

## Funding Your League's Election Programs

### What Can My League Raise Funds For?

- Voter registration drives
- Candidate nights/debates
- Printed and online (VOTE411) voters' guides
- Voter education and protection materials
- Election observer programs
- Get-out-the-vote

What are Leagues spending dollars on?	Typical cost?*
"Register to Vote" signs and/or League banners	\$200-\$600 for several
Participation fees for VOTE411 candidate guide access	cost varies, contact <a href="mailto:mbrown@lwv.org">mbrown@lwv.org</a>
Interns or PT staff to coordinate elections work	\$1,000-\$2,000/semester
Reminder postcards about Election Day and voting hours/rules (+postage)	\$200-\$500
Translation of voter education materials into alternative languages	Varies – good possibility for partner work/in-kind donation
Technical assistance for publicity, voters' guide, etc.	\$100/hour
Newspaper/radio ads	\$200-\$2000 per ad buy
Billboard rentals to draw attention to key voter info	\$1500/rental
Portable printers/iPads for voter registration events	\$100-\$5,000
Table & tents for events	\$300-\$600
Mileage for volunteers (IRS rate for charitable organizations)	\$0.14/mile
Overhead/indirect costs for office rent, phone use, etc. that supports election programs	10%
Refreshments for voter registration tables	\$10-\$20/event
Printed training guides & refreshments for voter registration partners/volunteer trainings	\$200/training
Post-Election volunteer appreciation parties	\$250- \$500

\*Costs vary widely by location and breadth of program

### How can my League start raising dollars?

- **Ask.** There's no way around it: you have to ASK for money in order to bring in money!
- **Make a specific ask around one of your election programs.** For example, send an email to your regular donors asking for help paying for Register to Vote signs for your upcoming election events, or ask high profile local members to help support your upcoming candidate debate by underwriting some of the specific publicity costs via a contribution to the League.
- **Individuals** are our best donors. Start with those who know and love you – your members, then reach out to others in the community who value the work of your League and/or those who benefit from your work.
- **Get to know your community foundation** and follow up regularly with updates about what the League is doing. When the time is right, submit a proposal for funding around specific election related programs, with a focus on the *impact* your League can make with added support.
- **Regularly engage your local donors and members** and ask them to support your core efforts. Be specific about what their support will make possible for the League. Make this a regular cycle: ask for a donation, say thank you, tell them what their donation made possible, then ask again!
- Donors who are able to give at **many different levels** are needed to reach a large goal. Here's a sample of how your League can raise \$1,000:



### Other Ideas to Try:

- **Ask local businesses** to buy an ad in your voters' guide to cover your printing costs.
- **Cozy up to partners.** By working regularly with partners in the community, you're more likely to be invited to participate in a joint proposal and/or hear about additional funding opportunities. For tips on working with partners, see our [coalition strategies planning guide](#).
- **Read the League Update!** LWVEF periodically announces grant funding and partnership opportunities via the League Update sent to League leaders every other Thursday. Don't miss out on potential funding help—scan the Update email regularly.