

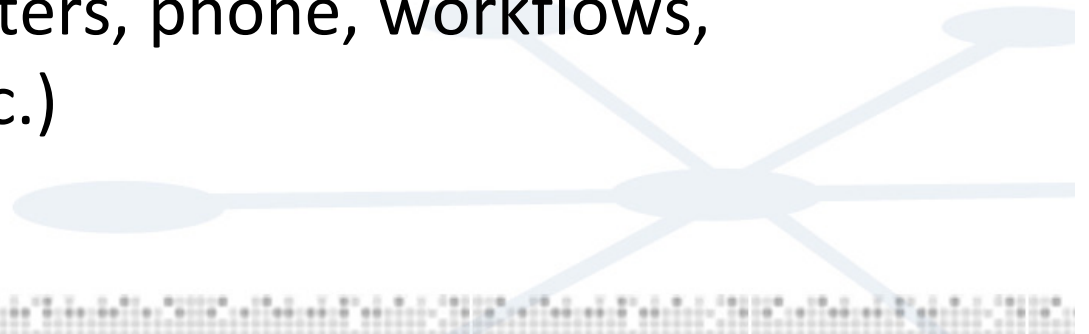


PROGRESSIVE TECHNOLOGY PROJECT

What's in Your Toolbox?

Toolbox ideas for integration:

- CRM / Database
- Website / Personal Campaign Pages
- Email
- Dashboards
- Social Media (e.g. Facebook, Twitter, Youtube, etc.)
- Off-line tools (e.g. posters, phone, workflows, editorial calendars, etc.)



Case Study: Iowa CCI



From: John Noble, Iowa CCI [<mailto:iowacci@iowacci.org>]

Sent: Wednesday, December 03, 2014 8:31 AM

To: Katie Bryan

Subject: Big Bird for CCI! (Video)



Katie,

I'm a college student. I'm taking time out from studying for exams to be part of the amazing 40-member team that's powering CCI's fundraising campaign.

Thanks to you, we've raised \$22,573 in just two days! Join those who've contributed and [donate here](#) so we reach our goal of \$40,000 by Friday.



I told CCI I'd raise \$750 this week. I promised my friends, family, and professors that if they donate and I make my goal, I'll be Big Bird on campus for a day!

To get a sneak peek of how decking I look as Big Bird, check out this

short video:



I love CCI and what we stand for. We care about, and work for, everyday people.

I love that as CCI is about to turn 40 we're feistier and more determined than ever. And, that we're not afraid to ruffle a few feathers.

Think about why *you* love CCI and give now, TODAY. There are three days left in our campaign, and we need \$17,427 *more* to reach our goal.


[Click here](#) to donate online. Or, mail your check today to Iowa CCI, 2001 Forest Ave, Des Moines, IA 50311.

Big Bird joins me in thanking you!

John Noble,
Drake student and proud CCI member

P.S. Thanks for hanging in there with our emails this week. Think of it this way: the *campaign* ends Friday...but *I* may be known forever on campus as Big Bird. Yeah, it's worth it!

Forward to Friends

 We're currently at 3,334 Facebook followers. [Help us get to 5,000 fans!](#)

Big Bird for CCI!

John Noble here!

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I told CCI I'd raise \$750 this week. I promised my friends, family, and professors that if they donate and I make my goal, I'll be Big Bird on campus for a day!

To get a sneak peak of how dashing I look as Big Bird, check out this short video:





Iowa Citizens for Community Improvement

Page Liked · December 13, 2014 ·

John Noble, all-star student and CCI member, said he would dance to the Sesame Street song in a Big Bird costume if he met his second goal of \$1,000 for our \$40k in 5 fundraiser. He did it, and he danced!

Our members are amazing - thank you for everything you do for a better Iowa!

1,288 Views

Like Comment Share

38



Cherie Mortice Nice "stylin" John!

Like · Reply · December 13, 2014 at 10:19am



Write a comment...



Options Share Send Like



Tweet



Iowa CCI
@iowacci



VIDEO! Watch Big Bird on video & find out why you' want to donate to \$40k in 5 today! j.mp/4kfive



12/3/14, 12:26 PM from [Des Moines, IA](#)



Reply to Iowa CCI



Home



Notifications



Moments



Messages



Me

From : Katie Bryan <katie@iowacaci.org>
Subject : FW: Big Bird for CCI! (Video)
To : Katie Bryan <katie@iowacaci.org>

Wed, Dec 03, 2014 03:20 PM



Amigos –

I'm \$196 closer to my goal thanks to four lovely and generous ladies – Lacey, Angie, Stephanie, Kari – and a dog named Otis Johnson. Thank you!!

Please help me help an organization I love. Click here to help me reach my personal fundraising goal: <http://j.mp/yaykatieyay>. I will say thank you with a weird homemade postcard OR maybe I will post a duet with my dog Duke.

There are lots of reasons I love CCI. Member John Noble's email below exemplifies a lot of them. Give it a read/watch.

Gotta go – it's a mandatory dance party break for staff and our awesome crew of phone bankers. True story! Today it's Twist & Shout.

Thank yooooou for your consideration,

Katie B

From: John Noble, Iowa CCI [<mailto:iowacaci@iowacaci.org>]
Sent: Wednesday, December 03, 2014 8:31 AM
To: Katie Bryan
Subject: Big Bird for CCI! (Video)



**Iowa Citizens for
Community Improvement**



Katie,

I'm a college student. I'm taking time out from studying for exams to be part of the amazing 40-member team that's powering CCI's fundraising



**Iowa Citizens for
Community Improvement**

We talk. We act. We get it done.

[Return to Iowa CCI's home page](#)

Help Katie raise \$500!

How can you help me make a difference? Donate!



In 2015, Iowa CCI – my second family and home (much to Duke's dislike) – will celebrate 40 years.

At 40, we're not "Over the Hill". We're more vital, energized and effective than ever. Sure there'll be celebrations, but we want to use our 40th year to significantly up our people and political power to make Iowa work a whole lot better for ALL people.

That's why I'm excited to join a team of 40 members helping raise \$40K in 5 days (I know, crazy, right?) to help us go big in our 40th year. AND, that's why I've set an ambitious personal goal to help raise \$500.

Today, I'm asking you to pitch in generously - no amount too small, or too large - to help me

reach that number.

There's a lot I love about CCI. No one in Iowa helps amplify the voices of everyday people, puts real folks directly in front of decision makers, or delivers the fight back to corporate power better than CCI. We provide the much needed counter point, we change the conversation, get things done, and most importantly, give people hope. That may sound cheesy, but it really doesn't get more important than that.

We work hard, but we have a damn good time doing it. CCI keeps me sane, hopeful, forward thinking and helps me live my values (and lets me come in at 9:30, hey!) every day.

Won't you help with a gift today?

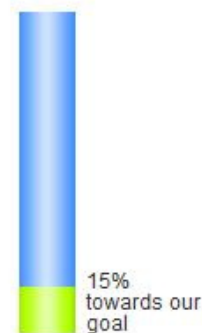
I'll keep you updated on our progress throughout the week. I want you to know how close we are to our organizational \$40K goal, and how well I've done reaching my personal goal. (I'm in for \$50 above and beyond my monthly giving, btw.)

Thanks so much to those who gave to my personal fundraising effort last year, it means a lot (and made me look cool to my coworkers).

And, thanks so much for your consideration this year. I'm lucky to have you as friends, family, mentors, drinking and dance partners and as confidants and co-conspirators. You da best!!

[Support Katie's Goal!](#)

Goal \$ 500.00



\$ 75.00 raised

HONOR ROLL

\$ 25.00

**The Haselman
Family**
\$ 25.00

Alice A.
\$ 25.00
You got this
Katie & CCI!

[\[Stop\]](#)

From: "Hugh Espey, CCI Action" <cciaction@cciaction.org>
Date: November 25, 2013 10:56:42 AM PST
To: Holly Fincke <fincke@sbcglobal.net>
Subject: 41,838 thank yous
Reply-To: "Hugh Espey, CCI Action" <cciaction@cciaction.org>



Holly,

Last week was a wonderful demonstration of people power. Thank you!

Over the course of just five days, 542 CCI Action Fund supporters came forward to support an Iowa that puts people first at the Statehouse, elections, and beyond.

Thanks to your collective generosity, we've raised over \$41,838, exceeding our goal by nearly \$17,000.

A BIG thank you to each and every one of you. Your support will help us go big at the Statehouse this legislative session. And we're not waiting to get started.

It all starts January 14th on the first day of the legislative session. [Join us](#) for our rally & lobby day, *A People First Iowa: The Time is Now*.

Go here to RSVP: bit.ly/peoplefirstIA

Thank you 41,838 times,

Hugh Espey, Executive Director

P.S. If you didn't give yet, it's never too late! You can still support a people-first Iowa at the Statehouse. [Donate here](#).

P.P.S. A special thanks to our team of 25 members who worked their tails off to raise money for a more just & democratic Iowa, and asked their family & friends to do the same with a gift to CCI Action Fund.



Help Iowa CCI Action reach 1,000 fans on Facebook. Click [here](#)!



IOWA CCI ACTION Fund
2001 Forest Ave
Des Moines, IA 50311-3229
[515-282-0484](tel:515-282-0484) . www.cciaction.org

Contact us. [Unsubscribe](#) from this list. To be removed from all emails from us click [here](#).

I LOVE
YOU
Even
more than
I hate the
math. ♥