RAISE THE MONEY
INTEGRATION
GUIDE

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The reader is encouraged to seek competent legal and accounting advice before engaging in any campaign business activity.

"Raise The Money" and "RTM" and logos refer to Raise the Money, Inc.

Introduction

With the Online Candidate website system, you can tie in just about any online fundraising system you choose. Many of our clients use RaiseTheMoney.com. We recommend this system for several reasons. It is a simple to use system with many great features.

Raise The Money provides campaigns and organizations with a streamlined way to start accepting contributions quickly and easily.

- Simple registration.
- No setup fees, monthly fees, or hidden costs.
- Accepting contributions on your website through embedded forms.
- Links to contribution forms can be distributed in campaign material, social media, or email.
- Add a Donate button to your campaign Facebook page.
- Donors can make recurring contributions throughout the election campaign.
- Events and ticket sales can be created and added to your website.
- Automatic transfers to your bank account.
- The system automatically reports campaign earnings from various fundraising sources and provides a simple export tool for information required by the FEC and state regulatory agencies.

Raise The Money integrates easily with your <u>Online Candidate website</u>. Generate embed codes to add a donation form directly to your website pages or link to your customized contribution page through your website navigation and donation buttons.

Create Your Free Account

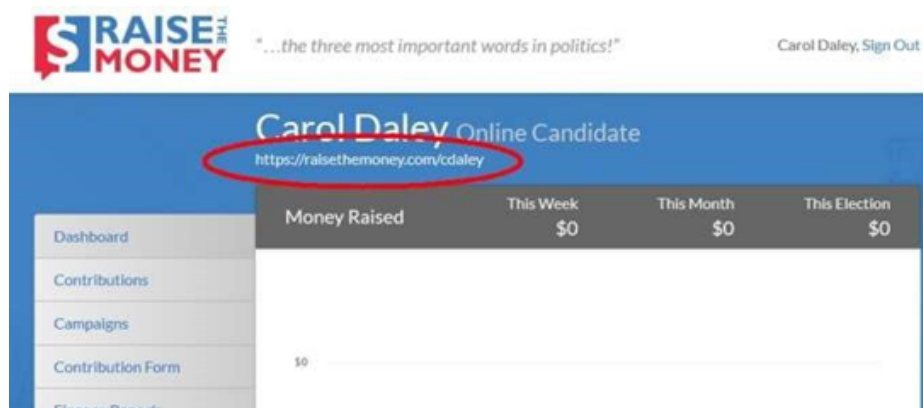# Incorporating Raise The Money Into Your Online Candidate Website

To process candidate or committee contributions through **Raise The Money (RTM)**, you will be required to provide information regarding the candidate or committee, including bank account information.

Once your information has been received and validated, RTM will notify you that your account is in good standing and that you are authorized to process transactions. If approved, accounts are generally activated within 24 hours.

Once your account is approved, log in and configure your account and Contribution Form at RaiseTheMoney.com. To customize your RTM contribution form, select "Customize Form" on the Contribution Form page.

Customizing options include: Recurring payment abilities, customizing contribution amount, creating or selecting terms, primary colors, header images, and background images.

Once you have set up your account and contribution settings, you will see a link displayed under your name at the top of all pages as shown below.

In the Donation Options tab under Site Setup in your site administration, add that
link where indicated and choose the type of donation form that you want to display.

Save and regenerate your site.

That's it! Your Raise The Money form will appear on any page where the *{Form:Donate}*
shortcode is placed. By default, the shortcode has already been added to your site's
Donate page.

Alternate Method - Direct linking to your RTM donation page

You can also directly to your Raise The Money donation page and bypass the your website's existing donation page.

In the **Page Editor** for your Donate Page, use the *Alternate URL field* and put in your RTM form link. When your site is regenerated, it will replace your donation page navigation link with your outside link. It overrides any existing page content.

Edit Page

Navigation Name: ★	Donate
Page Title: ★	Donate to the Campaign
Page Description:	Donate and help support the campaign to elect Jane Smith
Keywords:	
Alternate URL:	https://politics.raisethemoney.com/smithcampaign

If you do this, you should also change the donation page link in your sidebar buttons. In the *Site Setup*, under *Sidebar and Widgets*, change the "Your Donation Page" link to your RTM page so the generated sidebar button links to your outside donation page.

These will generate sidebar buttons on your generated website. Include full links with 'http://'.

Button1 Text:	Donate
Button 1 Link:	http://www.janesmithcampaign.com/donate.html
	☐ Check to open link in new window.
Button 2 Text:	Volunteer

Opening a Campaign Bank Account

A successful political campaign can be an expensive endeavor. As money tends to be the lifeblood of politics, fundraising and managing expenses is an important part of the election process. Establishing a campaign bank account is an important step in establishing a viable campaign.

A bank checking account serves several purposes. It allows you to accept political donations and contributions from supporters, and to make campaign purchases. Open your political campaign checking account as early as possible. Campaign finance laws in many states require that a campaign bank account be established in order to legally deposit political donations and make payments for campaign expenses.

Prior to opening a campaign bank account, you may need to establish a political campaign committee with your local county Board of Elections. The name you use for your campaign committee is the name you will use to open the bank account. The bank will require committee paperwork along with personal identification.

You may want to open an interest-free checking account rather than an interest-bearing savings account. Any interest earned on a campaign bank account must be reported in your finance reports. Considering how little banks pay in interest these days, the small amount of money to be gained is hardly worth the additional effort required by your committee treasurer to report.

While a candidate's personal funds can be used for campaign purchases before a campaign bank account is established, those purchases are generally treated as an in-kind donation or as a personal loan. Once the campaign is underway, the committee treasurer should handle the political funds and keep track of income and expenditures.

For larger campaigns, it may be a good idea to hire an accountant to make sure no overspending occurs and to keep track of contributions and where the money goes.

Because of financial filing requirements, it is important to keep detailed records of every account transaction. Keep statements, records and receipts in a safe place. They should be held indefinitely in case questions later arise as to your campaign finances.

As always, be sure to know and follow your local election laws to the letter!

Your Online Pitch

To take online donations, your campaign website will need a dedicated donations page. Start your contribution page with a few short sentences about how and why a donor's gift will make a difference. There's no need to go into detail about your campaign, and at no point should the donor be distracted with links to other organizations or information about other giving opportunities.

Your contribute page should note any legal requirements that your campaign falls under, such as:

- No corporate funds may be used for a contribution.
- That the donor be an American citizen or resident alien.
- That the donor does not exceed the maximum legal contributions.
- That the political contribution is not tax deductible.

Online donation tips

Include a donation button on every page of your website. The upper right area of a page is the most valuable call to action location.

For many donors, their first online contribution may very well be to your campaign. They will expect your campaign to maintain high standards of privacy and security. Be sure that your site's privacy policy reflects this.

Use clear language on your Donate or Give Now page. Make the call to action without ambiguity: No 'please give' or 'support us' kind of text. The same rule goes for your volunteer page as well.

Use messaging on your donate page to reinforce why they are donating. It can be whatever fits the request, such as, "For every $25 you give, we can reach another hundred voters."

A theme-based appeal (explaining how a donation will be used) is generally more effective than a generic appeal for funds.

Recurring contributions are a great way to increase the value of your donors. Even though monthly donors generally give smaller amounts on a per donation basis, the aggregate amount that they give over time is usually more than the average onetime donation amount.

In your mailings, always state that online donations are accepted. People who might not take the time to write a check might be willing to make a quick donation online. This also works well in tandem with phone calls, where callers mention that donations can be made through your campaign website.

Donors can be contacted repeatedly for additional contributions during a campaign. Many successful campaigns follow the "rule of three", where contributors are first asked to contribute early in the campaign, once again in the middle, and then finally again near the end.

The easiest way to start your campaign website.

Get started today! Visit us at <u>OnlineCandidate.com</u>

# Leverage the power of the web for your political campaign.

This easy-to-use resource is packed with tips, tricks and useful strategies for local political and issue-specific campaigns. *Running for Office as an Online Candidate* provides a blueprint for using the web to help you win your election.

Topics include establishing your online identity, creating a social media presence, campaign websites, search optimization, online fundraising, email and web marketing strategies.

Today, it's not a matter of whether you put your campaign online – *it's a matter of how you do it.*
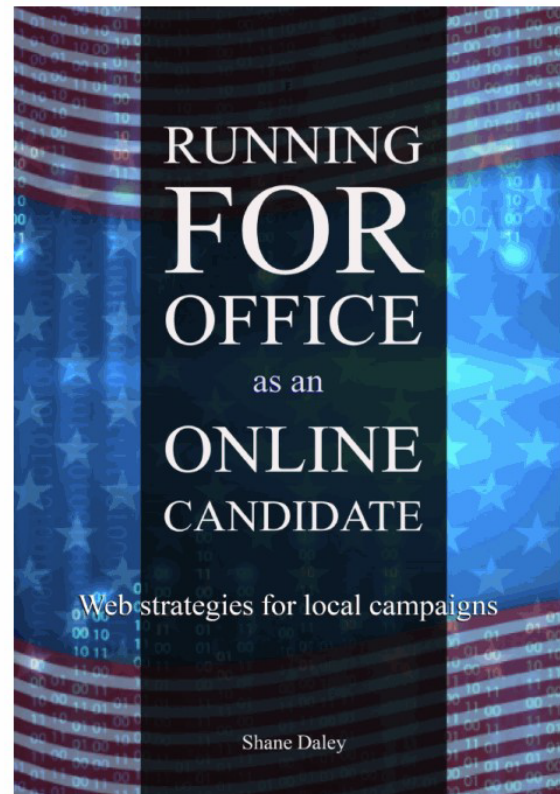
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Need Campaign Signs?
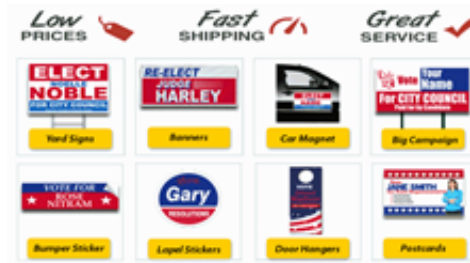
Super Cheap Signs currently ships over 10,000 yard signs, banners and other printing products to 50 states every week. As an Online Candidate website client, we can provide your original hi-res website graphics to make your signage and website look seamless.

To get a quote, visit: onlinecandidate.com/signs

Target Voters by Household
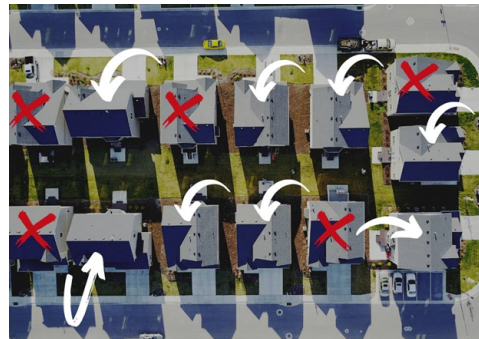
By matching your list of physical addresses to specific IP addresses with extreme precision, *IP Targeting* becomes a secret advertising weapon for political campaigns.

To learn more, visit: onlinecandidate.com/ads