Exit Memorandum

To: Lila Rose

Cc: Missy Kurek, Stella Ross, Megan Nashban

Fr: Jocina Becker

Dt:

RE: 2011-2012 Northeast Finance Assistant Exit Memo

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**Processing Money:**

When you receive new money, follow the below outlined steps immediately:

Kellie will hand you a copy of your money. It will come in one of two forms:

copy of check

Credit-card transmittal form

Note the source of the check – ex. “NP Meeting”, “CT Women’s Event”

Note which members to “tally” credit to in NGP

Log the money into the “Money In” spreadsheet

Log the money into the daily money chain

Log the money into NGP – Kellie will show you the step-by-step process.

make TWO copies of the transmittals. Give one to Kellie (Finance Operations Director) and keep the other for yourself. Staple the transmittal on top of the check copy and file it into the Money In binder, in alpha order.

**Thank You Notes:**

Each region is responsible for sending thank-you notes for contributions they have received. Make sure to send thank you notes in a timely manner.

Thank you note process:

1. Pull the updated list from NGP. Search for all contributions that are tallied to the Northeast region within the specified date range. You will be able to tell when the last batch of thank you notes were sent based on the latest date on the list of receipants. For example, the last batch was sent for contributions made through March 4, 2013 and the list is saved as “ 20130304 Thank You List”. All thank you materials are saved here: ***S:\Northeast\Northeast 2013-2014\Mails and Email Blasts\Thank You Notes***
2. After tallying how many letters to send, make sure the materials are available. The envelopes and letterhead are stored in the front cabinets. Use “Nancy Pelosi, Democratic Leader”, paid for by the DCCC letterhead and envelopes with the DCCC return address.
3. Make sure you have the most updated thank you note template. After each quarter, the communications department approves new versions of thank you notes. It is very important to have the correct language.
4. Mail merge the exported list onto the letters and make sure that they are properly formatted for the letters.
5. Mail merge the address info onto labels for the envelopes. Again, Microsoft Office has a step-by-step mail merge wizard that guides you through the process.
6. Stuff the letters into the envelopes. Leave the envelopes unsealed and “nested” in one another. Then, head over to the mailer machine and feed through the postage machine.
   * Choose our department, Finance 606 (which will track the postage amount)
   * Choose “sealer on”

**Organizing Shared Database:**

Each region has a folder on the shared drive (S: drive). The most important factor for the database is CONSISTENCY. This is a very collaborative effort and keeping file and folder names helps to ensure efficient production of documents.

The Northeast region 2013 folder is located here: S:\Northeast\Northeast 2013-2014

**Labeling Documents:**

For call sheets, format is: Last, First\_Caller/Principal Making Call (“Hiatt, Arnie\_NP”). Call sheets should be saved in the donor’s state call sheets folder

For memo’s/briefings, format is: Principle -> Briefings Type -> Event, Date. Memo’s and briefings are saved in the specific event folder.

“NP Attendee Briefing – 3.8.2011 POTUS Dinner”

“NP Meeting Card – Mulye, Nirmal 6.15.2012”

**Two Liners --** For most events we prepare an “Attendee Briefing” which includes a brief biography and giving history of each attendee. There is a master document of the most recent two liners used in 2013 saved here: S:\Northeast\Northeast 2013-2014

The two liners need to be updated and approved for each event and they also provide a helpful snapshot of donor’s activity in the 2013 cycle.

**High Target List – Meeting and Calls --** This document is a helpful list of donors from the Northeast who have contributed 10K and above since 2010. There is contact information, giving history and information about their relationship with the DCCC. It is a quick reference of good calls and meetings for Leader Pelosi and Chairman Israel. The “Notes” column has helpful background information on donors and Megan has been updating this document as well.

Saved here: S:\Northeast\Northeast 2013-2014\Donor Research and Prospecting

**Donor Maintenance Tracking --** All gifts sent in 2012 and 2013 are documented on the Donor Maintenance chart. This document also tracks special requests, outreach and events with specific donors. For example, if Leader Pelosi attends a non-DCCC event with or at the request or a donor or other noteworthy events regarding donors. This is helpful to reference back to when making briefings and call sheets. The document is saved here: S:\Northeast\Northeast 2013-2014\Donor Research and Prospecting

**Prospecting**

Prospecting is one of the most important roles of the Finance Assistant. This is an on-going project to identify new donors and those who have capacity been contributing to the DCCC significantly below their giving capacity.

Prospecting is based on researching individuals who have a high likelihood of contributing significantly to the DCCC based on demographic and giving history and strategizing the best way to reach out.

[Political MoneyLine](http://cqmoneyline.com/tr/tr_MG_IndivDonor.aspx?&sMP=1&sText=LastName,%20FirstName&sCycle=2012) is an online database of political contributions based on FEC filings and publically available information and great resource for prospecting. It has search functions for individuals, campaigns, parties, PACs, committees, zip code and other variables. It is a great tool to pull lists of donors to a MOC campaign to get ideas for call sheets, to see who was contributing to certain races and looking at a donor’s previous giving as a way to gauge their capacity.

Other places to look for new donors are host committees on invitations, boards of non-profit organizations and foundations. There is a hard copy folder labeled “Research” that contains lists and articles that can be helpful to review for new ideas.

There are many documents that already exist to use to prospect with. All of them are saved here:

S:\Northeast\Northeast 2013-2014\Donor Research and Prospecting:

* MOC Individual Donors: This cycle we’ve already gone through many lists of donors to different candidates. There are lists for SJI, Crowley, Hoyer and Meeks. Although it is easy to export these lists from [Political MoneyLine](http://cqmoneyline.com/tr/tr_MG_IndivDonor.aspx?&sMP=1&sText=LastName,%20FirstName&sCycle=2012), it is good to check what lists have already been downloaded and worked with. Often time, there are working notes and important information noted in these documents which can be helpful when prospecting.
* Prospecting – HMP etc: This is a list of high dollar donors who contributed to HMP in 2011 and 2012, Majority PAC, Priorities and Bridge PAC. The highlighted donors on the list are DCCC prospects and in NGP as “P-NE 2013”.
* Prospecting – DNCDSCCDonors 2012 Cycle:This is a master list of all DNC and DSCC contributions in the 2012 cycle. It is a great list to start with for most prospecting projects and the data is easily manipulated and sorted to target searches. The second worksheet “PIC – NY” is a list of New York based donors and their contributions to PIC in 2012. Most contribution history for PIC is not yet public but that will be other helpful prospecting data when it becomes available.
* Prospecting – 2012 Cycle DNC DSCC PIC NE: This is a list of the same data in the master “DNCDSCCCDonors” list noted above. The difference with this document is that I have been working in this document, added notes and manipulated data based on projects I’ve done. This is a good list to scan and get some background on what work has already been done and what donors have already been researched. It may be helpful to create a clean working document for yourself or continue with this one.
* Project Specific Lists: While prospecting is an ongoing project, there are many targeted lists for specific events or donors. For example, there is a list of “Indian American” prospects for the New Americas program and a list of “London Prospects”. These targeted lists are helpful work product and usually complied from prospecting research and NGP.
* “Prospect Tracking Northeast”:This is a document which tracks outreach to specific prospects, individuals who were brought to our attention and any other relevant information. All of these individuals should also be in NGP but this is a quick reference for any outreach and other notes. Because there are a lot of moving pieces and on-going projects, this is a helpful way to make notes on what is going on. Megan will often tell you about names that have been brought to her attention as prospects which are noted here. For example, a donor gave us the name of a friend of his who he thought would be a good person for Leader Pelosi to reach out to which is on this document. It is also important to be entering these people in NGP as well.
* NGP: All prospects should be entered in NGP with the main code “P-NE 2013”. If you come across someone who is a good prospect and already in NGP, add this code. Donors who have some giving history (either significantly below capacity or have not contributed in many years but have been maxing out to the DNC recently, for example) can also be coded as “P-NE 2013”. This is important and very useful because when asked to pull a list of New York prospects to invite to an event, it is easy to search for “New York” AND “P-NE 2013” and you will have a great list to start with!

**Call Sheets:**

Call sheets provide a clear and accurate summary of donor information and giving history.

There are 3 main portions of a call sheet:

1. **Contact Information:** make sure you have accurate contact information for each call sheet. **You will need to verify this by calling each number before it is sent for approval.**

2. **Ask/Background/Biography:** This is the portion of the call sheet that has the relevant information for the call.

1. **Ask:** This will have the main ‘ask’ for the call. The call might be for a renewal, an end of quarter ask, or an event invite. Megan will fill send you this information.
2. **Background/Notes:** This provides context on the relationship between the person and the DCCC and/or principal. Here you will add information regarding how long they have been engaged with the DCCC, which events they have attended, and if/when NP or the MOC has met them before. This portion jogs the memory of the MOC who is calling to make sure they remember the person they are calling. You will also add in all DCCC giving history in this section, and note whether the person attended a specific event and what amount they contributed on what date.
3. **Biography:** Make sure the information is accurate and relevant. Depending on who you are calling, you may want to include/exclude certain information to tailor to the principal calling.
4. **Giving History**: Other than confirmed contact information, this is the most important aspect of the call sheet. Export the individual’s giving history from [Political MoneyLine](http://cqmoneyline.com/tr/tr_MG_IndivDonor.aspx?&sMP=1&sText=LastName,%20FirstName&sCycle=2012). Once you have imported the giving history from the past three election cycles, calculate how much that individual has federally remaining to give to Federal Committees.

**NOTE: You will need to list giving history by year, largest to smallest, with the exception of DCCC contributions that are ALWAYS on top, in BOLD, and with the contribution source in parenthesis.**

Giving history should be formatted as follows:

**John Doe Giving History**

\**John has $9,200 left to give federally*.

[Each calendar year, an individual can give up to $74,600 to national party committees. Because Michael has given $32,400 to the DCCC and $32,400 to the DNC, he has $9,200 remaing to national committtees]

**2011: $30,800 DCCC (June 2011, Donor Meeting)**

$30,800 DNC

$5,000 Obama for America

$2,500 SCHNEIDER, BRADLEY SCOTT

$1,000 Khazei, Alan A.

**2010: $5,000 DCCC (August 2010, Chicago Sacks Dinner)**

$1,000 Ellsworth, Brad

$1,000 Grayson, Trey

$1,000 Thune, John

**2009: $12,500 DCCC (November 2009, Chicago Schakowsky / Sebelius Event)**

$25,000 Carnahan, Robin

$5,000 Americans United in Support of Democracy

**Donor Maintenance:**

For a variety of events, occasions and as “thank you” gifts, you will send orchids from Leader Pelosi and bagels or wine from Chairman Israel.

Orchids from Leader Pelosi:

**Message Text**: Each order type has specific language. For orders from Leader Pelosi, each message closes with: “best, Nancy Pelosi”.

1. Thanking for hosting an event *–* ***Thank you for your continued friendship and support and for hosting us in your lovely home. best, Nancy Pelosi***

2. Wishing well after surgery/illness – ***Wishing you the best of luck for a quick recovery. My thoughts are with you. best, Nancy Pelosi***

3. Condolences after death – ***I’m so sorry for your loss. My thoughts are with you. best, Nancy Pelosi***

4. For new baby - ***Congratulations on the new addition to the family. I welcome XXXX to the world and look forward to meeting him soon. best, Nancy Pelosi***

Check with Megan on the appropriate message for each orchid. These are the most commonly used messages – you may need to be more specific for some messages. You should draft the message when it is a more unique situation and have Megan approve the language before you send.

All gifts sent in 2012 and 2013 are documented on the Donor Maintenance chart. This document also tracks special requests, outreach and events with specific donors. For example, if Leader Pelosi attends a non-DCCC event with or at the request or a donor or other noteworthy events regarding donors. This is helpful to reference back to when making briefings and call sheets. The document is saved here: S:\Northeast\Northeast 2013-2014\Donor Research and Prospecting

**Process:** The standard order is a white “Opulent Orchid” from Teleflora. Use Megan’s DCCC Visa Credit Card to process the payment. Create a new log-in with your email address and saved the credit card information. Once you have created an account, you will be able to access receipts and other information from previous orders. Make sure you have confirmed the following details with Megan:

1. Address of delivery – home or work
2. Date of delivery
3. Message

Wine -- When sending wine from Chairman Israel, order from Castello di Borghese. Email the order to [info@castellodiborghese.com](mailto:info@castellodiborghese.com) or mborghese@castellodiborghese.com. The standard order is the CabFranc or Sauvignon Blanc. Include a personal message, for example “It was great to see you. Thank you for your commitment to join our Speaker’s Cabinet. I enjoyed our time and appreciate all of your support of the DCCC. Best, Steve Israel”.

Bagels -- To send bagels from Chairman Israel, contact Rick Varone at NewYorkBagelsonline.com at 631-663-5297 (o), 516-779-3883 (c), [rick@sotninc.com](mailto:rick@sotninc.com). The standard order is Standard order is one dozen mixed bagels and one pound of plain cream cheese. More information about ordering bagels is saved here: [S:\Northeast\Northeast 2013-2014\Admin.](file:///S:\Northeast\Northeast%202013-2014\Admin)

**Sending Things to Kellie:**

Kellie is the liaison between our office and Leader Nancy Pelosi’s office. In order for the operations of the finance department to run effectively and smoothly, everything needs to be sent to Kellie in this specific format:

* + 1. **Scheduling Requests:** For new events that Missy has signed off on, you have to complete a scheduling request which is sent up to the Leader’s official office. This has the event details which include date, time, location (if applicable), hosts (if applicable), purpose, size, etc. Scheduling requests are saved here: S:\Northeast\Northeast 2013-2014\Admin\Scheduling Requests
    2. **Talking Point Requests:** Anytime you have an event that involves Leader Pelosi or Chairman Israel, you need to request talking points for the event. This should be done when the event is approximately two weeks out. This gives Katie (DCCC Staff Writer) enough time to draft the talking points, and also allows her to look ahead at what will be politically relevant at the time of the event. You will need to give her a snapshot of the event, noting any Members of Congress, Candidates, VIP’s and event hosts so that she can write in acknowledgements, as well as the issues of interest to the audience. An LGBT event should focus on the legislative initiatives dealing with civil rights and marriage equality, for example.
    3. **Long Term Updates** **“LT Update”:** Kellie keeps track of the Leader Pelosi’s Long Term Schedule. This document should never leave Kellie’s area, as it is a security risk for Leader Pelosi should that information be released. It is important to check the Long Term calendar regularly for accuracy and to make sure that all event details are accurately reflected.
    4. **Invites:** Follow the protocol very carefully when sending invites and/or changes to invites. There is a multitude of people and departments who must approve the layout, language, order of Members listed, etc. Follow the protocol outlined in the DCCC Finance Training manual to ensure that this is done correctly. NOTE: The sooner you get your invite approved (and this can take up to a couple of days), the sooner you can start promoting your events and raising money.
    5. **Event Materials:** When you are preparing for an event, all materials (Briefings, memos, cards, RSVP sheets, etc) need to be sent to Kellie. Kellie will send around materials for deadlines for upcoming events. You and Megan will create drafts of briefings for Missy and Stella to review. Only after Missy has given final approval will you send up the event materials.
    6. **Money In:** Every evening, Kellie will ask that you send “money in and commits”. This means she wants you to send in any NEW money that you received that day. Your Money In goes into the daily *SNAP*: This is a daily ‘snapshoot’ of fundraising intake. It is critical that your Money In is accurate because DCCC leadership uses the ‘SNAP’ to gauge where we stand financially, which is vital to making the wise budgetary decisions. The Money-In spreadsheet is saved here: S:\Northeast\Northeast 2013-2014
       1. **Money In:** any NEW money that came in that day and is not a problem check
       2. **Hard Commits:** any NEW hard commits you have for that day. Hard commits are specific monetary commitments received that have not yet come in the door. For example, if Megan is at an event and says I have X, Y, and Z checks in hand, that is a hard commit. John Doe telling you that he will “drop a check in the mail sometime this week” is NOT a hard commit. John Doe giving you the tracking number for an overnight package with a check in it could be considered a hard commit – once you verify that the tracking number is legitimate.
       3. **Problem Checks:** any NEW problem checks you have for that day. Problem checks are checks that have some sort of processing issue. This issue may be signature verification, verifying addresses, personal funds verification, or any other issue. Kellie will notify you when a check becomes a problem check, and help you through the process of resolving it.

**Visa:**

Megan has a DCCC authorized VISA Credit Card. This card is used for travel, donor meetings, orchids, and any number of other work related expenses. You will have her number on file, and will regularly book her travel, buy and send orchids, etc.

Each month, the accounting department will bring you a physical spreadsheet as well as an electronically copy of Megan’s Credit Card purchases for the previous month. It is your responsibility to fill out the excel spreadsheet with the allotted fields (source, description, account, amount, address, etc), and compile hard copies of each receipt to give to the accounting department. Accounting keeps track of what each department spends per month, and they also subtract event expenses from the overall fundraising event total to ensure that we are within our budget. For reference, you can look in the below folder to view previous month’s completed CC statements, as well as look over the department and accounting codes, which you will be required to add to the electronic copy of Megan’s CC statement.

***S:\Northeast\Northeast 2013-2014\Admin\Visa***

**Event Guidelines:**

Every event starts out differently. Some events are hosted annually and others are events that are completely new. You will work with Megan to ensure the hosts are happy, that they understand their raising obligations, and have realistic expectations about what an event with Leader Pelosi entails. You will work with Megan to complete the following steps for a successful event:

1. Fill out a scheduling request
2. Create invite (Krista can help you draft an invite)
3. Target your attendees based on location and audience size (Megan will give you direction here)
4. Send out invites by email, and where applicable, by ground mail.
5. Talking points request talking points requests
6. Briefings for Leader Pelosi and Members of Congress in attendance
7. Create attendee briefing for Leader Pelosi
8. Keep RSVP spreadsheet up-to-date with attendees and money in

A couple of days prior to your event, you will need to organize certain items to ensure the event runs smoothly. It is you responsibility that event materials are gathered and prepared.

Printed out nametags of attendees

Updated RSVP lists

Pens and sharpies

Extra nametags

Extra nametag holders

Extra blank card stock

Contribution Forms

Any specific literature/materials that NP/leadership wants to have at the event

**The Finance Department:**

The Finance Department at the DCCC is one of the larger departments in the organization. For the most part, each region is made up of a Finance Director, Deputy Finance Director and a Finance Assistant.

The entire Finance Department functions as a team. You will notice that during certain times of the month, different regions are busier than others. If team West (or team Midwest, South, Mid-Atlantic, etc.) has a San Francisco, LA and San Diego swing coming up in a week, and team Northeast is simply prepping for events that are 6 weeks away, you will be expected to help team West with whatever they may need. When you and Megan have a swing with Leader Pelosi in New York, Boston, Philadelphia and Rhode Island, you CAN and SHOULD ask for help from regions that are not busy with time sensitive responsibilities. Do this so that you meet deadlines ahead of schedule.

Additionally, if you need assistance with procedures of any kind, don’t hesitate to ask for help from any finance staff member. They will all be more than happy to help you!