



NATIONAL COLOURED CONGRESS

**VOICE OF THE
VOICELESS**



**BRANCH
HANDBOOK**

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THE BIRTH OF THE NATIONAL COLOURED CONGRESS

National Coloured Congress is the voice for the voiceless. It is a Political Party formed for the people who have been marginalized for far too long. It has been started for the people that have been overlooked from jobs, housing, education and even safety and security. If you have been affected by the bare minimum mentioned above, then this party is for you. Born out of the Gatvol Capetonian Movement, National Coloured Congress WILL on a continuous basis highlight our struggles faced on the Cape Flats. Our aim is to bring about the change we so desperately want to see in our communities. And we can only do it with your help.

The Party advocates for Pro Minority Rights with a special focus on the so called Coloured Community across South Africa.

THE BACKGROUND

Since the first democratically held elections in 1994, the so-called Coloured Community as a whole have become even more marginalized than what they were under the Apartheid Regime. This is because the Coloured Community, most specifically in the Western Cape, have historically voted against the ANC. As a result the ANC government destroyed the economy of the Eastern Cape in order to create a huge influx of black people into the Western Cape. This is done so that black people in the Western Cape can then vote for the ANC so the ANC can eventually rule the Western Cape.

As a result Black People from the Eastern Cape moving to the Western Cape are given preferential treatment with regards to housing, jobs, public schools and health care over our Coloured People.

Our Party strives to bring this level of awareness to the so-called Coloured Community so that they can see how they have been robbed by the ANC.

But what about the DA? The DA competes against the ANC for black votes, which is why you never hear the DA taking sides with the Coloured People (who, incidentally, put them in power) because the DA don't want to be called racist by the black minority. The ANC does not care about the Coloured People. The DA does not care about the Coloured People. Therefore, our Party seeks to open the eyes of the Coloured Community and make them aware of the injustices we have suffered under both Governments.



WELCOME

Welcome to National Coloured Congress. We hope you will join us in our fight to see the Coloured People, and everyone who is affected by the unfair practices of our Government, and finally be included at all levels of government and industry by hard work and skill, and not by the colour of your skin.

Welcome and congratulations on being elected by the community to lead them in this historic Political Party, the National Coloured Congress. You were elected by the community to represent THEM and not yourself. Remember you are also representing National Coloured Congress. Therefore always be polite, and endeavour to give the community all assistance requested.

Also remember that you are not above the community, but you are their servant. You are here to guide and assist the community to the best of your ability. Make sure to always convey your message and any other information in a clear cohesive manner when addressing the community. As National Coloured Congress we address the community's daily bread and butter issues, therefore our success lies in our actions and what we do to improve the social status of our community. We are results driven. Make sure that if you take on an issue that you are able to solve it. **DO NOT MAKE PROMISES.**

To be a good leader you must also be a good follower. No one knows everything. As a team you need to learn to take advice from each other. Grow your branch together. Work in unity. Remember this is not a competition, but a collective to make your community grow and prosper. Do not be disruptive. Lead by example and respect the decisions of the higher structures of the Organization.

National Coloured Congress is an independent organization. We have our own Constitution, Principles, Rules and Regulations, but for our operations and growth we network with other organizations that share our vision, and that is for the advancement of the so-called Coloured Community.

See annexure 1 for Organisational Management

Structural Organogram and annexure 2 for pyramid of all structures.

WHAT IS A BRANCH OF THE NATIONAL COLOURED CONGRESS?

A branch of the National Coloured Congress consists of a minimum of thirty (30) members in Good Standing, who all wish to build and strengthen the National Coloured Congress. These members should be able to work diligently in achieving the aims and objectives of the National Coloured Congress and rally our people behind the banner of the National Coloured Congress.

Branches are formed within a particular geographical area and or within the boundaries of municipal wards of the Republic of South Africa.



The branch, based on the constitution of the National Coloured Congress, shall be the most basic structure of the National Coloured Congress and implement projects and programs as per the directive of the National Coloured Congress leadership, (Regional, Provincial and National), but most importantly, develop programs and projects, that is in line with the aims and objectives of the part and beneficial to its constituency and members of the National Coloured Congress.

A National Coloured Congress branch shall operate independently yet shall be accountable to its members and structures of the National Coloured Congress. It shall operate within the parameters of the law and adhere to all National Coloured Congress Constitutional Protocols.

NATIONAL COLOURED CONGRESS BRANCH OFFICE BEARERS AND FUNCTIONS

The branch will consist of the following members:

- Chairperson
- Deputy Chairperson
- Secretary
- Assistant Secretary
- Treasurer
- Fundraiser
- Organizer
- Membership Officer
- Three (03) Additional Member

FUNCTIONS OF THE BRANCH OFFICE BEARERS:

CHAIRPERSON (SEE ANNEXURE 3, 4 & 7)

- The Chairperson is the head of the Branch.
- The Chairperson upholds the National Coloured Congress Constitution, and its policies and procedures. The Chairperson will conduct the Branch as per the National Coloured Congress Constitution and guide its members accordingly.
- Presides over all meetings.
- Represent the branch in meetings with other organizations or communities.
- Represent the branch at National Coloured Congress Exco meetings when it is called.
- Strategise, plan and monitor the progress of the branch.
- Draft the agenda and convene meetings with the secretary.
- Together with the Treasurer take responsibility for branch money.



THE SECRETARY (SEE ANNEXURE 3, 4 & 7)

- The secretary is the chief administrator.
- Responsible for all correspondence.
- Co-ordinate meetings and be responsible for distribution of minutes.
- With the Chairperson, draft the agenda and convene meetings.
- Attend all meetings and take and keep minutes.
- Present and submit to the Regional Secretary an assessment and evaluation report on the performance of the branch.
- Send out meeting invitations and other event invitations as instructed.
- Deals with correspondence and responds to invitations.
- Writes branch reports and receives information from the Regional Secretary.
- Assist the Chairperson to interact with other organizations and the community.
- Remind office bearers of their tasks between meetings.
- Respond to member queries and needs.
- Keep record of all signed up members.
- Record and forward all queries and complaints to the Regional Secretary of National Coloured Congress on a weekly basis.
- Represent the branch with the Chairperson in meetings with other organizations and community meetings.

ASSISTANT SECRETARY (SEE ANNEXURE 3, 4 & 7)

- Always act on behalf of the Secretary in his/ her absence.
- Assist the Secretary in all of his/her functions.
- Co-ordinate and collect monthly reports.

TREASURER (SEE ANNEXURE 3, 4, 5, 6 & 7)

- The treasurer will be responsible for all aspects related to the financial affairs of the branch.
- Submit a monthly report to the branch secretary of National Coloured Congress.
- To NOT incur any debt in the name of National Coloured Congress.
- Assist the fundraiser with all financial matters.
- Is responsible for the financial wellbeing of the branch.
- Sign off all funds (Income-Outgoing/ Expenditure) on behalf of the branch.
- Accounting of Funds:
- The Treasurer Shall ensure that all funds are recorded and accounted for.
- All expenditures shall be accompanied by a Requisition form, quotations and invoices.
- All monies, whether in the form of Sponsors, fundraising events or donations, shall be accompanied by a narrative report signed by the source and treasurer.



- Report:
- A Comprehensive Financial Report shall be tabled monthly (Special, Monthly General Meetings).
- All reports shall be complemented by supporting documentation (Financial Spread or accounting Sheets)

FUNDRAISER (SEE ANNEXURE 3, 4, 5, 6 & 7)

- The fundraiser is responsible for raising funds for the branch.
- The fundraiser is also responsible for encouraging donations from individuals and businesses.
- Assist the organiser with fundraising activities and events.
- Approaching individuals, schools, universities, shops and other organisations for sponsorships and donations.
- Developing new fundraising ideas and events.
- Assist The Regional Executive Committee with their annual fundraisers.
- Use social media to promote National Coloured Congress in a positive and productive way.
- Send monthly fundraising report to the secretary of the branch.
- Work hand in hand and report to the Treasurer on all events and funds relating to the organisation.

MEMBERSHIP OFFICER (SEE ANNEXURE 3, 4, 7 & 8)

- The Membership Officer is the head of the recruitment drive of the branch.
- Ensure membership systems are in place.
- Oversee the distribution and collection of membership forms.
- Keep and update membership statistics.
- Make sure membership forms are always available.
- Work hand in hand and report to the branch secretary.
- Send monthly membership report to the Secretary General of National Coloured Congress.

ORGANIZER (SEE ANNEXURE 3, 4, 7 & 8)

- The organiser is responsible for keeping the branch active and growing.
- Ensure campaigns and rallies are carried out in the ward.
- Ensure that the structures of the organisation are properly implemented.
- Be visible within the Community promoting National Coloured Congress.
- Ensure that campaigns and rallies are conducted.
- Ensure activities and events are carried out in the ward.
- Should devise strategies together with MO to increase membership.
- Report to the branch secretary and write monthly reports to upper structure.



NATIONAL COLOURED CONGRESS BRANCH RULES

The branch must identify a place and open a National Coloured Congress Branch Advice Office.

Make sure all office bearers are familiar with and understand the National Coloured Congress Constitution and the disciplinary procedure.

The advice office will operate as a system to help the branch community with any issues they may face.

Should the office bearers be able to solve the community member's problem immediately, then they should do so provided it is done lawfully. If not, then the matter should be forwarded to the branch secretary within a week of receiving the complaint.

Make sure all particulars of the complainant is recorded and filed. With regular correspondence for example emails and telephone calls, dates and times recorded and filed.

The office bearers are responsible for the day to day operations of the branch.

The office bearers are responsible for the interim to raise their own funds to acquire their own office supplies until such time National Coloured Congress is able to provide it.

Branch meetings with the Regional Executive Committee will be held once a month. Agenda points, date time for the meeting will be sent.

Should the branch require an urgent meeting a request with details must be sent to the Regional Secretary.

All reports must be in on the 25th day of each month.

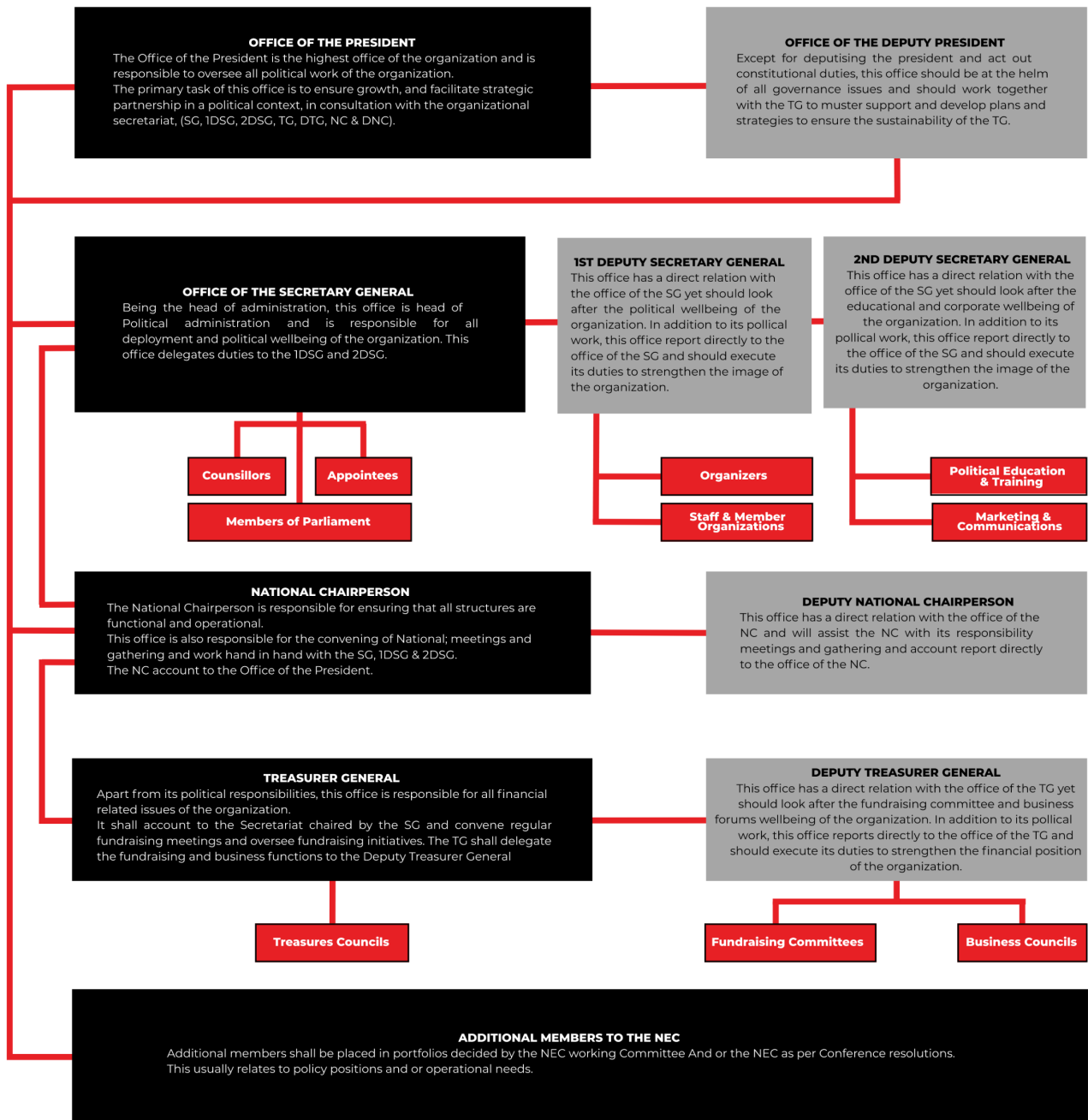
Be proudly National Coloured Congress.



ANNEXURE 1



ORGANIZATIONAL MANAGEMENT STRUCTURAL ORGANOGRAM



ANNEXURE 2



STRUCTURE OF THE NATIONAL COLOURED CONGRESS



ANNEXURE 3

BRANCH MONTHLY MEETING AGENDA			
FULL DATE:		START TIME:	
LOCATION:		BRANCH NO.:	
NO.	DESCRIPTION	ACTION BY	ESTIMATED TIME
1	OPENING/GREETING		
1.1	Apologies		
1.2	Attendance confirmation		
1.3	Conflict of interest disclosures (if any)		00:10:00
1.4	<u>Previous minutes</u>		
1.4.1	Approval of minutes		
1.4.2	Matters arising / Action List		
2	MATTERS FOR DECISION		
2.1	<u>Major Strategy decision</u>		
2.1.1	Strategic Plan: Profile, operating environment, etc		00:10:00
2.1.2	Annual Plan: previous plans vs current & future		
2.2	Routine decisions: New Expense approval		
3	MATTERS OF REPORTING - When/What/CCinput		00:30:00
3.1	Chairperson Report		
3.1.1	Meetings Attended with other organisations		
3.1.2	Meetings Attended with communities		
3.1.3	Meetings with National/Provincial/Regional		00:10:00
3.1.4	Progress report on branch - Strat/Plan/Monitor		
3.1.5	Audit check treasurers report - Transparency		
3.1.6	Delegated tasks to deputy chair		
3.2	Deputy Chairperson Report		
3.2.1	Report of task delegated by chair		00:05:00
3.2.2	Report where stood in for chair at meetings		
3.3	Secretary Report		
3.3.1	Report of filing of documents		
3.3.2	Report of correspondence sent out		
3.3.3	Report of assessment & evaluation of branch		
3.3.4	Report on Meeting and event invitations sent		
3.3.5	Report on Meeting and event invitations received		00:10:00
3.3.6	Report on information received from Region		
3.3.7	Assistance provided to Chair		
3.3.8	Date reminders for upcoming month		
3.3.9	Member queries responded to		
3.3.10	Confirm current members and new members		
3.3.11	Report on queries & complaints to branch secretary		
3.4	Assistant Secretary Report		
3.4.1	Instance when acted obo Secretary		00:05:00
3.4.2	Assistance provided to Secretary		
3.4.3	Report on monthly reports collected		
3.5	Treasurer Report		
3.5.1	Total income for the month		
3.5.2	New member fees		
3.5.3	Donations		
3.5.4	Sales		
3.5.5	Total expenses for the month		
3.5.6	Cost of sales		00:10:00
3.5.7	Sent to Province & National Office		
3.5.8	Expenses		
3.5.9	Confirm submission of financial report to branch secretary		



ANNEXURE 3 (CONTINUED)

	3.5.10	Confirm narative reports included with financial report		
	3.5.11	Confirm no debt incurerd obo CCC		
	3.5.12	Assistance provided to fundraiser		
	3.5.13	Requisitions submitted to national - report		
	3.6	Fundraiser Report		
	3.6.1	Total funds Raised for the month		
	3.6.2	Donations from individuals		
	3.6.3	Donations from Businesses		
	3.6.4	Sponsorships from businesses, schools, universities, shops		
	3.6.5	Fundraising activities & events report for the month		00:10:00
	3.6.6	Propose new fundraising & event ideas		
	3.6.7	Assistance provided to region with event and fundraisers		
	3.6.8	Report on positive & productive social media promotions		
	3.6.9	Confirm report send to branch secretary		
	3.6.10	Confirm hand in hand assitance with treasurer		
	3.7	Organizer Report		
	3.7.1	Report of activities and growth of branch - new members		
	3.7.2	Report on campaign and rallies - protests		
	3.7.3	Report on response of notice to members of activites & events		
	3.7.4	Report of implentation of structures - positive & negetive		
	3.7.5	Report on visible promotions of the party		
	3.7.6	Notice of any updated membership forms		
	3.7.7	Report on strategy to increase membership		
	3.7.8	Report on meeting with upper structures		
	3.7.9	Hand report to branch secretary		00:10:00
	3.8	Membership Officer report		
	3.8.1	Provide stategy on recrutement drive		
	3.8.2	Report on update of membership systems (if any)		
	3.8.3	Report on new volunteers & total volunteers		
	3.8.4	Confirm report and assistance provided to organiser - campaigns & rallies		
	3.8.5	Provide update on membership stats - new, resigned, potential		
	3.8.6	Confirm membership supply is sufficient for next membership drive		
	3.8.7	Report on support provided capturing membership info for secretary		
	3.8.8	Confirm memberhips report sent to branch secretary		00:10:00
	3.9	Three (03) Additional Members Reports		00:05:00
4		MATTER FOR NOTING		
	4.1	Major correspondence from National/Provincial/Regional		
	4.3	Updated Board Calender		00:05:00
	4.4	Other matters for noting		
5		MEETING FINALISATION		
	5.1	Review actions to be taken		
	5.2	Meeting evaluation		
	5.3	Next meeting		00:05:00
	5.4	Meeting close		

DURATION OF MEETING: 70 MINUTES

End of meeting

11:26



ANNEXURE 4

HOW TO STRATEGIZE

A strategy is a well-designed plan of attack for a personal or professional goal. The success of a strategy depends upon how realistic it is, how detailed it is and how organized the action steps are. Create your strategic planning team, organize five to 10 action steps and set up review deadlines to strategize effectively.

Part 1

Choosing an Issue to Address

1. **Start with an issue you want to address.** This is your starting point.
2. **Strategize one issue at a time.** If you have several issues that need to be addressed, you will need several strategies. Strategy is a custom process, not a one-size-fits-all solution.
3. **Pick a goal or desired outcome.** Choose the scope of what you want to achieve. You have created your ending point, and the strategy will fill out all your actions from start to end.
4. **Decide whether the goal is feasible.** Perhaps you want to ask others with more experience if they think it can be done.

If the goal is not a feasible one, try to go for a more feasible solution, such as getting a smaller project completed. Later, strategize how to get a bigger project completed.

Part 2

Making a Planning Team

1. **Invite others to join your strategic planning session that have a stake in the outcome.** This may be all the members of the branch/region/province. For personal goals, this may be your partner, parents or friends.
2. **Explain the goal to your team.** Give them a period time to think about the issues.



ANNEXURE 4 (CONTINUED)

3. **Specialize.** If someone have fund raising experience, they should strategize how best to do fund raising. If someone else has recruitment experience, they can strategize how the increase the membership.
4. **Brainstorm some ideas about how to address the issue.** Write any potentially useful ideas.

Part3

Picking Your Tools

1. **Get organized.** The most important tools are a pen and pencil while you bring up ideas. However, other tools can help you collect information along the way and chart progress.
2. **Decide how you will keep track of your process.** You will need to quantify your success on a weekly or monthly basis.

For example, if you want to gain 500 more Facebook followers, you should report on the number of total and new followers each month, in addition to the posts you have used. Facebook itself has several valuable reporting tools.

3. **Get high tech.** At the very least, you should have an Excel spreadsheet, Word and any other technology that will make the tasks easier.

Part4

Setting Goals and Timelines

1. **Decide when your final deadline to achieve a strategy will be.**
2. **Break down the strategy into 5 to 10 action steps between now and the final deadline.** Date those steps to indicate when they should be put into motion.
3. **Mark those dates in your calendar, with extra reminders for projects that will take several weeks to complete.**
4. **Break each step into sub-steps if necessary.** Organize them into bulleted points with as much information as necessary.



ANNEXURE 4 (CONTINUED)

5. **Delegate tasks to others if it is a team strategy.** Make them accountable to you or other people, by asking them to submit a progress report on a specific day.
6. **Review the data every month.** Adjust your steps accordingly to account for adjustments in deadline or approach.
7. **Share all strategy plans with people who are involved with the strategy.** Update the documents and share them whenever they change. Always make use of a diary to keep notes on the days the actions or decision were made, taken or given and to whom.
8. **Make a date for the strategy to be complete.** Review it at that time. If it has been successful, consider using similar strategies in the future.

However, if it hasn't been successful, learn from your mistakes and try new steps each time

FOR THE PEOPLE, BY THE PEOPLE
LET US BUILD THE PARTY



ANNEXURE 5

BRANCH INCOME & EXPENSE REPORT					
BRANCH NO.:			MONTH:		
WEEK NUMBER:	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
BALANCE B/D					
INCOME					
Membership fees					
Donations					
T-Shirt Sales					
Other Branding Sales					
Other					
Other					
Other					
Other					
TOTALS					
EXPENSES	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Office Rent					
Telephone & internet					
Printing & Stationary					
Computers					
Staff Welfare					
Courier cost					
Petrol & Travelling					
Salaries & Wages					
Other					
BALANCE C/O					
CASH ON HAND					
BALANCE CHECK					

NOTES



ANNEXURE 6

CREATIVE POLITICAL FUNDRAISING IDEAS THAT WORK

POLITICAL FUNDRAISING

Nowadays, political campaigns need to raise extraordinary amounts of funds to be successful. And this can seem like a daunting task, and can, in fact, discourage candidates from running for an office in the first place.

In order to run a competitive political campaign, you need a good candidate, a great campaign manager, a well-executed marketing strategy (that includes a lot of research and an effective media strategy), a well-designed fundraising strategy, but most importantly – it needs the actual fundraising.

23 Political Fundraising Ideas that Actually Work

When it comes to political campaigns, fieldwork is essential. Below we outline the 23 best political fundraising ideas for your political campaign.

1. Crowdfunding
2. Grassroots Campaigns
3. Write Contribution Request Letters
4. Chain Fundraising Letters
5. Make Telephone Requests
6. Design Custom T-Shirts
7. Mentorship Auction
8. Text-to-Give
9. Door-to-Door
10. Weekend Parade
11. Brochure Notepad
12. Small Donor Fundraising
13. Major Donor Fundraising
14. Yard Signs
15. Email Marketing
16. Mobile Fundraising
17. Paid Advertising
18. Pledges
19. Social Media Campaigns



ANNEXURE 6 (CONTINUED)

- 20. Utilize Bundlers
- 21. Organize a Fundraiser
- 22. Host a Political Walk-a-Thon
- 23. Fundraising Auction

Note: Most of these are applicable to all fundraising efforts, from political candidates to non-profit organizations. However, unlike a lot of other fundraising efforts, political fundraising is highly regulated. So note that the Treasurer General who is also the Accounting officer at the IEC for the party will know the laws regarding fundraising. Make sure you are made aware of all the rules.

1. Crowdfunding

Crowdfunding is one of the most effective ways to raise money for your political campaign. A crowdfunding page can be set up and running in minutes and can accept donations instantly.

Crowdfunding is an innovative way of raising financing from donors online or even at events. It facilitates the collection of small amounts of money that have been raised by many “ordinary” people.

Your crowdfunding page can and should be branded, include images and videos and tell the story of your campaign. At only a few cents for every rand you raise, crowdfunding is generally one of the most affordable ways to raise money for your political campaign. Ensure your crowdfunding campaign has social media integrations. This way your political crowdfunding campaign has the greatest chances of success.

Create a crowdfunding page that’s is equipped with important elements like social media buttons, subscription button for potential donors, a virtual donor wall, an updates tab, a popup donation form, a goal thermometer, and more. People visiting your campaign page can subscribe to receive updates. You can decide which updates you want to send them. All your donors are automatically added to the subscription list and they receive all updates. These features help boost people’s trust in your organization. The virtual donor wall further adds to social proof encouraging more trust and donations.

2. Grassroots Campaigns

Grassroots campaigns are essentially about mobilizing people and nurturing and growing a movement all the way from the ‘idea’ stage. It’s hard to find the sweet spot between the mobilization of grassroots and the higher level campaign messaging.

Since grassroots campaigns usually revolve around an idea, make sure to:



ANNEXURE 6 (CONTINUED)

- Think of a (crystal clear) idea you want your political campaign messaging to revolve around.
- Develop a clear strategy, including which communities you wish to engage with.
- Recruit volunteers by reaching out to local faith organizations, non-profits, or movements. Passionate volunteers are essential to a grassroots campaign.
- Onboard volunteers. Make sure they have the necessary skills and materials to the ground fundraising: phone calls, emails, flyering, data entry work
- Go out in the community yourself to show your passion and commitment.
- Utilize the power of social media.

While planning your grassroots campaign and recruiting volunteers, ensure they're also comfortable in raising funds for you. This is the simple concept of peer-to-peer fundraising that will help your advocates not just spread the word about your campaign but also raise donations. Keep the invitation open for all and anybody can sign up and start fundraising. All donations from all peer campaigns go to your original campaign account, making it convenient for all.

3. Write Contribution Request Letters (Political Fundraising Invitation)

Everyone is different, and in campaigns, people respond to different channels. Amongst the many fundraising ideas on this list, contribution request letters should definitely be mixed in. Make the letters personal and meaningful and try to have them stamped and endorsed with the National office stamp and bank details.

Here's a sample letter for a political fundraising invitation.

- Speak about successful collections the previous month
- The stress remains on gratitude throughout the letter including "thank you...."
- And it ends with suggested donation amounts that will help meet the campaign goals.
- The letter is addressed to general public,
- it is also advisable that you personalize your letters as much as possible to have the most impact on your supporters.

4. Chain Fundraising Letters

To take writing letters to a new level, try chain fundraising letters. In a chain fundraising letter, a supporter is sent a letter in which they are asked to send in a donation (whatever average amount your



ANNEXURE 6 (CONTINUED)

political campaign is working with) and then forward the letter to 10 friends with a personal note asking their friends to send in the same amount and then forward the letter to their friends as well.

Chain fundraising letters are sort of a non-digital approach to crowdfunding or peer-to-peer fundraising. Although they lack the simplicity and speed of digital payments, they are helpful because they help secure donations from those parts of the population that digital campaigns wouldn't have reached.

To turn this into a digital activity, try using the Facebook tagging functionality. For example, you could have donors tag 10 of their friends and ask them to donate too, visibly demanding their attention. This can help increase the reach of your campaign and help more donations pour in. You can also give donors the link to your online donation page and ask them to add to their posts so that donating to your campaign becomes a breeze for all.

5. Make Telephone Requests

Personal solicitation by telephone is one the old-time favourite fundraising techniques. Like the chain fundraising letters and handwritten letters, it can also seem old-fashioned. It's also time-consuming and labour-intensive for staff. You'd also want to prepare fundraising scripts before you ask staff and volunteers to start making calls to potential donors.

Some donors still prefer this type of solicitation, and you might not otherwise reach them using digital marketing. You can instruct them to donate on the website or get the donor to commit to a specific date for collection and stick to it.

Within 24 hours of the phone call, send the donor a letter of thanks confirming the amount pledged, and include a pre-addressed return envelope.

Pro tip: Use the telephone primarily to solicit high prospects/major donors.

6. Design Custom T-Shirts

Custom t-shirts are a great product to help raise funds for your political campaign. They give supporters something in exchange for their donation, and they help promote the cause to a wider audience. Create several different types of design, all brand-aligned to the rest of your campaign, and then find a company/provider to manufacture and ship them.

There are numerous companies that provide this service. Many have a design tool that allows you to create a custom tee or offer pre-built templates to help you get started.



ANNEXURE 6 (CONTINUED)

Create a campaign to promote your t-shirts. Sell them at fundraisers, parades, but most importantly – online. Design a social media campaign, focusing on Facebook, Twitter, and Instagram. Consider investing in Facebook or Instagram ads to promote the t-shirts. Here's an example of an online fundraising campaign that sends out t-shirts in exchange for donations. This helps them raise funds while also promoting the campaign through branded t-shirts.

7. Mentorship Auction

Mentorship auction is a great political campaign fundraising idea. It gives your donors something of great value, so it's likely to incite higher bidders.

Look through your donors/supporters database and identify high-profile individuals. Mobilize your personal network, as well as the networks of your staff members. Contact those individuals and ask them to donate their time to your campaign.

Set up bidding for one-on-one chat sessions with thought leaders or participating celebrities. The highest bidder gets the mentoring session(s). The conversations can happen face-to-face or remotely, through video chats.

Promoting the mentorship auction widely is essential to its success.

8. Text-to-Give Donations

Invest in a text-to-give software to capitalize on virtual donations from the ever-growing pool of mobile users. You must set up the communication channel on your end by choosing a text-to-give software provider, setting up your campaign's keyword, and promoting your text-to-give campaign.

For the donor, the process generally goes like this:

- Donor texts your campaign ID.
- They receive an automated response with a link to a donation page.
- They fill out the online donation form and submits it.
- The donor receives an automated receipt for their gift through text or email.

It's essential to have a mobile-friendly donation page and an effective keyword (e.g. "GIVE"). There are a lot of rules and regulations that a campaign manager has to think about before starting a text-to-give campaign, so make sure you're aware of them.



ANNEXURE 6 (CONTINUED)

9. Door-to-Door

Door-to-door campaigning is daunting and uncomfortable for many people. Which is why very few people actually do it.

However, relationship building is the single most important thing in any fundraising effort. As much as possible, engage in a personal greeting and invite voters to ask questions. There is no replacement for the opportunity for the voter shake your hand or look into your eyes.

Schedule regular door knocking hours into your schedule and take it seriously. Make sure to leave something around to remind the voters of you, even long after the visit (e.g. a pen or a fridge magnet). The voters will appreciate the personal attention and the accessibility.

10. Weekend Parade

The most important time for a political campaign to impress is at the end of it, right before the vote (but with enough time to use the donations). Organize a parade through the neighbourhoods with a candidate float decorated with signs and balloons. Distribute candidate's t-shirts and have all volunteers wear them.

Decorate with signs, helium balloons, and a sound system.

Mobilize crews of volunteers to work their way through the neighbourhoods with flyers for the voters. Make sure you check the local legal regulation on "election silence".

This is an effective fundraising idea because it utilizes the sentiment of urgency and can, therefore, bring in many donations.

11. Brochure Notepad

The campaign brochure, explaining why the candidate should be elected, is the most basic medium used in political campaigns. However, although brochures are easy to produce and distribute, they are typically more informational than persuasive.

Many voters receive the brochure and throw it away soon after. Instead of giving out brochures, consider handing out "brochure notepads". Unlike brochures, notepads can be used over and over again.

You could even print the pictures and information about the candidate onto the first two pages of the notepad and in this way leave behind important campaign information.



ANNEXURE 6 (CONTINUED)

Pro tip: Add a “Vote for Fadiel Adams” or at the top or bottom of every notepad page as a reminder to vote.

12. Small Donor Fundraising

Small donors can contribute repeatedly, providing a financial consistency that’s priceless in a years-long campaign.

Another reason why small donors are invaluable to a political campaign is that the more people who give you money, the broader and deeper your support in the community. Every person who donates to your political campaign is very likely to vote for you at the polls and tell their friends and family to do the same.

We also already know recurring donations reign supreme in the world of non-profit fundraising. The same is increasingly true with political campaigns. Instead of asking a supporter to make a R500 donation, ask him to make a R1,000 donation spread out for the whole year and bill them monthly or R100 per month = R1200. Debit orders should be arranged.

13. Major Donor Fundraising

Although “small donor fundraising” (see Idea 12) is incredibly important, major donor fundraising still plays an important role in reaching your campaign fundraising goals.

A balance needs to be found between pursuing R20 contributions and pursuing large contributions.

Of course, major donor fundraising only works when you establish your own credibility by receiving endorsements from key political leaders or interest groups or by establishing your name and reputation in your community.

It’s important to identify those individuals in the community that make large political contributions, and then contacting them – personally if you can. You can do this by researching campaign disclosure records or asking the local elected officials and party leaders.

14. Yard Signs

Although yard signs might seem old-fashioned, they can still be an effective political fundraising ideas, especially if your political campaign is local.



ANNEXURE 6 (CONTINUED)

Purchase enough signs to cover major entrances and important intersections in town, and the yards of influencers (see Idea 22) and leaders in your community. As you're putting up signs, keep a digital map so that it's easy to see the gaps and also take down the signs after the campaign has ended.

If possible and relevant, put some of them up yourself to show that you are actively campaigning.

15. Email Marketing

This is one of the most affordable political campaign fundraising ideas out there. Email marketing platforms are increasingly easy to use since email service providers have made them simple and intuitive.

With email marketing, it's essential to grow and nurture your list. You want to grow your list organically by collecting contacts that give you permission to email them. To collect email addresses, add a sign-up form and a subscribe button to the main page of your website.

While it's easy to focus on the list size, it's the list quality that really matters. Work on having genuine supporters on your list. Segment your list and don't send the same email to everyone.

Every email should include a call to action which will lead the individual directly to a donation page.

Use subject lines that work for your readers, and consider pop-up opt-in forms. Measure the success of your email marketing by gathering data like open rates, click through rates, volunteer sign up, or donation rates. Try to send more emails similar to the successful ones. Whenever possible, A/B test different variations of the same email.

Content integration can be key, with online video and social media outreach, in particular, serving as a powerful adjunct to email fundraising.

16. Mobile Fundraising

In a time when online fundraising is becoming the new norm, mobile fundraising could be the new disrupter. Use pay systems that allows users to accept credit card payments through their mobile phones. There's no need for setting up a donation station since volunteers can walk around and accept donations on the spot.

When we talk about mobile giving, we cannot ignore the digital wallets. The younger generations are now accustomed to using Apple Pay, Venmo, PayPal, Google Pay, etc. to make payments. If you want to grab their attention, include these options in your mobile giving plan. Offer digital wallet options as



ANNEXURE 6 (CONTINUED)

well as credit card, bank transfer, direct debit, etc. to make giving a breeze for your donors. The giving process is also made quicker by 4 times by eliminating the need for them to input personal details. This means your donor drop-off rates are reduced as well.

17. Paid Advertising

There are lots of paid advertising options available out there: newspaper, print, digital, radio, television, etc. When considering paid media, be mindful of the cost per thousand impressions (CPM). That's a measure of how many rands it takes to reach 1,000 people. Test various channels and choose the one with the best price/performance ratio.

In addition to paid advertising, there is also free media coverage. Free media coverage is typically referred to as "earned media" and frequently comes in the form of news stories in television, radio, and/or newspapers. There are many ways to acquire earned media, from Trump's controversial statements which generated a lot of earned media for his campaign to reaching out to talking to a local radio station or writing letters to news editors.

18. Pledges

A pledge campaign, simply put, is asking people to commit to giving to your campaign at some point in the future or on a regular basis. It allows donors to commit to you without having to donate instantly. People are often likely to give more if they can defer their payment to the future or pay in instalments.

Pledges can also help your campaign plan and forecast better by knowing how much funding you will have access to. Don't be afraid to ask for due pledges, always thank your donors, and organize a tracking system for pledges.

19. Social Media Campaigns

Whatever your most successful fundraising technique is, you shouldn't ignore social media. The number of social media users reached nearly 3 billion by 2020. Facebook, Instagram, Tik Tok and Pinterest are the leading social networks, boasting a high number of user accounts and high user engagement.

We are also spending more time every day using social media and surfing the web. The easiest way to go about it is to post appeals to the campaign's social channels at the same time that they're sent over email.



ANNEXURE 6 (CONTINUED)

Although posting might be easy, converting the follower into a donor isn't always the easiest task. Post enticing visual content with clear calls to action. Look for moments when supporters are particularly excited (or particularly angry at your opponent) and give them something to do about it — like give you money. **Read more about how to turn social media followers into donors.**

20. Utilize Bundlers

A “bundler” (a “connector”) is someone who has the ability to raise a significant amount from their own network, friends, and colleagues. Bundlers are especially important in places where donations are limited by legal caps.

Utilizing bundlers is different to peer-to-peer fundraising since bundlers are more connected than an average person. Bundlers are usually well-known in the political universe. These individuals generally require minimum support from your campaign, perhaps only the candidates signing some cards or showing up at one event.

Mobilizing dozens of bundlers (or hundreds if your campaign is of a larger scope) can significantly increase the number of donations for your political campaign.

21. Organize a Fundraiser

A fundraiser is a gathering of donors for which there is a pre-advertised price of admission. Events are an excellent opportunity to attract a particular group of donors to support your campaign at a given place and time. Fundraisers vary greatly in size, price, time of the day, venue, and form — from a large formal event at a hotel, to a reception, to a house party, to a lunch meeting.

Although events can be used to solicit all levels of donors, events are best used to solicit medium donors.

Make sure you have a host committee, an event budget, and a massive focus on marketing the event, especially during a couple of days leading up to the event. Your event ticket pricing strategy decides how much you can raise with your fundraising event. Do not solely rely on donations to be made at the event. Add some activities, food, drinks, etc. to spice up your event and sell tickets to raise money.

Create online event pages and ticketing forms. You can add images and videos to these event pages. Your ticketing forms can have unlimited ticket tiers as per your pricing strategy. You can also determine and highlight the tax-deductibility of event tickets based on the fair-market value and the tax rate. This



ANNEXURE 6 (CONTINUED)

helps increase transparency of your events. Your attendees can also make donations from the event page.

Finally, if you want, you can embed the Donorbox event ticketing form in your website as well. Your donors can pay using Apple Pay and if need be, you will be able to fully refund a ticket amount. Check out this meet and greet fundraising [event ticketing form](#) created for a political campaign.

22. Host a Political Walk-a-Thon

“A-thons” of all kinds have been very popular with organizations big and small. They’ve proven to be effective for non-profits, so why not try using them for your political campaign?

Walk-a-thons are essentially peer-to-peer fundraising events. They offer great opportunities for raising money and spreading the word about your organization, without high overhead costs.

It’s not uncommon for only 50 cents of every dollar to reach your campaign after all the logistics and marketing costs are taken into consideration. Of course, no two events are alike and you can get a lot more bang for your buck.

23. Fundraising Auction

Many candidates may have celebrity friends and acquaintances willing to provide endorsements and talk about why they support their political platform. While getting celebrities to endorse your campaign is a great fundraising idea in itself, the way to take it up a notch is to ask those celebrities to donate something tangible for a fundraising auction.

You could ask them to donate items like autographed Cricket balls or soccer balls, tickets to an upcoming concert, or a chance to meet the celebrity. Depending on the industry your celebrity is in, the donated item/experience can vary. A fundraising auction has great potential to bring in a lot of donations by people making bids on “one-of-a-kind” items.

Fundraising auctions also provide value to donors, as donors aren’t just making a financial donation, but getting something in return as well.

Conclusion

Due to the high cost of running a political campaign nowadays, you will spend what seems like an unreasonable amount of your time asking people for money.



ANNEXURE 6 (CONTINUED)

Whatever position you're running for, it will require asking friends and family, and people you've never met before. Neither is going to be easy. The fundraising landscape has changed and can be disrupted again at any moment in time. It also requires working on multiple fronts – from mobilizing volunteers, posting on social media, to having meetings with celebrities and organizing high-profile fundraisers. All of this can be overwhelming.

We hope the political fundraising ideas outlined above will help you reach your financial goals.

POWER FOR THE PEOPLE BY THE PEOPLE.

FUNDRAISING COMMITTEE



ANNEXURE 7

REQUISITION FORM

Requisition information

Date of request:

Requisition Number:

From:

To:

Item Description:

Estimated Cost:

Date Required:

Justification:

Branch/Region/Province Information

Name:

Surname:

Branch/Region/Province Name

Phone Number:

Email Address:

Address:

Street Line 1:

Street Line 2

City:

Province:

Comments:

Approved date:

Approved By:

Signature



ANNEXURE 8



NATIONAL COLOURED CONGRESS MEMBERSHIP APPLICATION FORM

BANKING DETAILS
FNB - BUSINESS ACCOUNT
ACC NR: 62847532878
BRANCH: 250220
SWIFT CODE: FIRNZAN

If you are not a registered voter, notify your nearest National Coloured Congress Party Representative or contact the details below to assist you with your registration. _____

TITLE: _____

FULL NAME: _____

SURNAME: _____

DATE OF BIRTH: _____

RESIDENTIAL ADDRESS: _____

CITY/SUBURB: _____

POSTCODE: _____

WARD NUMBER: _____

CONTACT DETAILS:

TELEPHONE: _____

CELL NR: _____

EMAIL: _____

IF YOU CONSIDER BECOMING ACTIVELY INVOLVED, PLEASE INDICATE IN WHICH WAY YOU WOULD LIKE TO CONTRIBUTE:

I hereby apply for membership in the National Coloured Congress Party as a Party Member and declare:

1. The above mentioned details are correct.
2. I am not/no longer a member of another political party and shall not join another political party whilst being a member of the N.C.C Party.
3. I will abide by the rules of the Party Constitution and codes of conduct established by the party,
4. Except when relating to my own personal details, I irrevocably waive any right I may have to review the membership register of the party and shall not make any such request in the future.
5. I consent to my membership details being sent to the Independent Electoral Commission and to being contacted by the IC about my membership.
6. I am aware that it is an offence to make a false declaration.

I shall pay an annual fee of R10 (ten rand) as set by the National Executive Committee from time to time. I understand that all payments are final and non-refundable.

I include with my form: ANNUAL MEMBERSHIP FEE, plus R _____ DONATION

TOTAL: _____ PAID IN: CASH _____ EFT _____ A copy of my bank transfer is attached.

SIGNATURE: _____

DATE: ____/____/20____

FOR OFFICE USE ONLY: Membership ID Number: CCC _____ Representative _____

SECRETARY GENERAL: SAKEENA FRENCHMAN 021 204 7975 / 063 177 5829 - admin@ccc.org.za

