

Building Up Your Local Liberal Future Fund

Liberal Future Fund dollars add up quickly and don't require a huge number of donors to build up your association's local campaign fund. By breaking down the work across a handful of team members, what may seem like a large ask quickly turns into a small group of friends bringing in several new faces, and their cheque books, into the local association.

Reach out to potential sources for Liberal Future Fund donors

Bump-up existing monthly donors – The easiest place to start growing your Liberal Future Fund membership list is with the people who are already monthly donors. To start, compile a list of these donors in your riding, then determine how much you would like each of them to bump up their donation to (e.g. a \$5 increase, or a 10% increase), and assign team members to make the asks. Note: past ABC donors will be grand-parented into the new fund as current donors. If you need a list of your grand-parented ABC donors, your local PLA President can email **David Hehn** at dhehn@ontarioliberal.ca for an updated list.

Renew lapsed monthly donors – The next easiest targets for growing your Liberal Future Fund membership are lapsed monthly donors who no longer contribute. The most common reason for lapsed monthly donations is an expired credit card. If you aren't sure which of your monthly donors have lapsed, you can again contact **David** for an updated list.

Sign up brand new Liberal Future Fund donors – Finding new Liberal Future Fund members may seem like a tough task from the outset, but you already have a great list of leads: your association membership list. Break up your membership call list across your team and onboard any members who have yet to join your local Liberal Future Fund. Don't forget that active Liberal Future Fund donors receive a free, automatically-renewing party membership.

Use Liberal Future Fund benefits to help increase sign-ups

Beyond making an important investment in your local campaign, becoming a monthly donor to your local Liberal Future Fund comes with a number of different perks for the donor. You can use these perks as selling points as you work to bring on new donors.

Liberal Future Fund benefits include:

Easy online sign-ups – Supporters can sign up as a monthly Liberal Future Fund donor easily and securely through the Ontario Liberal website — contributing to either the Party or your association — through custom URLs.

Automatic membership renewals – Unlike with a regular party membership, where members must re-apply after their membership term expires, Liberal Future Fund donors’ memberships are automatically renewed each year. This means fewer calls and emails for the donor, and less legwork for the association.

Automatic payment withdrawals – The monthly donation set by the donor when they sign-up is automatically withdrawn once per month, ensuring donors only have to input their payment information once and associations never have to expend valuable time and energy to collect on a monthly payment.

Affordable donations – The Liberal Future Fund program makes it easier for members to donate whatever amount they are able to afford at predictable intervals, maximizing their contributions while keeping the cost of donating manageable.

Special events – Liberal Future Fund donors receive invitations to special events taking place in the party – for FREE. This event access includes specially marked events in their local community, at party conventions, and even online.

Local perks – Associations can create additional local perks for Liberal Future Fund donors as a reason for joining, such as attending certain events for free or receiving special recognition as contributing members of the association.

No fundraising emails – In recognition of their ongoing contribution to our cause, Liberal Future Fund donors are removed from recipient lists for ongoing fundraising email campaigns carried out by the team at party headquarters. We’ll circle back with Liberal Future Fund donors each December to see if they would like to make a special, one-time donation to top up their contribution and maximize their tax credit for the year.

Tax credits – All donors, including Liberal Future Fund donors, are eligible for generous tax credits. If a Liberal Future Fund donor commits just \$35 per month to a riding, their monthly cost after tax receipts will be just \$8.75 – that’s less than the cost of a monthly Netflix subscription!

