

**The George Washington University  
Graduate School of Political Management**

**Course Syllabus:  
Fundraising for the Political Parties  
265.11**

**Required Book:  
“Campaign Fundraising Workbook”  
by Nancy Bocskor**

**“Hard Law, Soft Money”  
by Bob Bauer**

**Objective: Learn how major political parties raise money. Read a historical overview of political fundraising; discuss how campaign finance reform will have an effect on future party fundraising. Through guest speakers, required readings and homework assignments, learn the components of a political party fundraising plan. For final project, prepare a written political party fundraising plan.**

Week One: Wednesday, May 22

**Introduction to fundraising for political parties: Historical overview**

Required reading: “Money and Politics: A History of Federal Campaign Finance Law”  
by Dr. Anthony Corrado of Colby College

Week Two: Wednesday, May 29

**Campaign Finance Reform: What it means to national parties**

Invited Guest Speakers:

Ben Ginsberg, Patton Boggs Law Firm

Jan Baran, Wiley Rein & Fielding Law Firm

Homework: assorted readings about the new campaign finance law

Week Three: Wednesday, June 5

**FEC regulations: Know the law**

Invited Guest Speaker:

Bob Bauer, Perkins Coie Law Firm

Homework: read “Hard Law, Soft Money” by Bob Bauer

Week Four: Wednesday, June 12

**Writing a plan: How to raise the money**

**Budgeting/establishing time-lines**

Invited Guest Speaker:

Shana Davidson – Director, Political Division, American Target Advertising

Convention fundraising – Karen Johnson

Week Five: Wednesday, June 19

Class was cancelled because of bomb threat. No access to campus.

Week Six: Wednesday, June 26

**How to recruit and keep major donors: What do they expect?**

**Dealing with PACs**

**Event Planning: How to organize a profitable event**

Invited Guest Speaker: Bev Shay, Republican National Committee

Homework: Write a major donor program

Week Seven: Wednesday, July 3 –

Class cancelled – 4<sup>th</sup> of July

Week Eight: Wednesday, July 10 (combined two classes)

**Direct Mail: The backbone of party fundraising**

Invited Guest Speaker:

Hal Malchow, Crouse, Malchow, Schlackman & Hoppey

Homework: Prepare a direct mail schedule; write a membership donor package

**Telemarketing: Putting the phones to work for the party**

Invited Guest Speaker:

Jeff Larson of DCI

Homework: Prepare a telemarketing schedule; write a phone script

Week Nine: Wednesday, July 17

**Websites and internet fundraising: Who gives and why?**

Invited Guest Speaker:

Tom Hockaday, Campaign Solutions

Homework: Design a website – what components will you use?

Week Ten: Wednesday, July 24

**Review of final project assignment:**

**Write a political party finance plan using the components from each week's class**

**Grading Policy:**

**Class Attendance** 25%

**Participation** 25%

**Homework Assignments/Projects** 25%

**Final project** 25%