

## GRASSROOTS FUNDRAISING

As you may know, my friend/relative Bob Roggio is running for Congress. I've decided to help him in any way I can, and what he needs most right now is money so that he can spread his name and his message. It would really help me if you could contribute \$\_\_\_\_\_ to his campaign by March 31st.

You can donate online at [www.bobroggioforcongress.com](http://www.bobroggioforcongress.com) or send a check to:

**9 Old Lincoln Hwy  
Ste 101  
Malvern, PA 19355**

Things to remember:

1. Make this about YOU. Your friends and family are doing *you* a favor by contributing to Roggio for Congress.
2. Our fundraising deadline is MARCH 31<sup>ST</sup>. So it's important to get contributions in before then.
3. The campaign is happy to help you with follow-up. We can send letters and contribution envelopes to people who tell you that they will contribute.
4. Be specific. Most people don't know how much it costs to run a campaign and have no idea what a reasonable contribution amount is. If you think that they could reasonably give \$25, ask them specifically for \$25.
5. A good rule of thumb for how much to ask someone for is what he/she would spend on a night out. That way you are essentially asking them not to give up anything major, but just one night out.

Bob Roggio for Congress, 9 Old Lincoln Hwy, Ste 101, PA 19355 Campaign Headquarters: (610) 251-0550  
[www.bobroggioforcongress.com](http://www.bobroggioforcongress.com)

Paid for and authorized by the Bob Roggio for Congress