



## IFS Leader Signup Kit

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## 1. IFS Mission

IFS stands for “I Fuel Swaraj”. The IFS Leadership Program allows every Indian to participate in the creation of a corruption free India and people centric governance systems, where the common man and woman hold the power to decide their own destiny.

This program is being launched by the AAP fund-raising volunteer team to bring all like-minded Indians across the globe to be part of this global revolution. We are happy to invite supporters who would like to be our “IFS Leaders” across the globe. The IFS program will connect you to our network of volunteers and help you with both fund-raising as well as recruiting other like-minded folks to join our efforts.

### What Is My Role As A IFS Leader

The IFS Leaders are the crucial fund-raising volunteers for the Aam Aadmi Party. Each IFS Leader pledges to reach out to their personal networks (friends, classmates, family, co-workers, social groups) and help raise a minimum of 10 donations amounting to a minimum of Rs. 50,000/- (Local)/ USD 2,000 ( NRI) to become an IFS Leader.

Additionally, IFS Leaders expand the IFS volunteer network by helping to create more IFS Leaders. **How Will My Network Recognize My Contributions As IFS Leader**

We will publish all IFS Leader names and contact details on our IFS site. This will help anyone in your network recognize that you are a key fund-raising volunteer for AAP and help you in lobbying for donations. Over time, we will ask of IFS volunteers to get engaged with other



fund-raising tasks – group meetings, NRI channel co-ordination, corporate channels and HNI contributions.

## **How Can I Sign Up To Be A IFS Leader**

Fill out the online form at <http://www.ifuelswaraj.org/register.php> and sign up for the pledge to raise Rs. 50,000 ( local)/ USD 2,000 (NRI) in donation. On signup, you will receive a user-id and password to the IFS tracking tool. Use the login details to track your donations / collections and invite other IFS leaders..

## **2. IFS site and Software Tool to Track Your Progress**

The IFS site is at [www.ifuelswaraj.org](http://www.ifuelswaraj.org). You can also access it from the Aam Aadmi Paty website thru the IFS banner.

Once you are on the site, you can see all the information related to the IFS program – the mission, description, the list/network of IFS leaders (such as yourself) with their contact #s and a personal portal to manage and track your donation/collection progress and volunteer signup progress. It also has relevant links to the AAP site so you can quickly access the same.

On signing up at the IFS portal, you will get a thank you note and the login/password to the IFS portal. Login to your account and you can see the dashboard which gives you a snapshot of your donation/volunteer status.

### **Donation Tab**

The Donation tab presents a list of all the donations/collections you have made so far. It help track names, phone #s, email, check #s, online receipt #s and total amount. You can easily add a new record to this.

### **My Volunteers Tab**

The My Volunteers Tab tracks the volunteers you have invited to the IFS program and their acceptance status. You can invite new volunteers by using this form and a custom, personalized email will be sent to your invitee with your reference (see template at Appendix I).

### **My Account Tab**



The My Account tab lets you change your password.

### **3. Some Learnings For Fund-Raising**

This is a compilation from experiences of other IFS leaders. We hope this will help you get started. A web-version of this document is available at IFS site. The web version will always be updated with new information/learnings/FAQs.

#### **1. People donate to people**

In the first instances, always use your direct relationship, leverage and contacts to reach out to people who care about corruption, criminals in politics, vansh-vaad issues and dal-badlu/opportunistic politicians. Engage with them on the change/new politics that AAP is seeking to bring about. Read up on the AAP volunteer FAQ (Appendix I) and answer their questions/clarifications on political issues.

Remember, always ask for a donation at the end of the meeting/call. People will be ready to make a higher contribution if you push them gently. Sometimes, the donors will pledge a higher amount but donate in smaller parcels. This is fine.

#### **2. Leverage IFS Leader Network**

Use your IFS Leader connections (friends, colleagues, the leader who introduced you) to meet and handle donors who may have more questions/higher needs than what you feel comfortable in handling.

The list of IFS Leaders is published on the IFS site.

#### **3. Fund-raising takes time and you learn with experience**

You may have to contact 5 people to get your first donation. On an average 25-30% people will support you. So be prepared to reach out to 25-30 people if you are targeting 10-15 donors.

#### **4. Fund-raising will take multiple calls and follow-ups**

People are busy and will forget their commitments. It does not mean that they don't intend to donate. It's your ability and humility to follow-up regularly and in a professional manner



that can turn an embarrassment into a higher donation. If you don't follow-up, they will have no reason to act and we may lose both their money and their goodwill.

5. People want to know what happened to their funds

Please deposit the funds quickly with the AAP office so that receipts can be issued. Donors get nervous if they don't hear back in 10 days about their donation.

6. Most donors want to contribute their time and skills

In a political context, all donors have a high empathy for the AAP and its policies and want to contribute their skills, time, connections and expertise in some way. It's your responsibility as an IFS leader to assess if they will have the time to do serious fund-raising, in which case you can invite them to be part of the IFS network; or if they can volunteer a limited time – in which case you can direct them to the volunteer tools or if they have interest in joining the party as members and getting engaged as political workers (jhadu yatra, rallies, door to door work etc).

7. Fund-raising needs good listening skills

Most donors have opinions on politics and parties. They may even have conflicting views regarding some issues. The fund-raising teams need to be good listeners and stay focused on the core AAP philosophy – honest politics, empowerment through SWARAJ, transparency in political donations, volunteer based involvement and gently re-iterate our stand. Do not challenge the donor – good listening does not mean agreeing. It just signifies that you respect their views and differences.



## APPENDIX I : IFS FAQ

### **I Fuel Swaraj – Frequently Asked Questions**

- What does it mean to be a IFS Leader ?

As an IFS leader, first you have to raise at least 10 cheques/transansactions totalling Rs. 50,000 (Local) USD 2,000 (NRI)outside India. Secondly, you have to try convincing at least 3 persons to signup and become IFS Leader. You have to then follow up with these IFS Leaders on regular basis to ensure they reach their targets.

After you have reached your initial target, you should continue to fundraise further for AAP and also continue to signup more IFS Leaders.

- Where do I send the cheques ?

On the back of the cheque, please write donor's name, address, phone, email & pan number and your name, IFS and courier them to following address. Also mention if the donor wishes to donate for the National , State, District or Assembly level and the name of the desired unit.Please courier cheques to:

I Fuel Swaraj  
C/o Aam Aadmi Party

Ground Floor,  
A-119, Kaushambi,  
Ghaziabad – 201 010  
INDIA

For donation through credit cards or online banking, please make the donation at [donate.aamaadmi.org](http://donate.aamaadmi.org).

- Where does someone signup for IFS program ?

Pl goto: <http://www.ifuelswaraj.org/register.php> and fill out the details.

- Where are the IFS Leaders listed ?

Pl see <http://www.aamaadmi.org/i-fuel-swaraj-contacts>



- I live in the US and most of the people I will write to also live outside India. How can these people make a contribution? Do you have a bank account that can accept foreign funds?

They can donate online on AAP site <https://donate.aamaadmiparty.org/> using credit card and pay in foreign currency or Internet banking through their Indian bank accounts and pay in INR. They must be NRI. PIO, OCI or foreign citizens are not allowed as per Indian laws to donate for political causes.

- Can I collect cash donations ?

No. Not now. We are in the process of releasing an application. We will update you once the application is ready. ac

- Where do I get receipt book to issue receipt to donor ?

We are not issuing any receipt books right now . Once the cheque is credited in AAP's account, the receipt is sent by central team to the donor.. IFS Leaders do not collect cash donations. If someone wants to give Cash, pl email [donation@aamaadmiparty.org](mailto:donation@aamaadmiparty.org) donor details (name, city, phone) and we have tied up with an agency which will collect cash on our behalf and issue receipt to the donor. For online donation, the receipt is automatically sent to the donor's email id.

- What is the smallest amount IFS Leader should aim for ?

There is no minimum limit on the amount a donor can give. However, you should aim for a minimum donation of Rs. 1,000.

- Who will send receipt to donor ?

AAP accounting office will send receipt to donor.



## APPENDIX II : AAP Volunteer FAQ

### AAP Volunteer FAQ

As you go out into the field, there are a lot questions people ask repeatedly and as representatives of the Aam aadmi party, your answer carries a lot of weight and may be decisive in the way the person chooses to vote. So we request you to go through the following points:

#### **1. AAP has no experience in governance! How can it even think of Lok Sabha elections?**

Yes, we have no prior experience in governance and we are happy not to have the experience of being corrupt and incompetent as our predecessor governments.

One does not need experience to run a government. **One should have clean intentions.** The role of a politician is to be in sync with the public mood and have good intention. Bureaucrats and technocrats then help to execute the decisions. So we are not experts, but we have the required experts to help us with various policy implementation.

Whatever little experience we have has benefitted the other parties. There are many examples:

Eg:

- Buses are being converted into night shelters in Haryana.
- Rajasthan chief minister has reduced her bungalow size and excessive security.
- Akhilesh yadav has reduced the number of cars in his convoy.
- Electricity rates have come down in Haryana and Maharashtra after it became a priority for the Delhi government.

In a nutshell - **Our intent is good. Our aim is to have a Corruption Free India. A good intent is better than 65 years of corrupt experience.**

#### **2. You are fracturing the mandate and because of you Modi may lose.**

Aam aadmi party was created to clean politics in India.

a) ***Criminals in politics***: There are 202 sitting MPs against whom criminal cases are going on, out of which 92 MPs are having cases for heinous crimes like rape, murder, dacoity and corruption. Both Congress and BJP have got 44 MPs each against whom criminal cases are pending. Do you think we should not give the voters a chance to vote for a clean candidate against these MPs?



b) There are many constituencies where **vansh waad or dynastic politics** is going on for decades. Whether the candidate is competent or not, he is made the party candidate. Cases in point are Rahul Gandhi, Akhilesh Yadav, his wife Dimple Yadav, Rabri Devi and so on. In BJP, none other than the party president, Mr Rajnath Singh has been promoting his son in U.P. politics. There are many more examples of sons of Madan Lal Khurana, Saheb Singh Verma, V.K. Malhotra promoting dynastic politics in BJP. Do you not think the voters deserve a better candidate than these people who are in power only because of their surname?

c) There are MPs like Veerbhadra Singh in HP, Scindias in MP, Vasundara Raje in Rajasthan who are in power because they belong to **Raaj Gharaanas/Royal families**. In the aam aadmi party there are no positions by right of birth or marriage. Only by ability, honesty and integrity. This is the kind of **clean candidate or swatch vikalp** we want to offer the people of India.

d) **Dal Badlu or power hungry**: There are people who have for many years enjoyed the patronage of the congress while it was in power and now, as they feel the BJP is becoming stronger, they have switched their sides and are contesting on BJP ticket. Our Gurgaon MP Rao Inderjeet is a simple example.

If you add up all these constituencies, you will roughly get to a list of 350 seats which we have decided to contest in the Lok sabha elections 2014. This we think is our duty as AAP came into formation to do this – give people a clean alternative to criminals, sons and daughters of royal lineage and political dynasties.

So in a nutshell – we are not competing against a party or a person. We are fielding honest candidates against those who are outcome of rotten politics. Only if honest people reach parliament, will we get laws in favor of the common man

### **3. Direct allegations against Somnath Bharti, Binny and Inaction against Sheila Dixit.**

Time has already answered some of these questions as the Ugandan women have given evidence against the prostitution mafia and reiterated the same things Somnath Bharti has been saying in his raid in Khirki extension.

Binny was an implant who came into the AAP to disrupt our activities from within. He was not given ministership and lok sabha seat by the AAP political committee and therefore his true intentions came out for all to see.

Already FIRs are being filed against the previous government in various cases including Common wealth games, Delhi Jal Board, false certification of unauthorized colonies.



The pre poll survey in Delhi is showing that 6 out of 7 people are going to support Aam Aadmi Party in the Lok Sabha elections. All these surveys have been done after the formation of AAP government in Delhi. Why would the public support AAP, if they were not happy with the governance? The truth is Delhiites are loving what AAP is doing for them – in fact they want more. The BJP and Congress are unable to digest this growing support for AAP.

#### **4. Dharna ....was it required?**

The issue for the dharna by chief minister Arvind Kejriwal was not of suspending 3 officers. The issue is for Full Statehood of Delhi. Full statehood includes full control on police (Delhi police) and land (Delhi Development Authority). This has been agreed on by the BJP and Congress as well that Police should be under state control. Arvind's demand was that Delhi Police to report to CM of Delhi.

This is one of the very few times that a sitting Chief minister has sat on a dharna for an issue concerning the aam aadmi. If the Home minister and the power behind him can disrupt a dharna by the chief minister, are they ever going to listen to the common man?

This dharna sent a very powerful message of absolute intolerance by the AAP government towards police ineptitude. Now on, the police will have to take action against the heinous crimes happening all over Delhi. We have to stop Delhi from becoming the "rape capital of the world"

A strong Anti-corruption bureau (ACB) is being set up under Delhi CM. Ministry of Home Affairs (MHA) has been delaying its formation. Once instance of this is when the chief minister's direct request for an officer Praveen Ranjan to head ACB was denied by the MHA.

So, clearly MHA is not supporting Delhi CM. Arvind Kejriwal does not want Delhi citizens to suffer because of this. He rather chose to sit on a dharna against this non-cooperating central government. Was this wrong?

#### **5. Why did you take support from Congress??**

The BJP was the largest party. They refused to form a government and ran away from taking responsibility.

Congress on other hand went and gave a letter of support to the lieutenant governor. We got written issue based support from them on all 18 of our manifesto issues. That is why we have formed a government in Delhi. That too not after forming an alliance but after they provided an external support.

First time in the history of India the decision to form the government was not taken inside closed room. All MLAs including Arvind ji went to public to ask their opinion on whether government should be formed or not. Mass SMS campaigns were run, media conducted



independent surveys and 270 public meetings were held in each ward of Delhi. AAP formed the government only when the public of Delhi overwhelmingly asked them to do so. As a result, within a month of formation, AAP has been able to demonstrate the good things that a government can do if they have the will.

#### **6. What is the selection process for our candidates?**

The Lok Sabha process as well as the application form can be found at <http://www.aamaadmiparty.org/Loksabha-nomination-form>

Please remember as a volunteer you are a spokesperson for the party. Please use your words judiciously. Let's win the hearts and minds of the people we meet. The votes will come automatically



APPENDIX III : Useful resources and Web-Links

S.No.	Web / Social Media Resoruce	URL
1.	AAP Website	<a href="http://www.aamaadmiparty.org/">http://www.aamaadmiparty.org/</a>
2.	Online Donations	<a href="https://donate.aamaadmiparty.org/">https://donate.aamaadmiparty.org/</a>
3.	Youtube Channel	<a href="http://www.youtube.com/user/LIVEAAP">http://www.youtube.com/user/LIVEAAP</a>
4.	IFS Site	<a href="http://www.ifuelswaraj.org/">http://www.ifuelswaraj.org/</a>
5.	FaceBook Page(s)	<a href="https://www.facebook.com/AamAadmiParty">https://www.facebook.com/AamAadmiParty</a>
6.	Twitter Handle(s)	<a href="https://twitter.com/AamAadmiParty">https://twitter.com/AamAadmiParty</a>