



PROGRESSIVE TECHNOLOGY PROJECT

Introducing Sprint Campaigns

Guidelines for Grassroots Campaigns

Fit your fundraising campaign to your organization - not the other way around

Develop a clear fundraising message

Team Identified & Trained

Motivate non fundraising staff to spread the word

Clear leadership and careful planning.

Use multiple channels

Prepare and test your technology

Follow-up with Donors

Evaluate and Celebrate



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Changing Organizational Culture: Sprint Campaigns as a Model for Integrated Practice



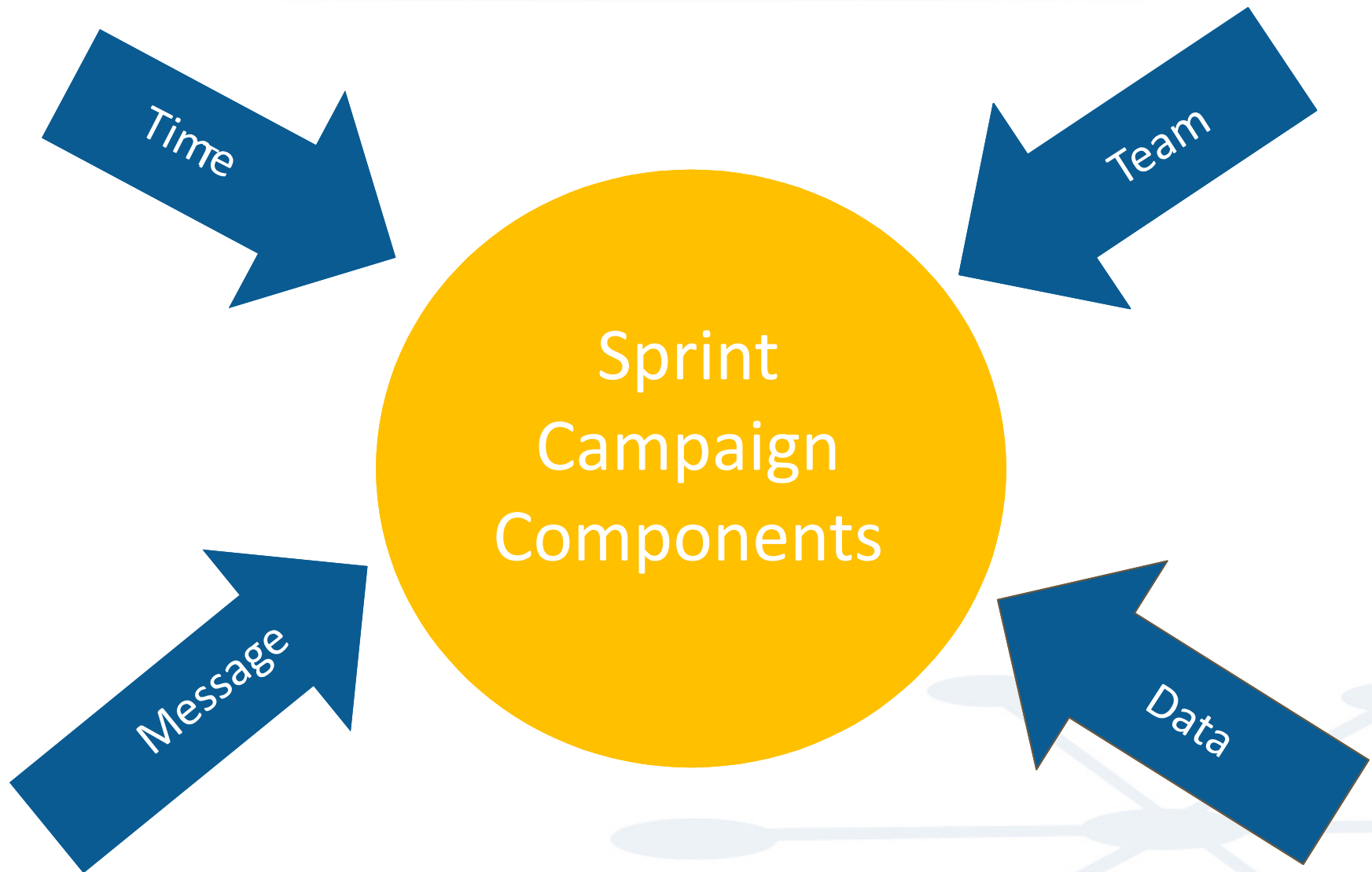
Sprint Fundraising Campaigns

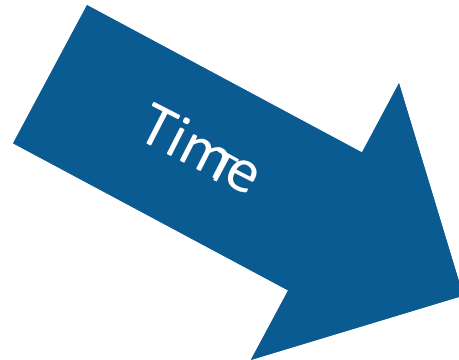
Grassroots

Multi-
channel

Limited
Duration

Specific
Public goal





Sprint
Campaign
Components







PROGRESSIVE TECHNOLOGY PROJECT

Limited Duration and Specific Goal

Donate to the Earth Day Green-A-Thon 2014!

Your gift will help Got Green bring 500 new families into the green movement - leading to environmental sustainability, equity and opportunity for communities of color communities!



Energizing People & Community



TEAM MEMBERS:

1. Mary Ellen Cunningham, Captain
2. Marissa Tsaniff
3. Libby Cunningham
4. Maryann Petrocelli

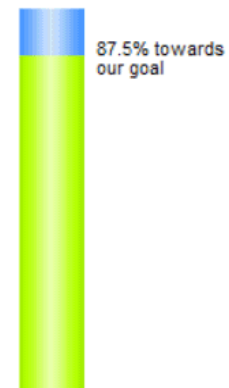
Thank you for supporting our team to raise funds for Got Green through the Green-A-Thon event on April 26th!

Your gift will help expand Got Green's capacity to lift up the voices and leadership of people of color and low-income people calling for good green jobs; access to healthy and affordable food; green and healthy homes; and quality public transportation.

Join the green wave and give generously today!

[Donate Now](#)

Goal \$ 600.00

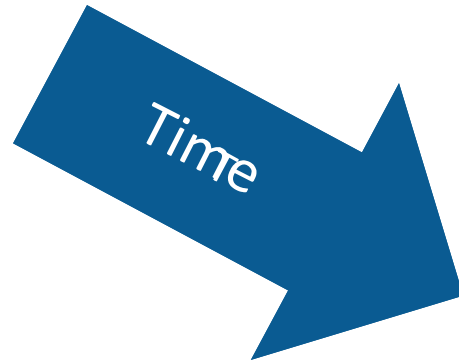


\$ 525.00 raised

HONOR ROLL

Mary Ellen
Cunningham
\$ 100.00

[Stop]



Sprint
Campaign
Components





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Sprint Campaigns: Team Examples



-Green-A-Thon-



Earth Day Green-A-Thon Saturday, April 26th 2014



Coming to Southeast Seattle Neighborhoods This Spring

Written on April 4, 2014 by [gotgreenseattle](#) in [Featured Homepage Video](#), [Green_A-Thon_Videos](#)

Earth Day Green-A-Thon 2014 - Join Us!



CHECK OUT THE [2014 GREEN-A-THON TEAMS HERE!](#) FIND YOUR FAV TEAM, OR 2 OR 3 AND DONATE TODAY!

0 Comments - [Leave a comment!](#)

Earth Day Green-A-Thon 2014 To Reach 500 SE Seattle Families

Written on April 1, 2014 by [gotgreenseattle](#) in [Green_A-Thon](#), [Uncategorized](#)

2012 Green-A-Thon Rocks! Beats All Fundraising Goals!

Written on October 18, 2012 by [admin](#) in [Green_A-Thon](#), [Uncategorized](#)





environment, equity and opportunity

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Earth Day Green-A-Thon Team Fundraising Pages

Donate today to your favorite Green-A-Thon team... or better yet, spread it around awesome volunteer-based teams helping raise \$25,000 for Got Green's organizing color and low income communities for local jobs, healthy food, green homes and more. **Click on the TEAM NAME to donate.**

[#00ff00](#)

Ellie Poley, Captain
Brittany Alsot
Matthew Robinette
Beau Robinette

[Ain't Nothing But A Green Thang](#)

Jill Mangaliman, Captain
Pauline Alvarado
Lulu Carpenter
Sean O'Neill
Katrina Pestaño

[The Barking Saps](#)

Joy Borkholder, Captain
Ivan Cuevas
Rich Stolz
Marissa Vichayapai

[Bayan Pacific NW](#)

Nicole Ramirez, Captain
Claudia Alexandra Paras
Rhondalei Gabuat
Rich Arcelo
Charisse Bersamina
Nikki Caintic
Alexa Teodoro
Enrico Abadesco

[Beet the System/CAGJ](#)

Claire Bach, Captain
Matt Canfield
Heather Day
Bobby Righi
Bang Tran



PROGRESSIVE TECHNOLOGY PROJECT

got green? environment, equity and opportunity

Team Katniss Evergreen

Donate to the Earth Day Green-A-Thon 2014! Your gift will help Got Green bring 500 new families into the green movement - leading to environmental sustainability, equity and opportunity for communities of color and low income communities!



TEAM MEMBERS:

1. Ben Henry, Co-Captain
2. Cherry Cayabyab, Co-Captain
3. Lisa Chen
4. Ian Dapioaen
5. Christina Twu

Got Green? is all about making sure our communities have access to fresh, healthy foods. Team Katniss EverGreen declares that there should be NO GAMES WITH HUNGER. Join the movement for fresh food and green jobs! Join the green wave and give generously today!

[Donate Now](#)

Goal \$ 400.00

100% towards our goal



\$ 610.00 raised

HONOR ROLL

Dana

\$ 35.00

What an amazing project! So happy to lend my support :)

Anonymous

\$ 50.00

Kristina Logsdon

\$ 35.00

Chere

[\[Stop\]](#)



Ain't Nothin' But a Green Thang

Donate to the Earth Day Green-A-Thon 2014!

Your gift will help Got Green bring 500 new families into the green movement - leading to environmental sustainability, equity and opportunity for communities of color and low income communities!

Ain't Nuthin but a Green Thang



TEAM MEMBERS:

1. Jill Mangaliman, Captain
2. Luzviminda "Lulu" Carpenter
3. Pauline Alvarado
4. Katrina Pestaño
5. Sean O'Neill

Thank you for supporting our team to raise funds for Got Green through the Green-A-Thon event on April 26th!

Your gift will help expand Got Green's capacity to lift up the voices and leadership of people of color and low-income people calling for good green jobs; access to healthy and affordable food; green and healthy homes; and quality public transportation.

Join the green wave and give generously today!

[Donate Now](#)

Goal \$ 800.00

100%
towards our
goal



\$ 830.00 raised

HONOR ROLL

\$ 25.00
GOOOOOOOOO!!

Lulu
\$ 35.00
Ain't Nothing But a
Green Thang!

Anonymous
\$ 35.00

Laney
\$ 50.00
Giving is good.

[\[Stop\]](#)



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got green? environment, equity and opportunity

Sage Against The Machine

Donate to the Earth Day Green-A-Thon 2014! Your gift will help Got Green bring 500 new families into the green movement - leading to environmental sustainability, equity and opportunity for communities of color and low income communities!



TEAM MEMBERS:

1. Maggie Wykowski, Captain
2. Rebecca Saldana
3. Ubax Gardheere
4. Howard Greenwich
5. Kristen Wendt

Thank you for supporting our team to raise funds for Got Green through the Green-A-Thon event on April 26th!

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calling for good green jobs; access to healthy and affordable food; green and healthy homes; and quality public transportation.

Join the green wave and give generously today!

[Donate Now](#)

Goal \$ 800.00
100% towards
our goal



\$ 825.00 raised

HONOR ROLL

Joey

\$ 20.00

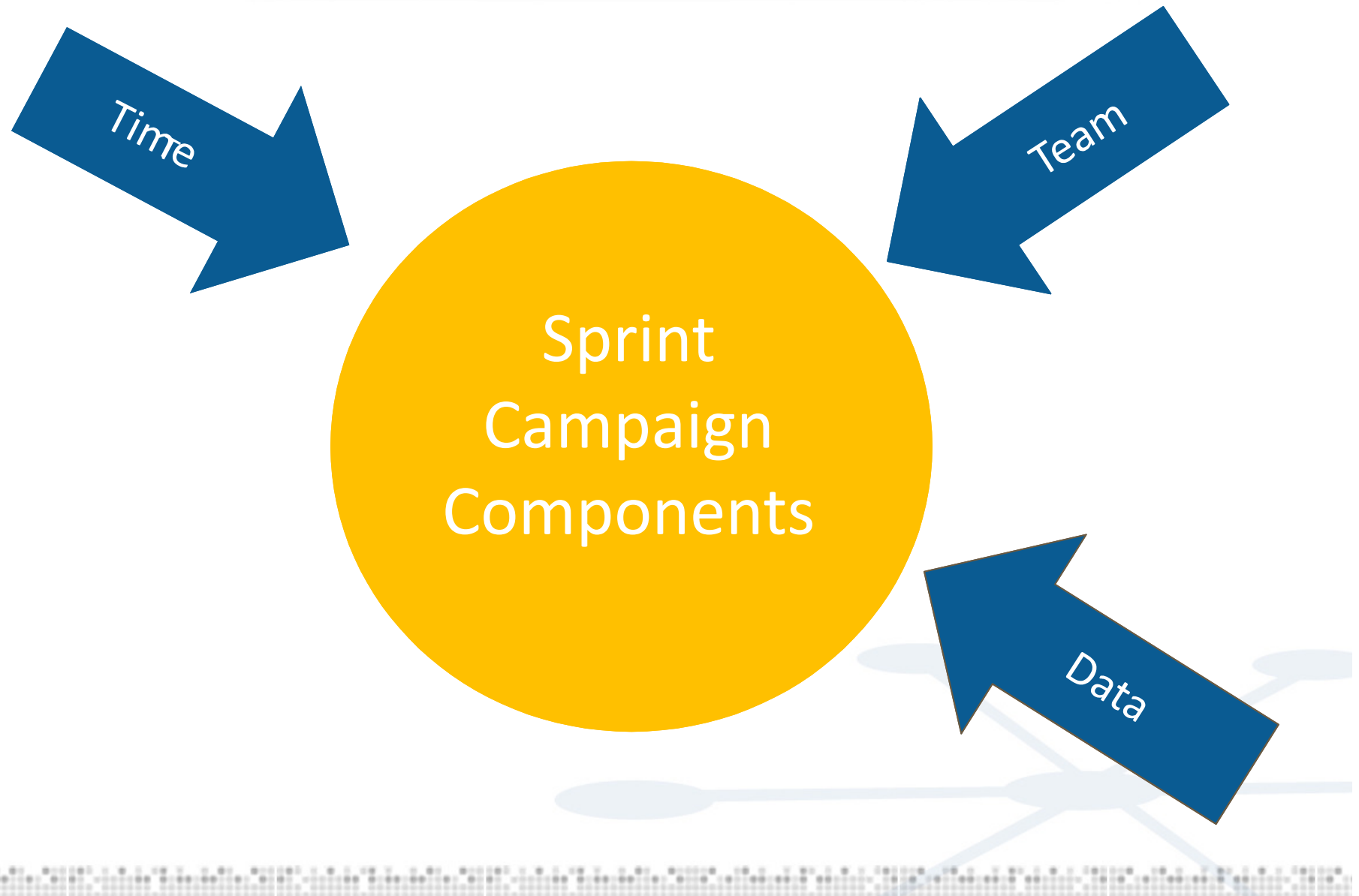
I love you Maggie and am constantly inspired by your drive for things that matter.

David West

\$ 150.00

To honor all the

[\[Stop\]](#)



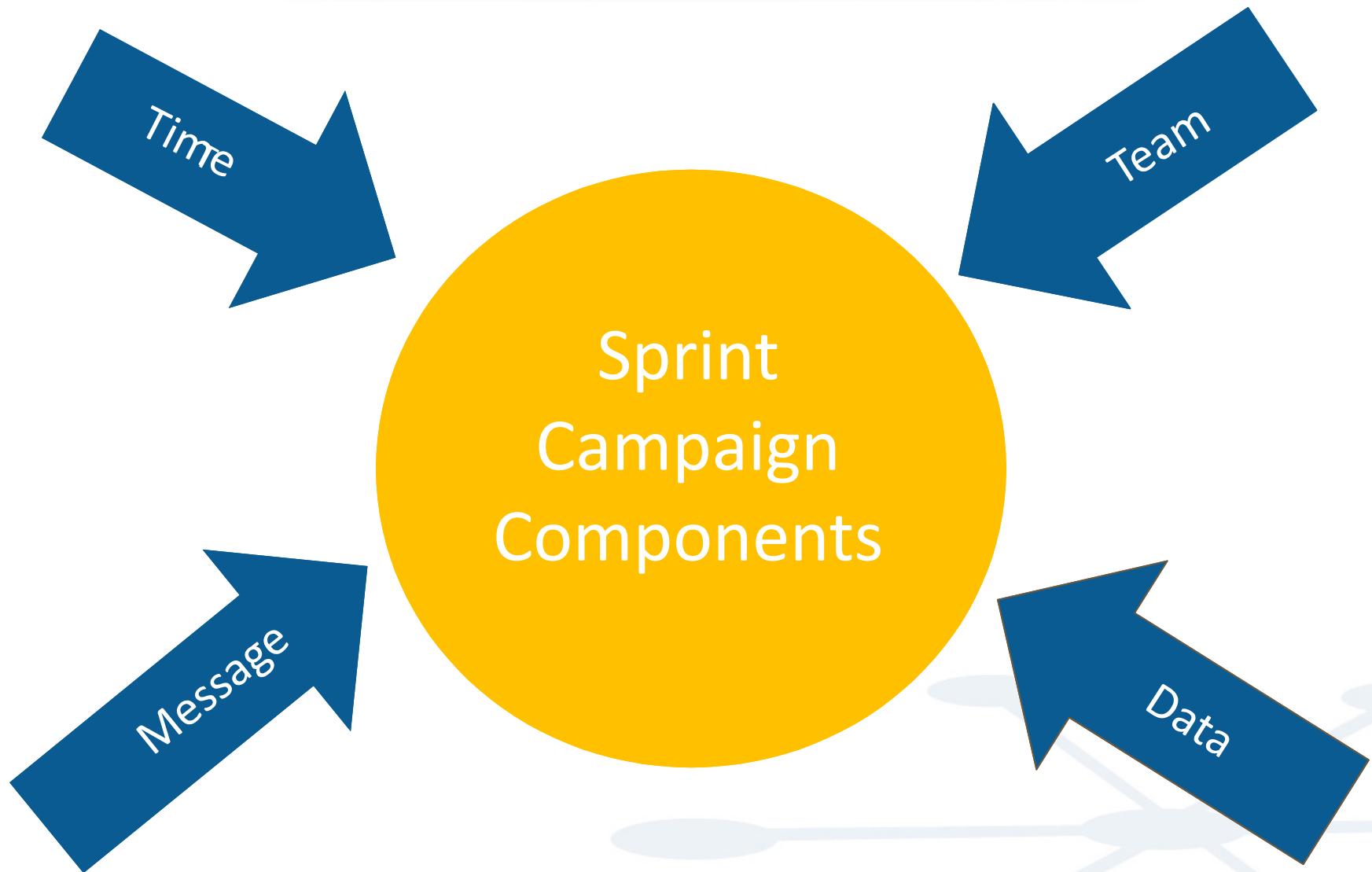
Donor Data and Segmentation

DashBoard Worksheet

Dashboard	Current	Last Year	Target	Notes
Number of individual donors				
Amount raised from individuals				
Average individual gift				
Number of new donors				
Renewal rate				
% of donors who increased their gift				
Number of sustainers				
Number of new contacts added to PowerBase				
% growth in database				

Donor Segmentation

Fundraising Approaches	Donor Capacity	Direct Mail	Phone Bank	Email Appeals	Personal Asks	Peer to Peer: Personal Campaign Pages	Gala Events	Proposals	Convert to Sustainers	Canvass	Frequency of touches
New Prospects		Maybe	Maybe	Maybe		Yes	Yes			Yes	Once or Twice
New Donors	<100	Yes	Yes	Yes			Yes	Yes		Yes	Twice
	<250	Yes	Yes	Yes	Maybe		Yes				Twice
	>250				Yes		Yes				Twice
Renewing Donors	<100	Yes	Yes	Yes			Yes		Yes	Yes	Annually
	<250	Yes	Yes	Yes	Maybe		Yes		Yes	Maybe	Sem Annually
	>250				Yes		Yes	Yes	Yes		Quarterly
Recover Lapsed Donors	<100	Yes	Yes	Yes							Annually
	<250	Yes	Yes	Yes	Maybe		Maybe				Annually
	>250				Yes		Yes	Yes			Annually
Grassroots Members	<100	Yes	Yes	Yes		Yes	Yes		Yes	Yes	Monthly
	<250	Yes	Yes	Yes	Maybe	Yes	Yes		Yes	Yes	Monthly
	>250 (Usually MAS)				Yes	Yes	Yes	Yes	Yes		Monthly
Foundations					Yes		Yes	Yes			Quarterly



Messaging Examples

Meet the new, *new* abolitionists



Support \$15K: *15 days. 5 fights.*
One vision.

If mass incarceration and over-policing are the new Jim Crow, then meet the new, *new* abolitionists.

Multi Channel

The
Campaign
has a

- Email Campaign with frequent updates

Email Subject Lines

- \$15K: 15 Days. 5 Fights. One Vision. Please Donate Now!
- Join Ron Collins, bus rider & climate justice warrior
- Join the new, new abolitionists.
- 11 hours to go. Push us over the top.
- Our deepest gratitude! Can we up the ante?

nds

PHASES OF A SPRINT CAMPAIGN



Set the parameters of the Sprint Campaign

1

- Team
- Duration of effort
- Financial Goal
- Campaign Appeal Message Frame
- Analyze your data to set specific target fundraising levels for different segments

Prepare the promotion materials

2

- Web site appeal
- Daily messages
 - Email
 - Facebook
 - Twitter
- Direct Mail
- Phone scripts
- Thank yous and receipts
- Premiums
- Photos
- Videos
- Graphics

Organize and segment your donor database

3

- Email set
- Direct mail set
- Phone bank set
- Personal Asks set
- LYBUNT
- SYBUNT
- Recover
- Renew
- Prospects

Marshal and test your technology resources

4

- Passwords for updating your web site
- Make plans for daily integrating your database, email, and donation collection systems if they are separate
- Test your donation receipt and thank you process
- Test your credit card processing
- Develop a campaign management dashboard

Train your team

5

- Volunteers for phone banking
- Board and staff for personal asks
- Staff for sending emails
- Staff to update the web site

Phases of a Sprint Campaign

- 1) Set the parameters of the Sprint Campaign
- 2) Prepare all of the promotion materials using impact stories
- 3) Organize and segment your donor database
- 4) Marshal and test your technology resources
- 5) Train your team
- + 6) Line up donations to use to stimulate the momentum**
- + 7) Conduct and manage your campaign.**
- + 8) Celebrate your victories with your donors**
- + 9) Conduct a post-campaign analysis**
- + 10) Incorporate new donors into your communications.**



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QUESTIONS OR COMMENTS?

