

## **HOW TO CONDUCT A LOCAL FUND RAISER**

1. Contact your senator or representative's office and set up a date that is several weeks away. Most legislators are at home on Mondays and Fridays, because they are rarely in session on those days. Discuss having an informal, small group event at a restaurant or your own professional office.
2. Agree on a location. Your business or the office of a colleague is best, because it creates a stronger connection to you as a business aviation company and establishes you as a source for information on airport infrastructure and aviation related issues. An alternative would be a local restaurant where colleagues may stop in for a light breakfast and some face-to-face conversation with the legislator on their way to work. Keep it simple and brief. If needed, get extra help from Cindy Schnetzler, at the MBAA offices, at (517) 371-2223.
3. Arrange for the location, planning for light food and beverages, depending on the format and time of day. Keep the cost down, because it has to be reported by the legislator as an in-kind contribution by you, the sponsor of the event.
4. Mail or fax invitations to all the businesses in the area, regardless of MBAA affiliation. Request a personal check for \$100 per invitee.
5. Follow up with a personal phone call, and ask for the check to be mailed to you, even if the individual is unable to attend.
6. Photocopy all checks before the event and send the copies to the MBAA office for data entry.
7. Try to obtain some campaign signs or decorator items from the legislator's staff to make your event look more personal.
8. Deliver all the checks to the legislator at the event.
9. Thank the legislator for taking the time to attend, and ask when he/she would like to repeat the event.
10. Send a thank you to each individual who attended the event. Let them know how much their attendance and contribution meant to you, to business aviation's future, and, to the legislator.