Moving Towards an Integrated Grassroots Fundraising Culture: Data, Tools, and Practices
Intros
Types of Fundraising Efforts

- Grassroots Members
- Individual Supporters
  - Low
  - Medium
  - High
- Foundation
- Peer to Peer
  - House Parties
- Gala Events
- Sustainers
What Do We Mean by an “Integrated Approach to Grassroots Fundraising?”
Key Components of an Integrated Model of Grassroots Fundraising

Comprehensive Database & Solid Tech Infrastructure

- Cross-Team Comms
- Powerful Messaging & Comms Skills
- Good Data Practices
- Skills to make it all work
Changing Organizational Culture: Sprint Campaigns as model for integrated practice