Exit Memorandum

To: Kristie Mark, Missy Kurek, Stella Ross, Megan Nashban

Fr: Jocina Becker

Dt:

RE: 2011-2012 Northeast Finance Assistant Exit Memo

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**I: Processing Money:**

When you receive new money, follow the below outlined steps immediately:

Brittany will hand you a copy of your money. It will come in one of two forms:

copy of check

Credit-card transmittal form

Note the source of the check – ex. “NP Meeting”, “CT Women’s Event”

Note which members to “tally” credit to in NGP

Log the money into the “Money In” spreadsheet

Log the money into the daily money chain

Log the money into NGP – Brittany will show you the step-by-step process.

make TWO copies of the transmittals. Give 1 to Brittany (Finance Operations Director) and keep the other for yourself. Staple the transmittal on top of the check copy and file it into the Money In binder, in alpha order.

**II. Thank You Notes:**

Each region is responsible for sending thank-you notes for contributions they have received. Make sure to send thank you notes in a timely manner.

Thank you note process:

1. Pull the updated list from NGP. Search for all contributions that are tallied to the Northeast region within the specified date range.You will be able to tell when the last batch of thank you notes were sent out by checking the “Thank You” folder on the Northeast 2011-2012 shared folder. That folder can be found here: ***S:\Northeast\Northeast 2011-2012\Templates, Important Documents\TY Notes***

2. After tallying how many letters to send, make sure the materials are available. The envelopes and letterhead are stored in the front cabinets. Use “Nancy Pelosi, Democratic Leader”, paid for by the DCCC letterhead and envelopes with the DCCC return address.

3. Make sure you have the most updated thank you note template. After each quarter, the communications department approves new versions of thank you notes. It is very important to have the correct language.

5. Mail merge the exported list onto the letters and make sure that they are properly formatted for the letters.

6. Mail merge the address info onto labels for the **envelopes**. Again, Microsoft Office has a step-by-step mail merge wizard that guides you through the process.

8. Stuff the letters into the envelopes. Leave the envelopes unsealed and “nested” in one another. Then, head over to the mailer machine and feed through the postage machine.

* Choose our department, Finance 606 (which will track the postage amount)
* Choose “sealer on”
* Remember that the mail is picked up at 3:00PM everyday. If you are sealing and postmarking your letters after 3:00PM, choose tomorrow’s date so that you don’t risk having the postal worker not pick your mail up.

**III. Organizing Shared Database:**

Each region has a folder on the shared drive (S: drive). The most important factor for the database is CONSISTENCY. This is a very collaborative environment, and keeping file and folder names helps to ensure efficient production of documents.

**1. Labeling Documents:**

For call sheets, format is: Last, First\_Caller/Principal Making Call. Call sheets should be saved in the donor’s state alpha call sheets folder, as well as in the event folder for which we are calling them.

1. “Hiatt, Arnie\_NP”

For memo’s/briefings, format is: Principle -> Briefings Type -> Event, Date. Memo’s and briefings are saved in the specific event folder.

“NP Attendee Briefing – 3.8.2011 POTUS Dinner”

“NP Meeting Card – Mulye, Nirmal 6.15.2012”

**IV. Call Sheets:**

Call sheets provide a clear and accurate summary of donor information and giving history.

There are 3 main portions of a call sheet:

1. **Contact Information:** make sure you have accurate contact information for each call sheet. **You will need to verify this by calling each number before it is sent for approval to Missy.**

2. **Ask/Background/Biography:** This is the portion of the call sheet that has the relevant information for the call.

1. **Ask:** This will have the main ‘ask’ for the call. The call might be for a renewal, an end of quarter ask, or an event invite. Megan will fill send you this information.
2. **Background/Notes:** This provides context on the relationship between the person and the DCCC and/or principal. Here you will add information regarding how long they have been engaged with the DCCC, which events they have attended, and if/when NP or the MOC has met them before. This portion jogs the memory of the MOC who is calling to make sure they remember the person they are calling. You will also add in all DCCC giving history in this section, and note whether the person attended a specific event and what amount they contributed on what date.
3. **Biography:** This is the bio of the person you are calling. Most of the time, this information can be found on the person’s work website. Make sure the information is accurate and to-the-point. Do not simply copy and paste directly from the website. Edit the information to ensure relevance. Depending on who you are calling, you may want to include/exclude certain information to tailor to the principal calling. Megan will help determine relevant information for different members of Congress.
4. **Giving History**: Other than confirmed contact information, this is the most important aspect of the call sheet. This information needs to be very accurate and up to date in order for the Member of Congress to have an appropriate ask. You can look up and export the person’s giving history via CQMoneyline. Once you have imported the giving history, calculate how much that individual has federally remaining to give to Federal Committees. Additionally, you will need to list giving history for an individual from the last three election cycles (2011-2012, 2009-2010, 2007-2008).

**NOTE: You will need to list giving history by year, largest to smallest, with the exception of DCCC contributions that are ALWAYS on top, in BOLD, and with the contribution source in parenthesis.**

Giving history should be formatted as follows:

**John Doe Giving History**

\**John has $9,200 left to give federally*.

[Each calendar year, an individual can give up to $70,800 to national party committees and PAC’s. Because Michael has given $30,800 to the DCCC and $30,800 to the DNC, he has $9,200 left to give federally. $30,800+$30,800=$61,600. $70,800-$61,600=$9,200]

**2011: $30,800 DCCC (June 2011, Donor Meeting)**

$30,800 DNC

$5,000 Obama for America

$2,500 SCHNEIDER, BRADLEY SCOTT

$1,000 Khazei, Alan A.

**2010: $5,000 DCCC (August 2010, Chicago Sacks Dinner)**

$1,000 Ellsworth, Brad

$1,000 Grayson, Trey

$1,000 Thune, John

**2009: $12,500 DCCC (November 2009, Chicago Schakowsky / Sebelius Event)**

$25,000 Carnahan, Robin

$5,000 Americans United in Support of Democracy

**V. Orchids and Wine:**

Every region sends out orchids to their donors for special occasions per Missy. They can be used for thank you’s, condolences, congratulations, etc.

**Messages**: Each order type has specific language. Each message HAS to end with: “best, Nancy Pelosi”. “Best” should always be lower case.

1. Thanking for hosting an event *–* ***Thank you for your continued friendship and support and for hosting us in your lovely home. best, Nancy Pelosi***

2. Wishing well after surgery/illness – ***Wishing you the best of luck for a quick recovery. My thoughts are with you. best, Nancy Pelosi***

3. Condolences after death – ***I’m so sorry for your loss. My thoughts are with you. best, Nancy Pelosi***

4. For new baby - ***Congratulations on the new addition to the family. I welcome XXXX to the world and look forward to meeting him soon. best, Nancy Pelosi***

Note: Check with Megan on the appropriate message for each orchid. These are the most commonly used messages – you may need to be more specific for some messages. You should draft the message when it is a more unique situation and have Megan approve the language before you send.

All orchids sent in 2012 are documented on the orchid tracking chart which is saved here: [S:\Northeast\Northeast 2011-2012](file:///S:\Northeast\Northeast%202011-2012)

**Process:** We order our orchids from [www.teleflora.com](http://www.teleflora.com/)We always use “Teleflora's Imperial Purple Orchid”, unless otherwise specified. Use Megan’s DCCC Visa Credit Card to process the payment. Create a new log-in with your email address and saved the credit card information. Once you have created an account, you will be able to access receipts and other information from previous orders. Make sure you have confirmed the following details with Megan:

1. Address of delivery – home or work
2. Date of delivery
3. Message

When sending wine from Chairman Israel, order from Castello di Borghese. Email the order to [info@castellodiborghese.com](mailto:info@castellodiborghese.com). The standard order is the CabFranc or Sauvignon Blanc. Include a personal message, for example “It was great to see you. Thank you for your commitment to join our Speaker’s Cabinet. I enjoyed our time and appreciate all of your support of the DCCC. Best, Steve Israel”.

**VI. Sending Things to Brittany:**

Below are very specific details on how to send things to Brittany (Finance Operations Director). She is the liaison between our office and Leader Nancy Pelosi’s office. In order for the operations of the finance department to run effectively and smoothly, everything needs to be sent to Brittany in this specific format.

She has created a document titled “Proper Formatting for Sending Items to Brittany for Jenn and NP’s Office Approval”. These materials and processes also appear in the DCCC Finance Training Manual you received.

* + 1. **Scheduling Requests:** For new events that Missy has signed off on, you have to complete a scheduling request which is sent up to the Leader’s official office. This has the event details which include date, time, location (if applicable), hosts (if applicable), purpose, size, etc.
    2. **Talking Point Requests:** Anytime you have an event that involves Leader Pelosi or Chairman Israel, you need to request talking points for the event. This should be done when the event is approximately 2 weeks out. This gives Sarah Rothschild (DCCC Staff Writer) enough time to draft the talking points, and also allows her to look ahead at what will be politically relevant at the time of the event. You will need to give her a snapshot of the event, noting any Members of Congress, Candidates, VIP’s and event hosts so that she can write in acknowledgements, as well as the issues of interest to the audience. An LGBT event should naturally focus on the legislative initiatives dealing with civil rights and marriage equality, for example.
    3. **Long Term Updates** **“LT Update”:** Brittany keeps track of the Leader Pelosi’s Long Term Schedule – which is a PDF document kept by Brittany’s desk. This document should never leave Brittany’s area, as it is a security risk for Leader Pelosi, should that information somehow escape the confines of the Democratic National Headquarters. Kurt Weiss was fired for leaving the Long Term on his desk while he took lunch. Joking. But this is serious, and one of the most critical components in the Fundraising operations at the DCCC. When sending event/meeting updates to the Brittany for the Long Term, triple check that the information listed is accurate. ***You will also be expected to look at Brittany’s copy of the Long Term to verify that the updated information was passed along correctly. If something was fouled up somewhere along the line, even if it is not your fault, it is on YOU to catch it and correct it immediately, since you will know the correct information concerning your events.*** Check the Long Term calendar regularly for accuracy and completeness regarding what details you have firmed and sent up.
    4. **Invites:** Follow the protocol very carefully when sending invites and/or changes to invites. There are a multitude of people and departments who must approve the layout, language, order of Members listed, etc. Follow the protocol outlined in the DCCC Finance Training manual strictly and you will have no problems. NOTE: The sooner you get your invite approved (and this can take up to a couple of days), the sooner you can start promoting your events and raising money.
    5. **Event Materials:** When you are preparing for an event, all materials (Briefings, memos, cards, RSVP sheets, etc) need to be sent to Brittany so that the Leader’s Office has copied to give to her. Megan will approve your drafts and make edits. Megan will send edits to Missy. Missy will give back her edits, and then will give final approval. Only after Missy has given final approval will you send up the event materials. Brittany will send around Event Material Deadlines, and you should do everything you can to ensure they are sent up BEFORE the deadline.
    6. **Money In:** Every evening, Brittany will ask that you send “money in and commits”. This means she wants you to send in any NEW money that you received that day. Your Money In goes into the daily *SNAP*: The ‘SNAP’ is prepared by Brittany, Missy and Lindsey, and is sent to DCCC Senior Staff. This is a daily ‘snapshoot’ of our fundraising intake and compares a particular day with that of previous cycles. It is critical that your Money In is accurate because DCCC leadership uses the ‘SNAP’ to gauge where we stand financially, which is vital to making the wise budgetary decisions. Before sending Money In each night, AUTO-SUM each of the following totals (money in, hard commits, problem checks, SIVF) to ensure the formulas were not fouled up while you entered new contributions.
       1. **Money In:** any NEW money that came in that day and is not a problem check
       2. **Hard Commits:** any NEW hard commits you have for that day. Hard commits are specific monetary commitments received that have not yet come in the door. For example, if Megan is at an event and says I have X, Y, and Z checks in hand, that is a hard commit. John Doe telling you that he will “drop a check in the mail sometime this week” is NOT a hard commit. John Doe giving you the tracking number for an overnight package with a check in it could be considered a hard commit – once you verify that the tracking number is legitimate. ***NOTE: If you put a commitment in hard commits, that money goes into the aforementioned SNAP. You will need to ensure that money comes in for the month, otherwise you will be expected to make up that amount from somewhere else, because hard commits are taken into account during senior staff budgeting meetings.***
       3. **Problem Checks:** any NEW problem checks you have for that day. Problem checks are checks that have some sort of processing issue. This issue may be signature verification, verifying addresses, personal funds verification, or any other issue. Brittany will notify you when a check becomes a problem check, and help you through the process of resolving it.

**NOTE:** Brittany is the liaison between many offices and DCCC departments, and she must be given accurate information. She does not know the intimate details of your events so she is relying on you to give her correct information.

**VII. Visa’s:**

Megan has a DCCC authorized VISA Credit Card. This card is used for travel, donor meetings, orchids, and any number of other work related expenses. You will have her number on file, and will regularly book her travel, buy and send orchids, etc.

Each month, the accounting department will bring you a physical spreadsheet as well as an electronically copy of Megan’s Credit Card purchases for the previous month. It is your responsibility to fill out the excel spreadsheet with the allotted fields (source, description, account, amount, address, etc), and compile hard copies of each receipt to give to the accounting department. Accounting keeps track of what each department spends per month, and they also subtract event expenses from the overall fundraising event total to ensure that we are within our budget. For reference, you can look in the below folder to view previous month’s completed CC statements, as well as look over the department and accounting codes, which you will be required to add to the electronic copy of Megan’s CC statement.

***S:\Northeast\Northeast 2011-2012\DCCC Credit Card***

**VIII. Event Guidelines:**

Every event starts out differently. Some events are hosted annually and others are events that are completely new. Once you have an idea for an event, you take these steps to create a successful fundraiser. You will work hand-in-hand with Megan to ensure the hosts are happy, that they understand their raising obligations, and have realistic expectations about what an event with Leader Pelosi entails. While Megan will work on bigger-picture aspects and host/member coordination, it is your responsibility to take care of the following items.

1. Fill out a scheduling request
2. Create invite (Krista can help you draft an invite)
3. Target your attendees based on location and audience size (Megan will give you direction here)
4. Send out invites by email, and where applicable, by ground mail.
5. Call through target lists at LEAST twice
6. Create talking points requests
7. Create briefings for Leader Pelosi
8. Create briefings for other members of Congress in attendance (These are less inclusive than Leader Pelosi’s briefings, and can be created from her FINAL APPROVED briefings by deleting certain DCCC and Leader Pelosi specific details)
9. Create attendee briefing for Leader Pelosi
10. Keep RSVP spreadsheet up-to-date with attendees and money in

A couple of days prior to your event, you will need to organize certain items to ensure the event runs smoothly. Again, Megan will be handling other bigger-picture details, and it is your responsibility that event materials are gathered and prepared. You will need to assembly the following materials, and Megan will go over a checklist with you to ensure that nothing slips through the cracks.

Printed out nametags of attendees

Updated RSVP lists

Pens and sharpies

Extra nametags

Extra nametag holders

Extra blank card stock

Contribution Forms

Any specific literature/materials that NP/leadership wants to have at the event

**IX. The Finance Department:**

The Finance Department at the DCCC is one of the larger departments in the organization. For the most part, each region is made up of a Finance Director, Deputy Finance Director and a Finance Assistant.

The entire Finance Department functions as a team. You will notice that during certain times of the month, different regions are busier than others. If team West (or team Midwest, South, Mid-Atlantic, etc.) has a San Francisco, LA and San Diego swing coming up in a week, and team Northeast is simply prepping for events that are 6 weeks away, you will be expected to help team West with whatever they may need. When you and Megan have a swing with Leader Pelosi in New York, Boston, Philadelphia and Rhode Island, you CAN and SHOULD ask for help from regions that are not busy with time sensitive responsibilities. Do this so that you meet deadlines ahead of schedule.

Additionally, if you need assistance with procedures of any kind, DO NOT hesitate to ask for help from any finance staff member. They are your best resource. Vanessa, Dan, Tom, Brittney and Hannah will all be more than happy to walk you through any of the aforementioned processes.