



Fundraising for the Campaign for the Minnesota Health Plan

Our efforts to pass the Minnesota Health Plan can be described as equal parts

- Social Movement
- Public Education Effort
- Political Campaign for the Minnesota Health Act

All social movements, political campaigns and public education efforts require funding. Strategy, social support and even “right cause” are not enough to effect change. Every successful effort requires financial resources. Money is required for staffing, education materials, media efforts, phones, office space, trainings, computers, databases, websites etc. The more successful we are at organizing, educating and lobbying, the more our need for funds will grow. We face an extraordinarily well-financed opposition in the insurance industry. While fundraising alone will not lead to success, we must make use of every opportunity to ask for financial support.

Most of us dread the idea of fundraising but the secrets to success are relatively simple:

- Consider fundraising to be an invitation to someone to make a difference, to be involved in something they care about, and to give something back
- Speak of your own connection to the cause and why you are motivated to be involved and to give
- Make a contribution yourself before you ask others
- Let people know why the money is needed and how it will be spent
- People are most inclined to contribute
 - When they are emotionally and intellectually engaged (so asking at an event has a greater impact than sending a letter after an event)
 - When others are giving
 - When they are asked directly; a face-to-face “ask” is the most effective.

A Sample Pitch

“Thank you for attending today. I got involved after years of watching premiums, co-pays and deductibles rise. I am tired of seeing families struggle to pay for health care and our economy suffer, while other countries provide health care to people as a right. It is time to treat health care in this state as an essential human right.”

“I hope you are charged up and ready to work for the MN Health Plan. We can’t do this without your support, energy and connections. We also can’t do this without your financial support. I am asking you to make a contribution tonight so that we can continue to educate the public apply pressure at the legislature, build our database of supporters, and get our message out. Please be as generous as you can be. We are up against billions of dollars of the insurance industry. We can’t match them dollar for dollar, but we can’t do this by organizing and will power alone. I ask you to make a contribution before you leave today. Take home materials are also available.”

Technical Details

There are two main organizational sponsors of *The Campaign for the Minnesota Health Plan*: The *Greater Minnesota Health Care Coalition* and the *Minnesota Universal Health Care Coalition*. GMHCC is a 501(c)3 nonprofit; they are restricted in the amount of advocacy and lobbying they can do. They can use funds primarily for education efforts. Contributions to GMHCC are tax-deductible. MUHCC is a 501(c)4 nonprofit; they can do unlimited lobbying for the MHP and advocacy of the bill. Contributions to MUHCC are not tax-deductible. It is essential when asking for contributions to state publicly the name of the organization receiving the funds and whether or not a contribution is tax deductible. It is anticipated that you will make a fundraising pitch for whichever organization is sponsoring your event, or whichever organization you are a member of. We are all working towards the same goal. For obvious reasons checks are easier to track, but cash donations are accepted. Cash donations must be counted on the spot and witnessed. Please get all contributions to the appropriate organization as quickly as possible.

GMHCC: 47 N Park St., Mora MN 55051; 888-694-5055; Attention: Tim Burkhardt

MUHCC: 2469 University Ave W, Suite W150, St. Paul MN 55114; 651-641-4073; Attention: Don Pylkkanen