

## Why People Give:

REDACTED

1. **Out of habit. #1 reason.** They have given before and do it on a regular basis. Most people set aside money for a select number of causes. They will give to these causes over and over.
2. **Personal relationships** - people will give if someone they know asks for them to as a personal favor. Peer-to-peer fundraising/Direct Solicitation is the most effective way to raise money.
3. **People expect something in return.** When they make a contribution to a candidate, in some cases, they expect that person to do something in return once they get into office. This is one thing to watch out for. Never promise anything in return for a contribution. It may come back to haunt you.
4. **Access.** People give to political candidates because they want the ability to have thier phone call returned by this person.
5. **Issues and Ideology.** People give to candidates and causes that are in line with their own values. (i.e. Right to life/Pro-Choice)
6. **Fear of the other side.** Many people give money to the Republican Party and Republican Candidates because they are fed up with the Democrats or they are afraid of what the Democrats could do if elected to office.
7. **CYA** - many people give to both sides so that they will have access to whoever is the winner.