

Internal Memorandum—Mar. 14, 2025

Spring 100K Fund Drive: Towards Paying Off Our Building & Securing Our Future

Comrades,

We are launching our Spring 100K Fund Drive with this urgent call to action: *on March 15, we will announce our campaign to get closer to paying off our headquarters building.* More than brick and mortar, the building shows that we're serious. It's a cornerstone of our revolutionary infrastructure and a symbol of our hard-won, explosive growth and party building efforts in the past period.

Paying off the building means reducing monthly interest payments (right now, less than a quarter of what we're paying monthly is going to the principal— the rest is vacuumed up towards interest) and protecting our assets from political assaults. In five years time, we will be forced to refinance. We don't know what the political terrain will be, how difficult it will be to get a good deal, or how eager banks will be to deal with us.

This fundraiser should be understood as digging moats and building walls around our base where we defend against any hostile takeover, whether from the Trump administration or any other forces that would try to take it away. Every dollar raised brings us closer to owning this key asset outright. In other words, with this fundraiser we are mobilizing to secure our future.

The center will be working with districts to help us reach our goal of 100K in this critical fundraiser. *The end date will be May 15.*

Strategy— Real Money Must Be Asked For

In all our cities, we will have to go beyond bake sales and car washes. "Passing the hat" is a good thing, and there are certainly political reasons for doing community events that build relationships and our profile. But real, transformational funds come from direct, personal asks.

It's important to get to know your donors, and find new ones, too. We'll be identifying and approaching people who have genuine financial means— those with savings, access to funds, or assets. Think inheritances, retirees who've put money away, highly paid tech workers and professionals— this includes FRSO cadre and general members, as well as folks in our periphery who support what we're doing. If you know or suspect a potential donor can contribute thousands, ask for thousands— \$10,000, \$5,000 or \$1,000. If they have more, we should ask for more.

Fundraising is inherently political. We believe in what we're doing and we need funds to keep it going— there's no better project for folks to put their dollars towards. We should be bold and proud to ask for the money because it's about building out a real revolutionary movement in this country, and a party that can get the job done.

Fundraising Timeline

March 15 will be our public announcement with a clear appeal: paying off the building to secure our future and consolidate the incredible growth of our organization. All districts should begin internal conversations and start laying the groundwork, i.e. reviewing your local networks, both within FRSO and the broader community, and looking for individuals with financial means. This fundraiser will last 2 months, ending on May 15.

Drawing up Lists and Setting Goals:

Districts are to compile detailed lists of potential donors with substantial means, and document contacts. Once you have your list, schedule coffee meetings or one-on-one appointments.

Districts should also set defined monetary goals to meet by the end of the campaign.

Prepare the pitch, explaining our remarkable progress, the struggles we're a part of, the importance of our HQ as a safe, independent space for our movement, and how paying off the building protects our future. Financial matters are inherently political and are crucial for our Party's survival and growth. Stress that each contribution not only helps pay off the building but also builds our capacity to defend ourselves and expand our revolutionary work. Tailor the asks based on what you know about their financial capacity.

As an additional strategy, consider targeted "work teams" where volunteers offer services (moving jobs, household repairs, car washes, seasonal cleanups, etc.) to friends, neighbors, and local supporters. Make sure the proceeds from these services go directly to our fundraiser. These kinds of projects can deepen our friendships and show off our practical spirit.

Online Hype Event

Around week 3, in early April, FRSO will host an online event to drum up excitement, share progress updates, and capture more donations.

Throughout, we will create and promote the fundraiser on social media using visuals that show how close we are to our goal and reach supporters beyond our usual networks.

Advancing the Fundraiser means advancing the work. Forward to victory!