

Grassroots Fundraising and Technology Training

Monday, March 2 2015,

- 9:00 – 9:15 Intro – Welcome, who is PTP
Review–Training Overview (coverage of topics and instructions for food, bathrooms, etc.) Training team Introductions, Group Agreements
- 9:45 – 10:10 What types of fundraising are you doing?
- 10:10 – 11:00 What are your plans for the year? Where does sprint campaign fit in - overview of components, duration, etc.
- 11:00 – 11:30 Parameters - Who's your audience?
- 11:45 – 12:00 Break
- 12:00 – 12:30 Planning the Sprint Campaign
- 12:30 – 1:30 Lunch
- 1:30 – 2:00 Communication I: How to make your message stand out!
- 2:00 – 2:30 Communication II: Materials and channels
- 2:30 – 3:00 Train your volunteers
- 3:00 – 3:30 Launching the campaign
- 3:30 – 3:45 Break
- 3:45 – 4:15 Maintaining the campaign
- 4:15 – 4:45 Closing the campaign
- 4:45 – 5:15 Groups Question Time
- 5:15 – 5:45 One-on-one time with trainers?
- 5:45 – 6:00 Evaluation and closing for day 1

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Tuesday, March 3 2015,

- 9:00 – 9:15 Intro to day
Review – Training Overview (coverage of topics and instructions for food, bathrooms, etc.) Set-up, Group Agreements
- 9:45 – 10:15 What powerbase offers for fundraising
- 10:15 – 11:00 Introducing Donor segmentation and approaches for fundraising
- 11:00 – 11:30 Tweaking your Contribution Pages - best practices
- 11:45 – 12:00 Break
- 12:00 – 12:30 Using Personal Campaign Pages
- 12:30 – 1:30 Lunch
- 1:30 – 2:00 How to do email with PowerBase: Now that we have contribution pages and PCPs set up, we can have constituents take action by send them there from email.
- 2:00 – 2:30 How to do direct mail with PowerBase
- 2:30 – 3:00 Social Media tips
- 3:00 – 3:30 Phonebanking:
- 3:30 – 3:45 Break
- 3:45 – 4:15 Reports-Evaluating our Campaign
- 4:15 – 4:45 Incorporating new contacts and donors into your mission. Not all new donors know much about your organization
- 4:45 – 5:15 Groups Question Time for consultants
- 5:15 – 5:45 One-on-one time with consultants
- 5:45 – 6:00 Evaluation and closing for day 2