

## Guidelines and Information for Volunteer Fundraisers for the *Revolution* Expansion and Fundraising Drive

(updated 8/2/07)

Welcome to *Revolution* Expansion and Fundraising Drive! We encourage everyone who values *Revolution* newspaper to take part in this fund drive. There are many ways that you can participate and contribute, from making personal donations, to introducing others to *Revolution* and asking them for donations, to holding a bake sale or garage sale, having a house party, and many other creative ways of raising funds. Even if you have never taken part in a fund drive before, your participation, support and ideas are needed and welcome. Fundraising is a way for many people to contribute to popularize and spreading this unique newspaper.

The Special *Revolution* Fund Drive Broadsheet—“**Truth...in Preparation for Revolution**”—is the official fund drive brochure. A lot of thought went into presenting this in a compelling and interesting way. Everyone should read it before distributing it and become familiar with all its contents so that you can use it to show people what the newspaper and this fund drive are all about. We want to get this broadsheet out to tens of thousands of people. Not all of those people will contribute to the fund drive, but many will, and this is part of the process of introducing the paper to everyone, and “planting seeds” for fundraising.

One of the features of the broadsheet is the selection of comments from readers—they come from people in all walks of life, and people speak about what draws *them* to *Revolution* newspaper. Drawing the attention of potential donors to these comments, and speaking from the heart about what this newspaper means to *you* can help people see the importance of supporting *Revolution* newspaper with their contributions.

Keep careful records of the funds raised, and of the people we meet who want to be involved (or who just want to know more about *Revolution*). By doing that, our fundraising activities can snowball—involving new people as we spread the word about the *Revolution* expansion and fund drive. In collecting names and donations for the drive please carefully fill out “*Revolution* Newspaper Fund Drive Log” form (at [http://www.revcom.us/drive/COLLECT\\_FORM.pdf](http://www.revcom.us/drive/COLLECT_FORM.pdf)). The top section of the fund drive log, is for you to fill out with your name, city, state, and date. There is also a space for you to write the amount of money you are sending in with the form. The bottom part of the form is for you to collect contact information from people who contribute, and who want us to stay in touch with them, letting them know how the fund drive is going, how their contributions are changing things, and more about *Revolution* newspaper. You can staple together many of these forms, and send them in together. When you do that, just fill out the top section once—and staple form on top.

Instructions for sending in money are on the form. Again, the purpose of this form is to both keep careful records of all money collected and sent in, *and* to collect names and contact information from people who have donated to the drive. If you are in touch with a Fundraising Coordinator in your area, it will be helpful if you send a copy of this form as well to the local fund drive Coordinator or send it to RCP Publications attention National Fund Drive Coordinator. But send the money to RCP Publications, as explained on the form.

**Involve new people in the fund drive!** When we meet new people who want to get involved, in addition to taking their information, we should get them fundraising kits right away or send them to the [revcom.us](http://revcom.us) site. This is a very important part of expanding the fund drive and bringing new people into it.

Keep in mind that when you are raising money for *Revolution*, people will see you as a representative of this newspaper. Again, the Special *Revolution* Fund Drive Broadsheet—“**Truth...in Preparation for Revolution**” is the official fund drive brochure, and much thought went into presenting what this paper is, and what this fund drive is about, in a compelling and interesting way. You can rely on this broadsheet to answer questions people have about the fund drive.

For questions regarding the Expansion Fund Drive or activities you are doing or how to hook up with others, please email us at [revfund@hotmail.com](mailto:revfund@hotmail.com) or call 773-227-4066 for more information