



# STOP SOCIALISM!

Bernie Sanders is paving the way to obtaining the Democratic nomination. This is the perfect fund-raising opportunity for candidates up and down the ballot. **Why?**

- *We have a sense of urgency*
- *We have a sense of relevancy*
- *People are fired up*
- *We have a strong, clear message: **STOP SOCIALISM***

## HOW TO USE IT: ON-LINE

For federal candidates and state parties, we developed the STOP SOCIALISM shirt to sell on WinRed.



## MARKET YOUR MERCHANDISE

Step 1: **Set up your WinRed swag page**

Step 2: **Post your message on Facebook and Twitter**

CONTACT US **TODAY**

[www.MajorityMoney.com](http://www.MajorityMoney.com) | 904.395.4100 | [info@majoritymoney.com](mailto:info@majoritymoney.com)





# STOP SOCIALISM!

**Facebook Post and Graphic:** *Radical Socialist Bernie Sanders will destroy all we love about America. Take a stand.*



**Tweet:** *Don't let @BernieSanders destroy all we love about America with his radical socialist agenda. Take a stand and #StopSocialism. #KeepAmericaGreat*

### Step 3: Send an E-mail to Your Lists

Subject Lines:

- "Limited Edition! Stop Socialism"
- "This is a fight for America"
- "STOP SOCIALISM"
- "FEEL THE BERN"

Need help writing an e-mail, setting up your WinRed swag page or even reaching your target audience?

**Majority Money can help.**

### HOW TO USE IT: DIRECT-MAIL

**STOP SOCIALISM** is the perfect theme for compelling donors to take action via direct-mail. We can develop a direct-mail audience of donor prospects as small or as large as needed to meet your budget, expectation, and needs. Direct-mail fund-raising works for campaigns and committees at every level.

Majority Money will author compelling letters, design creative content, and oversee the production of solicitations. We'll utilize our superior data and message testing to hone-in on the language that resonates with our audience and drives contributions in the door.

Contact us today to learn more about using the 2020 Presidential election and the news cycle as part of a comprehensive, coordinated, data-driven approach to fund-raising.

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