

# Navigating the 2024 elections: Fundraising campaign guide

# News Revenue Hub

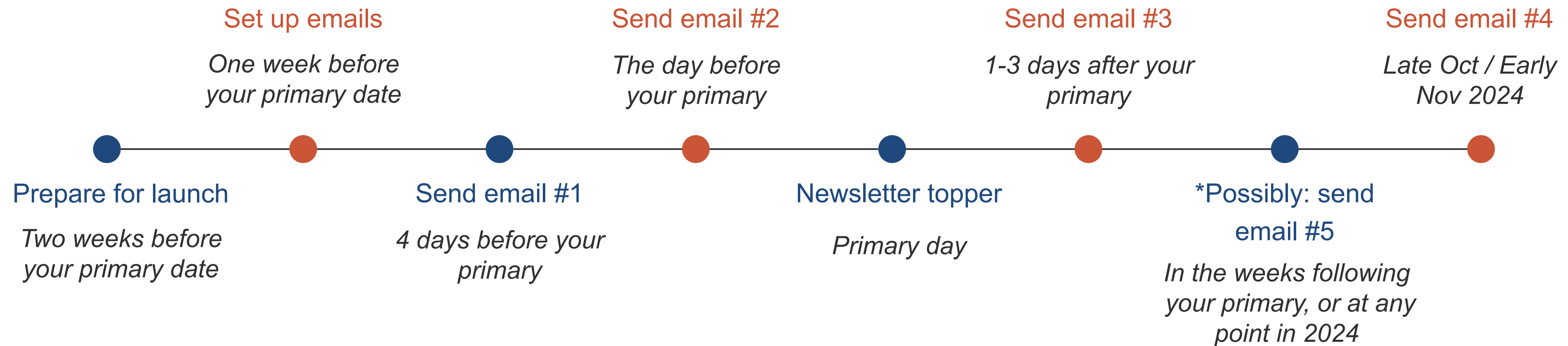
 Your guide to the 2024 Elections Campaign Toolkit!

# Campaign Checklist

- Have a clean copy of all documents
- Create schedule
- Assign roles
- Execute
- Run your campaign!



# Campaign Roadmap



# Email Appeals

Dear Reader,

As voters in [STATE/LIST STATES IF YOU'RE NATIONAL] head to the polls [next month/next week/etc.] for [our/their] primary election, we wanted to take a moment to remind you of the critical role newsrooms play during an election year and how you can help power this important work.

According to the Medill Local News Initiative, 70 million people in the U.S. live in areas that have already lost or are at risk of losing access to local news. Independent journalism, like ours at [ORG NAME], is vital for a strong democracy—according to the Federal Trade Commission when local news is consumed, 13 percent of non-voters are more likely to vote. **Our work matters.** We keep voters informed through our in-depth, unbiased coverage, and make it easy for anyone to be prepared to cast their vote.

Here are some examples [modify with your coverage]:

- [Get key dates and other important Elections Day details in our FAQ.]
- [Dive deep into the issues and what's at stake in our ongoing Elections coverage.]
- [Brush up on the candidates and where they stand on key issues with our guide.]
- [Other examples...]

# Social Media & Newsletter Topper

The primaries are upon us, so we'll keep this brief. This week, voters will go to the polls to make decisions that will affect our [country's/state's/city's/county's] future. This week's results could determine which policies and laws will impact you and [your city/your state/topic area org covers] for years to come.

With so much at stake, voters everywhere deserve access to accurate, nonpartisan journalism. That's where we come in.

**Will you keep us going strong this election year and beyond?**

**[Yes, I'm proud to support [ORG NAME]!]**

# Your Website is a Critical Fundraising Vehicle!

- Elections voter guide
- Election-focused timely topical
- Contribution pages

*“Many of our orgs saw donation or contribution pop-up CTAs be top fundraising drivers for EOY and spring campaigns in 2023.”*

2024 is a critical year

**Keep this news  
free for all.**

**Support  
us today.**

**GIVE NOW**

# User case: The Texas Tribune

 THE TEXAS TRIBUNE



Informed voters, strong democracy:  
Support The Texas Tribune's primary  
elections coverage



Dear Friend,

Early voting is already underway in Texas' primary elections. Have you voted yet? Uncertain about what is on your ballot? We've got you covered.

We designed The [Texas Tribune's Primary Voter Guide](#) to provide everything you need to know about:

Amplify public-service journalism  
that serves all Texans



 Amplify Austin Day

Hi Friend,

It's giving season in our state's capital: Today we join more than 700 other nonprofits for the annual [Amplify Austin](#) day, where for 24 hours thousands of people show their support for the causes they care about.

**I care about independent journalism!**



Questions?