

Liberal Future Fund Frequently Asked Questions

What is the Liberal Future Fund?

The Liberal Future Fund is a new monthly giving program built to directly benefit your local riding association while electing a new Liberal government.

How does the Fund work?

Under the Fund, supporters:

- Make a monthly donation of \$5 or more to your local riding association
- Make a monthly donation of \$5 or more to the Ontario Liberal Party
- Have the choice and flexibility to top up a monthly donation to one or both of your local association and the province-wide campaign effort (max. \$135.41 each).

How do donors sign up?

Donors can sign up online or via paper donor forms that can be made available to ridings and mailed back to party headquarters. To help a prospective donor sign up online, please share these steps:

Step 1: Visit ontarioliberal.ca/donate/future-fund

Step 2: Select the riding you would like to donate to monthly

Step 3: Choose how much you want to give to your local riding association (\$5 or more)

Step 4: Choose how much you want to give to the Ontario Liberal Party (\$5 or more)

Step 5: Complete your billing information

Step 6: Click to certify you are an Ontario resident and donating with your own funds

Step 7: Click 'Donate' to complete the sign-up process

What are the benefits of being a Liberal Future Fund donor?

- The opportunity to invest in a Liberal victory locally and across the province
- Membership in a special community of dedicated Liberal supporters
- Automatic membership renewal within the Ontario Liberal Party
- Regular communications from our party and Leader Steven Del Duca
- Special invitations to FREE events reserved for Liberal Future Fund donors
- No email fundraising messages outside of the End of Year period
- Access to generous political tax credits to help make the most of the donation

Why create a new monthly giving program now?

We're at a challenging time in our history. While the 2018 campaign dealt us a significant setback, another big challenge still lies ahead of us: the cancellation of the per-vote subsidy that played a major role in funding our last campaign.

We're working to meet this challenge head-on by taking the lessons we've learned in the past and updating them for a new decade. We know the days of large, one-time donations from wealthy corporations and donors are over. Our next campaign will be funded through small donations from multiple donors and we need to expand our donor base to be successful.

The old ABC program had been declining for years and was in desperate need of a refresh. We also know that the ABC program was cumbersome and challenging for local associations to manage on their own.

The new Liberal Future Fund will be administered by party headquarters to free up local teams to sign up new donors instead of spending their fundraising time focused on managing and updating donor lists.

Why must donors make a minimum \$5 donation to an association *and* the party?

Over the last year, the fundraising team at party headquarters has been focused on building up sustainable monthly giving to meet the challenge of replacing the per-vote subsidy. Since undertaking that effort, monthly giving within the party has grown by 88%.

However, local associations have not shared in this increase. By introducing a twinned donation under the new Liberal Future Fund, every new donor signed up by the fundraising team at party headquarters will also contribute to a local association, putting money directly towards campaign efforts by local teams on the ground.

Instead of continuing to charge a riding commitment fee each year to cover the cost of party operations on behalf of local associations, the party will cover the cost of administering the Fund and other programming through its \$5 portion of the twinned starting donation.

No association will be left with fewer dollars as a result of the introduction of the Liberal Future Fund, and all associations who gain new donors under the Fund will see an increase in their monthly revenue. There will also be no changes to existing monthly donors.

What supports will party headquarters provide to associations?

Headquarters will continue to provide fundraising tools such as call scripts and flyers to associations through the Organizing Ontario Training Hub at ontarioliberal.ca/training. If you need password access to the site, please contact staff at party headquarters.

With the launch of the new Liberal Future Fund, you will find new materials available online on the Hub to help support you in launching the Fund in your community. Updated and new materials will be continually added to the Hub as we work towards the next election.

Additionally, the party will be taking on the bulk of the administration of the Fund. This includes:

- maintaining local Liberal Future Fund membership lists for ridings
- following up with lapsed donors and those whose credit cards have expired
- sharing quarterly prospects lists with ridings *by request* (generated from province-wide fundraising campaigns carried out by the team at party headquarters)

Is the new fund replacing the ABC program?

Yes. While the ABC program has helped fund local association activities for several decades, the success of the program at large has been very uneven in recent years and is in desperate need of a refresh. We know that our next campaign will be entirely funded through small donations from multiple donors and the ABC program simply doesn't garner the level of donor support we need to win the next campaign.

Party members told us that a major shortcoming of the ABC program was how the administration of the program is too large a task for local associations to manage on their own. By creating a twinned starting donation between local associations and the party, party headquarters can invest staff hours and other resources into the administration of the new fund on behalf of local associations.

Launching a new fund that simultaneously replaces the ABC program will also create new excitement around the concept of individual monthly giving as donors rally around a new brand ahead of the election.

What happens to existing ABC donors under the new Fund?

All existing ABC donors, whether they are currently donating locally or to party headquarters, will be transferred to the new Fund as monthly donors.

Each donor's current donation rate will remain the same until they choose to make any adjustments. If a transferred ABC donor is donating exclusively to a local association, the proceeds of that donation will remain entirely with the association under the new fund and will **not** be reallocated to the party office.

No association will see a reduction in their monthly donor contribution totals from the change to the new fund.