



hi!

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# Tandem Fundraising 101

Fundraise in partnership with other organizations and campaigns.

Add other groups as recipients on your ActBlue contribution form using [Tandem Fundraising!](#) Respond to crises as a community, build partnerships with other groups, collaborate with like-minded candidates, and grow your donor base – during and between cycles.

## How can you get started?

- 1 Make sure you're in compliance.** Political organizations and candidates can't fundraise on the same form as 501(c)(3)s. (If you'd like to fundraise on a 501(c)(3)'s behalf, reach out to [actblue.com/contact](https://actblue.com/contact) for help!)
- 2 Set up your form.** Click the "Create form" button on your ActBlue Dashboard to make a new form. Then, go to the **Recipients** tab in the form editor. In order to add recipients, turn off remarketing by clicking the "disable" link.
- 3 Add recipients!** Search for the candidate or group you want to add to your form in the **Add recipient** field. You can add any compatible campaign or organization with an existing ActBlue account.
- 4 Track performance.** You'll be able to see how much you raise for yourself and other recipients on a given form by clicking the "Stats" button in the form navigation bar. Or click the "Tandem Fundraising" tab on your Dashboard to track and compare results for all the groups you've helped with tandem forms!



On average, **74%** of donors who give to a group through a Tandem form are donating to that group for the first time, compared to non-Tandem forms at **41%**.