

Another way to manage a yard sale might be for an individual to hold a yard sale, turning over the proceeds to the campaign committee. The FEC has not yet ruled on this approach, so an advisory opinion request should be made before planning one.

Breakfasts

When organized to fit into a candidate's schedule, breakfasts can be successful for any level office, challenger or incumbent. But remember, "the business breakfast is not for women. Those on the professional level don't have time to go," says independent consultant and fundraiser Betsy Crone.

Representative Bill Gradison (R-Ohio) has only one fundraiser in his district each election year—a breakfast. It is one of the most successful of its kind in the country, drawing about 1,100 people at \$50 to \$75 a person. The food is not important, but the speaker is. When Henry Kissinger was the featured speaker, Gradison's campaign committee served orange juice and Special K cereal. When Jerry Ford spoke, they served Wheaties to his Cincinnati constituents. He raises \$40,000 to \$50,000 in this way every two years.

"The key to his success is the number of people out selling tickets—about 300 or 400—and good speakers," says Republican Congressional Committee Finance Chairman David Himes. "You must carefully organize your volunteers."

Former President Jerry Ford spoke at a \$50-a-plate breakfast for successful Northern Virginia congressional challengers Stanford Parrish and Frank Wolf. Four hundred Republicans purchased tickets. Fifty of the guests paid \$500 for an exclusive half-hour with the former president before the 7:30 a.m. breakfast at the Pentagon City Quality Inn.

Incumbent senators or speakers of the caliber and prominence mentioned above make selling fundraising tickets easy. A traditional breakfast, lunch or dinner is advised. For such a breakfast, Mary Drape, Director of the Republican Senate Majority Fund, recommends a simple menu, such as fresh fruit, croissants, and eggs benedict.

Lunches, Receptions, Dinners

A luncheon reception with a big-name speaker or well-known incumbent senator can bring \$500 a ticket. "One hundred to 150 people is excellent," says Drape. Luncheons for local candidates usually bring \$25-a-plate.

Drape never serves soup because it gets cold, and she recommends a weight-conscious menu and light desserts any time of year. "Eighty to 90 percent of the turnout will be men, but they like salads," says Drape.

"The low cost of holding a yard sale may be the event's main attraction. There is no overhead here except the few dollars spent on classified ads."

Most incumbent congressmen and some challengers have at least one cocktail reception in Washington, usually at the Democratic or (Republican) Capitol Hill Club, during each election cycle. These receptions are usually scheduled for 6:30 to 8:30 p.m. at \$125 a person. If \$8,500 to \$12,000 is raised, the event is considered a successful event for a first-term incumbent congressman. His more senior colleagues, committee chairmen, or senators may raise \$15,000 to \$60,000 at the same event, charging up to \$500-a-plate. "We get from 50 to 700 people—it depends on who's throwing it," says Capitol Hill Club manager Ted Miller.

Costs at the Capitol Hill Club and National Democratic Club range from \$13 to \$50-a-head plus tax and gratuity, depending on the menu and bar. One of the most successful fundraisers at the Capitol Hill Club last year was for Minority Whip Bob Michel (R-Ill.) The menu included a whole roast suckling pig, which cost less than the standard fruit, cheese, and hot and cold hors d'oeuvres. "The fundraisers we hold here are usually very successful," says Miller. "We work closely with the person doing it. You can save costs and provide something unique."

The cocktail reception is for everybody, and can be used at any level, anywhere. Tailor the ticket price according to whom you are targeting to attend. "Never sell tickets for less than \$15, and at \$15, don't serve any food," says Betsy Crone.

Cut costs by limiting the time of open bar to cocktail hours. "People are busy. A half-hour instead of an hour cocktail time is sufficient during the day," says Drape. Receptions demand less of a busy candidate's time than a sit-down dinner. At Washington fundraisers, PAC people are paying money to see the senator or congressman. They know they are only going to get five minutes and a