone doesn't mean they refused to take your call. They get calls, and some are inundated, but Mississippi is unique, and someone in CA might take your call even if they are getting too many CA calls.
- There are lists of big, big donors and small-dollar donors who give to democrats – 260K donors were an aggregate of 2018; you can buy the list of progressive democrats in Georgia – look what it reaped for him. Find the lists, pair it with contact information, name of the donor, address, occupation, and email – formulate the email – dear so and so, here's what I want to do, I need your help – ACTBLUE is like a cash bank – you can include in the email – send everyone a thank you letter through the act blue link who helped you.



“If you don't ask, you will not get.
Put your embarrassment, trepidation, ego in
the closet because it will get bruised,
some people will say no! That's OK.”

Mike Espy



Raising money is personal. What should you say?

Be sure to memorize your donate to my campaign spiel for the “in-person ask” for a donation. Have your campaign material handy with all of your campaign’s donation methods to hand them. If they want to hand you cash or a check, ask a member of your campaign to accept the funds and collect the information that’s required for reporting purposes. Take a selfie and add their contact information to your phone with a thank-you message and a copy of the picture. If they took a selfie picture, ask them to send it to you, then text them a thank-you note for their donation.

If your campaign is organized, you will have a pre-printed form the donor can fill out to give to your treasurer.

Be sure to file your campaign finance disclosure reports early or on time so that you are not marked as LATE and may become subject to penalties.

Campaign Paperwork

- ▶ However possible, the law requires you to provide information on donors who give you more than \$199 during your campaign.
- ▶ Collect this information at in-person events, every time because monthly contributions add up.
- ▶ Using your campaign logo as letterhead, create a form that collects the donor's name, address and employer, then add the CONTRIBUTION RULES. Here is an example from ActBlue.
- ▶ Try to ask if the donor can make it a monthly donation through October so that you have reliable funds for getting out the vote.

Contribution rules

1. I am a U.S. citizen or lawfully admitted permanent resident (i.e., green card holder).
2. This contribution is made from my own funds, and funds are not being provided to me by another person or entity for the purpose of making this contribution.
3. I am at least eighteen years old.
4. If this contribution is made with a corporate card, I certify that it is within the legal limits for corporate contributions.
5. Corporations, incorporated companies, and incorporated associations are prohibited from contributing more than \$1,000 per calendar year, directly or indirectly, to a political party, candidate for office or political committee.



Raising money is personal. Should you write letters?

Some Voters will donate because you sent them a letter asking for the donation.

There are many examples on the Internet of possible content, but remember your campaign strategy and include that in your letter(s).

Put your best foot forward. Make sure there are no grammatical or spelling errors. Send letters to people who are likely to donate, like: local Democratic Officials, Democratic Committee members, your friends, family and so forth.

Your campaign strategy will have to discuss how many of the more costly snail mail letters you can afford to print and send VS email letters which have a low opening rate.

Yard signs don't vote,
but voters want them.

- ▶ Yard signs must have a statement that says who paid for it to be made somewhere on the sign.
- ▶ Can you sell yard signs? No. You accept donations, that's how you collect more than they cost to cover the voters who lack funds to donate but want a sign.



Asking for Donations on Social Media

- ▶ Once you have the legal ability to accept campaign donations you should always have a request on your social media. Your campaign strategy will need to address how often you ask for a donation. Will it be every day, every other day or once a week?
- ▶ You might pick a day of the week to always ask for donations: Giving Tuesday or Donate Fridays.
- ▶ **Voters know you need the money, but they also want to see substance to your campaign.**



You can and will raise
money because you asked!
Good luck everyone!
You are the future of
Mississippi.

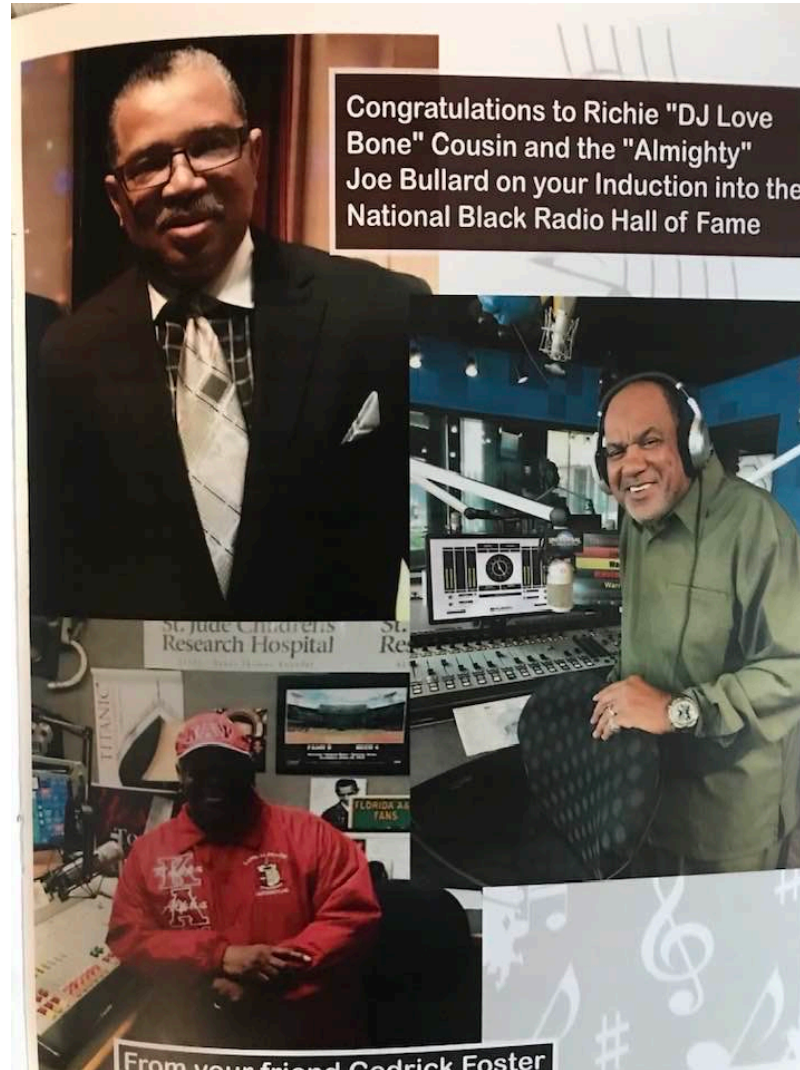
This is the end of Mike
Espy's presentation on
RAISING CAMPAIGN FUNDS.
Are there any questions for
Secretary Espy?

After Secretary Espy answers questions that
were in the chat about fundraising, we will then
move on to advertising on the radio.



Democratic Candidate Training for Radio Ads with Guest Speaker Radio “DJ LoveBone” Richie Cousin.

- ▶ Richie LoveBone Cousin works on Mix 106.1 and is the owner of The LoveBone Saturday Morning Show.
- ▶ DJ LoveBone has worked on a variety of radio shows in Columbus, Mississippi, and has been inducted into the National Black Radio Hall of Fame.



Democratic Candidate Training for Radio Ads with Guest Speaker “DJ LoveBone” Richie Cousin.

- ▶ Get your campaign and your BRAND noticed with Radio ads.
- ▶ Where to advertise? Who are your voters? What station broadcasts in your district?
- ▶ What is required in a political ad? A positive ad or a negative ad?
- ▶ When to advertise?
- ▶ 30 seconds vs. 60 seconds
- ▶ High-quality audio and brand voice
- ▶ Have a podcast?



WHY ADVERTISE WITH RADIO?

- ▶ Radio advertising is more affordable than television or print advertising and can be targeted to specific voters.
- ▶ The backbone of the Democratic Party are African American Women, and radio stations know which of their radio shows they are listening too.
- ▶ Radio Stations can help you record your ad, but you need to come with 30 second or 60 second scripts already written and timed so you are ready to record them.
- ▶ Bring several written commercials so that you can select the best one or two from the bunch.
- ▶ A radio ad package might involve rotating sever of your radio ads over the course of the package of ads you bought. There are Sunday ads, driving to and from work time slots, the configuration of when your ads play if written in a contract between you and the radio station. Ask for what you want, then be prepared to pay in advance for their services.
- ▶ Once you are satisfied with your radio commercial, you can request a copy so that you can use the same recording at another station. The final product often has some music added to the background.

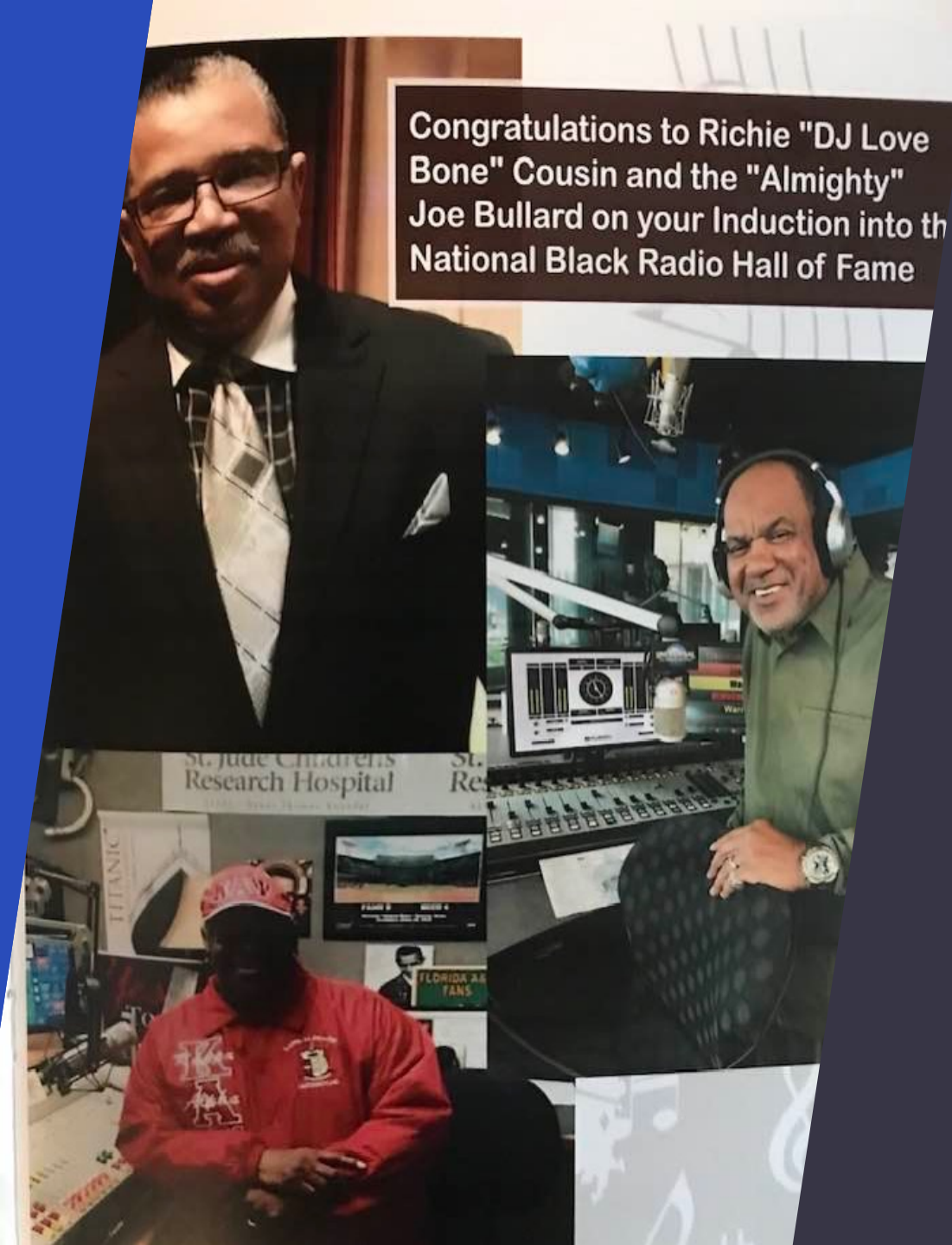




Democratic Candidate Training for Radio Ads. Guest Speaker “DJ LoveBone” Richie Cousin.

- ▶ Radio ads targets your audience and can reach a huge number of people with each broadcast.
- ▶ Radio is live and local so it is attractive to listeners/voters.
- ▶ Create an attractive campaign commercial with a good script. Equally important are good voices for your commercial that are articulate and easy to understand. Use male and female voices for your positive and negative commercials.
- ▶ Your campaign strategy to win your election should be reflected in your radio commercials.
- ▶ Political Radio commercials are a call to action! Vote on November 7, 2023. Support the Democratic Party. Expand Medicaid! Stop hospitals from closing. Your Vote Matters.





Congratulations to Richie "DJ Love Bone" Cousin and the "Almighty" Joe Bullard on your Induction into the National Black Radio Hall of Fame

BE PREPARED WITH YOUR RADIO AD SCRIPT. DON'T WING IT LIKE THIS GUY who had 15 seconds of dialog for a 30-second ad:

Hello, this is Robert Gray and I'm running for office. I've lived in Mississippi for 48 years, and attend church every Sunday with my family. My father is the Deacon at my church and my Mom cooks the best sweet potato pie every Sunday for repast. Please vote for me on election day so I can win.

3 R D A N N U A L

SAT
DEC
10

ALL WHITE AFFAIR

Christmas

PARTY

FEATURING: LOVE BONE MIX 100

The best positive Political Radio ads tell the voter everything they need to know to vote for you and comply with the law.

1. Your name
2. The election date
3. Your issue
4. Paid for by and
5. Approved by candidate name.

Sample: Mississippi now has a medical cannabis program and I fully support it's implementation. This is Kelly Jacobs and I support allowing more farmers to grow industrial hemp and medical cannabis. As your Democratic candidate for Mississippi Commissioner of Agriculture I have experience in this field and will bring Mississippi into the 21st century so that Mississippi farmers prosper, and voters are not imprisoned for using cannabis to treat their ailments. Please vote for me in our Democratic contested primary on Tuesday, August 8th. This is Kelly Jacobs and I approve this message. Paid for by Jacobs for AG Commissioner campaign



Assess your campaign strategy for Victory.

Who are your voters?

What are their issues?

Catch their attention by addressing their concerns in your radio advertisement.

- ▶ I'm Dianne Black and I approved this message: The government should not be making decisions about my healthcare. That decision should be between a patient and their doctor. The government should not decide when we have a family nor decide what type of contraception we use. That is a privacy issue and an individual rights issue. **Women's reproductive freedom** is on the ballot this **November 8th**. That why I'm voting for Dianne Black for US Congress. Dianne will give me a voice where these decisions are being made in Washington DC. **Vote for Dianne Black November 8th**. Paid for by Friends of Dianne Black for US Congress.

The best negative Political radio ads tell the voter something they need to know about your opponent, why they should vote for you, and comply with election law.

Your radio ads can be voiced by a friend, or you can pay for a professional DJ to do the voice, but then your voice needs to say you support the ad.

Here's a sample of a negative ad:

- ▶ On January 6th, 2020, our Northern Mississippi Congressman Trent Kelly voted against certifying our Nation's election results. Trent voted against funding our Capitol Police, against the Electoral Count Act and clearly is ready to continue to undermine our democracy. What would Trent Kelly have done if Trump showed up at the Capitol building on January 6th with his Secret Service detail? Would he have protected our Democracy? I don't think so, which is why **I'M** defending America's Democracy and **women's rights** by voting for Dianne Black on November 8th to replace him in Congress. Paid for by Friends of Dianne Black for Congress. I'm Dianne Black and I approve this message.



Radio Interviews:

As a part of a radio advertisement deal, you may be offered a package of ads and interviews. Usually, you call in for the 3-minute radio interview, but the paid interview can be done in the studio.

I suggest you send/email/text or bring the radio station DJ a list of 15 questions they can ask you. That way, you will put your best foot forward with your responses.

Smile when you answer, the listeners can hear it in your voice, and you will talk slower



Democratic Candidate Training for Radio Ads. Guest Speaker “DJ Lovebone” Richie Cousin.

- ▶ Voters need to hear your message at least 3 times before the election. Radio offers an accessible medium that is affordable, but 2023 will have a plethora of candidates and we sell our commercials on a first pay, first served basis.
- ▶ As soon as you can, pay for your radio ads, because once the spots are sold, we don't have any more to sell you.



Some Radio shows may invite you to be interviewed, which may also be streamed. This is not paid for. Be prepared with visuals.



If you feel confident to do a live radio or TV interview, be prepared.

- ▶ Ask the interviewer what they want to talk about?
- ▶ Can you have the questions in advance, or can you give them questions to ask you?
- ▶ Look like a professional, and be ready to talk about why you are running for office.
- ▶ If they recruit callers to ask you questions....
- ▶ Be confident, smile, look friendly and if you're asked a question you don't know the answer too, have a prepared deflection. Don't Lie.
- ▶ Don't get angry, or if you do then shake it off quickly and move on with positivity.
- ▶ Don't forget when finished to remind listeners about who you are, the office you are running for and that they can learn more on your social media. "Please Vote on Tuesday, November 8, 7am-7pm."





**Raise money so your campaign
can afford radio commercials!
They are very effective to get
out the Democratic vote when
targeted to your voters and
issues. You can do it.**

Go win your 11/7/23 elections!





I will now check the chat to see if there are any questions for DJ LoveBone?

Hosted by MFDW PAC Chair:
Kelly Jacobs at 662-429-4412 or
email KellitaJ@aol.com



The Mississippi Federation of Democratic Women thanks Secretary Espy and LoveBone for sharing their wisdom with our Democratic Candidates today.

Because we have recorded this training, it will be available for review on our website: www.mfdw.org.

More candidate training topics are available and/or still in the works from the MDFW, and there are other organizations that offer candidate training online. Political campaigns are complicated, learn all you can and WIN!

The purpose of the Mississippi Federation of Democratic Women is to help the Democratic Party recruit candidates and **win elections**.

If you are a woman or man who resides in Mississippi and would like to become a member and attend our meetings, please text or write KellitaJ@aol.com, 662-429-4412 for an application.

