



PROGRESSIVE TECHNOLOGY PROJECT

**Moving Towards an Integrated Grassroots Fundraising Culture:
Data, Tools, and Practices**



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Intros



Types of Fundraising Efforts

- Grassroots Members
- Individual Supporters
 - Low
 - Medium
 - High
- Foundation
- Peer to Peer
 - House Parties
- Gala Events
- Sustainers



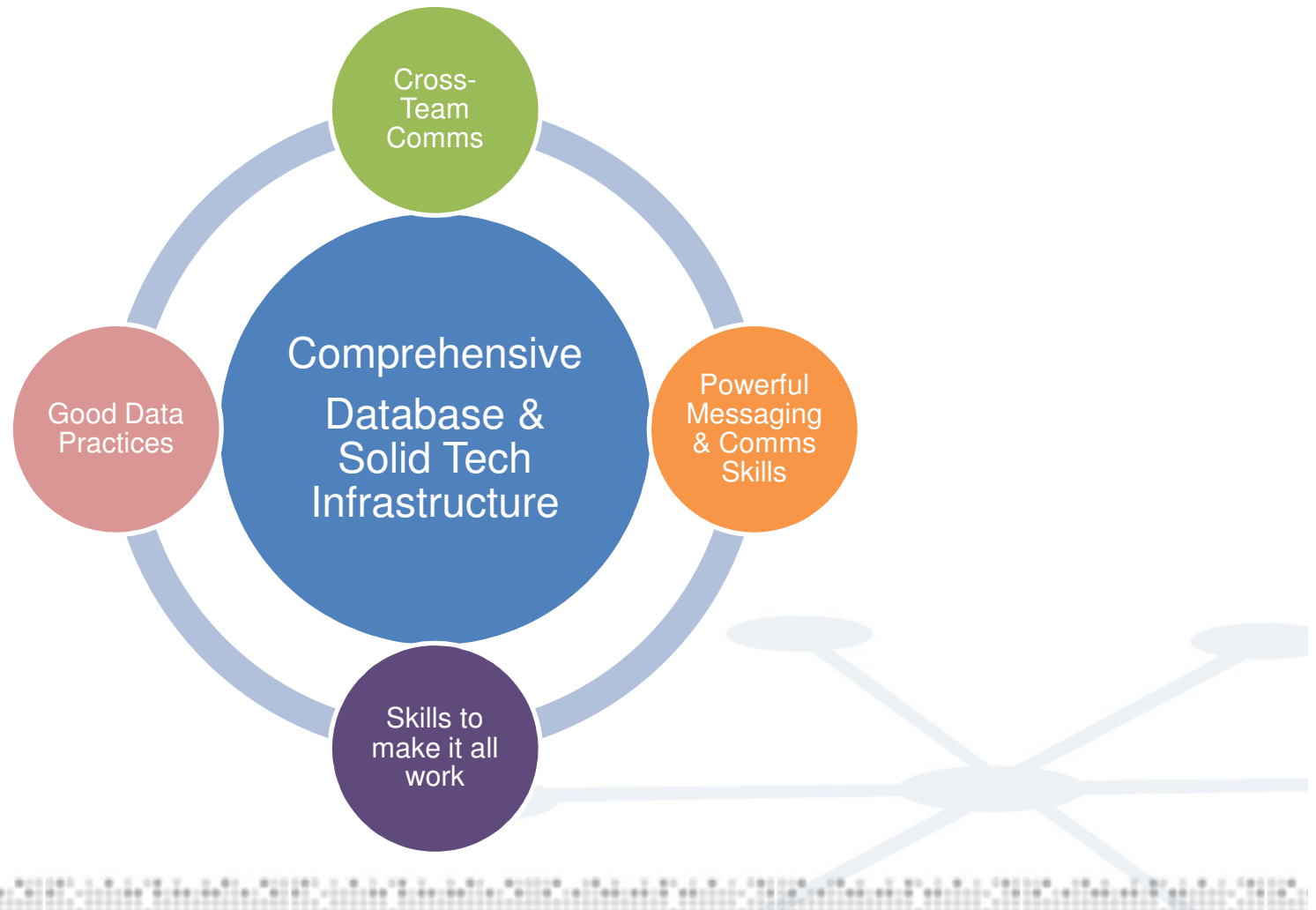


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What Do We Mean by an “Integrated Approach to Grassroots Fundraising?”



Key Components of an Integrated Model of Grassroots Fundraising





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Changing Organizational Culture: Sprint Campaigns as model for integrated practice

