

Notes for the in-service on fundraising for the 5th District on July 28, 2018

1. Relationships, Relationships, Relationships
 - a. People in Lunenburg - 12,235
 - b. Total number of employers – 173
 - c. Average income - \$39,911
 - d. % of population below poverty – 19.8
 - e. Last election a little over 7,000 people voted
 - f. About 60% vote Republican
 - g. The math = 7000 people X .6 = 4200 Republican voters
4200 voter X .802 = 3368.4 Republican voters who can afford to make a donation. 2017 raised about \$32,000 in Lunenburg county or \$9.50 for every Republican voter in the county.
2. Why are you having a fundraiser?
 - a. Raise money
 - b. Meet Candidates
 - c. Other reasons
3. What do I need to do to have a good fundraiser?
 - a. Get buy in from your unit
 - b. Ask for help
 - i. From who?
 - c. Plan
 - i. Location?
 - ii. Entertainment?
 - iii. Food?
 - iv. Speakers?
 - v. Advertisement?
 - vi. Press?
4. Things that might get you in trouble

- a. Raffles
 - b. Booze
 - c. How money is used.
5. Should I do an annual fundraiser or just when I need money?
 6. Why do I need money?
 7. Ideas and upcoming unit fundraisers in 2018

5th District Fundraiser in 2019

Lunenburg is a bad example on how to run a unit!

Lunenburg information –

12,235 people in the county with an average income of just over \$39,911. Very rural. No one remembers anyone above the state senate level ever going to Lunenburg county. No one knows the Republican Party was in the county. At mass meeting less than 15 people attended with 3 to 4 people attending unit meeting when meetings were held once each quarter. No one ever worked the poles. Total money in the unit funds, less than \$30. This was 7 years ago.

In the past 7 years –

80 times in the last 7 years Lunenburg Republican have been in newspaper in Southside Virginia. We are seen as doing things.

65 times candidates running for state and national office have attended Lunenburg Republican events

Lunenburg Republicans have given away 9 scholarships to students going to colleges in Virginia.

Lunenburg hosted a Republican Governors Candidate Forum.

In 2018 Lunenburg Republicans raised about \$4,000 for the unit and about \$28,000 for candidates. That \$2.62 for every person in the county.

Lunenburg has a regular meeting every month. Attendance runs from 5 or 6 people to 15+. We are still a very small unit. Membership fees are \$20 a year. We raise about \$300 on membership fees.

In June we had over \$3,000 in 2 bank accounts.

Results – Every Republican candidate who has ran for any office has won in Lunenburg. Only one candidate did not win by double digits.

Mike Hankins
Lunenburg GOP Chairman
July 28, 2018