

# Special Event Fundraisers

## Part II

By Karen Feld

---

*In Part I of this article in the Winter, 1981 issue of CAMPAIGNS & ELECTIONS, Ms. Feld tells how to organize special event fundraisers, providing an eight-week countdown schedule for chairpersons. Here, Ms. Feld provides C&E readers with a number of unusual and traditional ideas for fundraisers—such as auctions, rock concerts, yard sales, breakfasts, regional, ethnic and themed events, and even dinnerless dinners.*

---

### Art and Fundraising

Andy Warhol and Jamie Wyeth replaced Frank Sinatra and Peter, Paul and Mary as the hottest talent on the campaign fundraising circuit last year.

Works of art—both prints and originals—are increasingly being used to raise cash. Pop artist Peter Max donated a limited edition series of 300 prints to the Democratic National Committee. The prints were sold for \$1,200 each. This wasn't Max's first political contribution. He did a campaign poster for New York City mayoral candidate John Lindsay. Andy Warhol donated a viciously portrayed poster of Richard Nixon to Senator George McGovern's 1972 presidential effort. Warhol, Wyeth, Robert Rauchenberg and Roy Lichtenstein were among those who donated original works of art to the Carter campaign in '76. Art has also been used successfully in a local level campaign by Washington, D.C. mayor Marion Barry. He received donations of art from local artists such as Sam Gilliam.

---

*Karen Feld is a freelance political writer based in Washington, D.C. She is a frequent contributor to People, Parade, The Washingtonian Magazine, the Washington Star, the Los Angeles Times, the Chicago Tribune, many of the airline in-flight magazines and is a contributing editor and columnist for Capitol Hill, the magazine of the National Republican Club. She has organized many special fundraising events for politicians of both parties on the Senate and Congressional levels, both in Washington and on the West Coast.*

But never has art been used to the extent that it was in Senator Edward M. Kennedy's 1980 presidential campaign. Twenty-seven American artists donated original works of art or limited editions, valued at more than three million dollars, to help Kennedy raise the money he needed to remain in the race.

The donation of an artist's services for the creation of a work specifically for a candidate or political committee is analogous to the free appearance of a musical performer at a concert fundraising event. Since the cost of the artist's materials is generally less than \$200, his donation falls under the \$1,000 limit for individual contributors, even though the piece itself is worth many, many times that to the campaign.

Donated works of art can be used to raise money in several ways. Using a painting as a door prize at fundraising events, as the Kennedy campaign did with an Andrew Wyeth watercolor appraised at close to \$40,000, proved successful. Wyeth's efforts generated \$50,000 to \$60,000 at fundraising events where his original works were used as doorprizes, according to Kennedy aide Leonard Conway.

Revenue from public showings at art galleries around the country are another way to fill the campaign coffers.

But cash from the sale of art is only one of the benefits these works provide. The Chemical Bank held Andy Warhol silkscreen prints of Kennedy's face as collateral for a \$100,000 loan at one-half percent above the prime rate. Matching funds and other campaign assets were also held as part of a collateral package for additional loans from Chemical Bank.