Introducing Sprint Campaigns
**Guidelines for Grassroots Campaigns**

<table>
<thead>
<tr>
<th>Fit your fundraising campaign to your organization - not the other way around</th>
<th>Develop a clear fundraising message</th>
<th>Team Identified &amp; Trained</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivate non fundraising staff to spread the word</td>
<td>Clear leadership and careful planning.</td>
<td>Use multiple channels</td>
</tr>
<tr>
<td>Prepare and test your technology</td>
<td>Follow-up with Donors</td>
<td>Evaluate and Celebrate</td>
</tr>
</tbody>
</table>
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

- Time
- Team
- Message
- Data
2 Months to Plan

10 Day Sprint Campaign

1 Month to Follow-Up
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!

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

87.5% towards our goal

HONOR ROLL

Mary Ellen Cunningham $100.00

$525.00 raised
Sprint Campaign Components

Time

Team
Sprint Campaigns:
Team Examples
Green-A-Thon

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

Green-A-Thon Coming to Southeast Seattle Neighborhoods This Spring

Written on April 4, 2014 by progressive Seattle in Featured Homepage Video Green-A-Thon Video

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!

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

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

Written on October 30, 2012 by admin in Green-A-Thon, Uncategorised
Earth Day Green-A-Thon Team Fundraising Pages

Donate today to your favorite Green-A-Thon team... or better yet, spread it around to 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 Foley, 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 Caitnic
Alexa Teodoro
Enrico Abadesco

Beet the System/CAGJ
Claire Bach, Captain
Matt Canfield
Heather Day
Bobby Righi
Bang Tran
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

HONOR ROLL

Vanna
$ 35.00
What an amazing project! So happy to lend my support :)

Anonymous
$ 50.00

Kristina Logsdon
$ 35.00

[Stop]

$ 610.00 raised
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!

TEAM MEMBERS:
1. Jill Mangallinan, 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 29th!

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
GOOOOOOOOOO!

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

Anonymous
$35.00

Laney
$50.00
Giving is good.

[Stop]
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 Gardhere
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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Join the green wave and give generously today!

Donate Now
Sprint Campaign Components

- Time
- Team
- Data
## Donor Data and Segmentation

### Dashboard Worksheet

<table>
<thead>
<tr>
<th>Dashboard</th>
<th>Current</th>
<th>Last Year</th>
<th>Target</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Number of Individual donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount raised from individuals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Individual gift</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of new donors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Renewal rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of donors who increased their gift</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of sustainers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of new contacts added to PowerBase</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% growth in database</td>
<td></td>
<td></td>
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## Donor Segmentation

<table>
<thead>
<tr>
<th>Fundraising Approaches</th>
<th>Donor Capacity</th>
<th>Direct Mail</th>
<th>Phone Bank</th>
<th>Email Appeals</th>
<th>Personal Asks</th>
<th>Peer to Peer, Personal Campaign Pages</th>
<th>Gala Events</th>
<th>Proposals</th>
<th>Convert to Sustainers</th>
<th>Canvass</th>
<th>Frequency of Touches</th>
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<tbody>
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<td>New Prospects</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Once or Twice</td>
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<tr>
<td>New Donors</td>
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<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>&gt;250</td>
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<td>Yes</td>
<td>Yes</td>
<td>Maybe</td>
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<td></td>
<td>Yes</td>
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<tr>
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<td>&gt;250</td>
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<td>Renewing Donors</td>
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<td>Yes</td>
<td>Annually</td>
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<td>Maybe</td>
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<td>Recover Lapsed Donors</td>
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<tr>
<td></td>
<td>&gt;350</td>
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<td>Yes</td>
<td>Yes</td>
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<td></td>
<td></td>
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<td>Foundations</td>
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<td>Yes</td>
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<td></td>
<td>Yes</td>
<td></td>
<td></td>
<td>Quarterly</td>
</tr>
</tbody>
</table>
Sprint Campaign Components

- Time
- Team
- Message
- Data
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 unifying Message(s) delivered via:

- Email Campaign with frequent updates
- Phone Banking
- Direct Mail
- Facebook and Twitter
- Direct Asks to seed funds

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?
PHASES OF A SPRINT CAMPAIGN
Set the parameters of the Sprint Campaign

1. Team
2. Duration of effort
3. Financial Goal
4. Campaign Appeal Message Frame
5. Analyze your data to set specific target fundraising levels for different segments
Prepare the promotion materials

- 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

- 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

- 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.
QUESTIONS OR COMMENTS?