

Congressional Fundraising Copy

The following emails were sent in late October for a Congressional candidate in a Red-to-Blue race in New York.

Example 1

Sender: Dan Nickelson

SL: couch cushion change 💰

Hey First/Team,

I'm a numbers guy. As a Finance Director, my job every day is to meticulously check our accounting and fundraising numbers to ensure all our bills are paid and that every single dollar is accounted for and spent effectively.

And as a numbers guy, I can tell you that resources and campaign contributions really are incredibly important in winning elections – especially at this stage of the game. With less than 4 weeks left, I'm digging in the couch cushions trying to find a few extra dollars to put on TV or into digital to turn out just a few more voters.

And because I'm a numbers guy, I can also tell you that our average online contribution is \$34.31. With less than 4 weeks left until Election Day, can you make a \$34.31 contribution right now to help get our people-powered campaign across the finish line?

[CONTRIBUTE \$34.31]

[ANOTHER AMOUNT]

I really mean it when I say that your contributions make the difference in this race. With a Republican fundraising apparatus hell-bent on beating us, they're operating on a "no expense spared" mentality.

They've already spent over a million dollars against us – and who knows what they're prepared to spend in these final weeks.

With less than 4 weeks left, can you make a \$34.31 contribution towards our campaign now to fight back against Republican dark money and power us to victory?

Thanks,

Dan Nickelson

Finance Director

Example 2

Sender: Conole HQ

SL: a 3 weeks out haiku

It's 3 weeks away.
We're getting down to the wire.
Can you contribute?