

Moving towards an integrated grassroots fundraising culture: data, tools, and practices

This workshop will help groups explore what it takes to integrate their grassroots fundraising with on-going organizing and communications activities with a multichannel approach.

We will emphasize how successful fundraising campaigns are fundamentally dependent on four core components:

- A well designed fundraising plan,
- Meaningful and current information (data),
- Powerful communications skills, and
- The technical infrastructure and skills to make it all work.

This session is applicable to all skill levels and organizational roles.

Objectives:

- We will discuss what we mean by an “integrated” grassroots fundraising campaign by looking at elements of a sprint campaign model
- Share Case Studies of Integrated Grassroots fundraising campaigns, specifically organizations who created an organizations culture of data use through a sprint fundraising campaign (Fundraising is Organizing)
- Through case studies, tools, and small group exercises, we will share what meaningful information groups need to collect and methods of developing strong data collection, fundraising, and communications practices that are aligned and integrated
- As a group, we will experiment with workflows as a tool to develop a team-building practice to plan, streamline, align, and execute your grassroots fundraising efforts
- We will explore what you need to know about essential tools needed for moving integrated grassroots fundraising efforts
- We will conduct an open Q& A and share resources on developing an effective integrated grassroots fundraising campaign

AGENDA: Saturday, August 13, 2:15p-4:15p

INTRO / ICE Breaker

2:15 – 2:20 Intro – Welcome, who is PTP

2:20 – 2:35 Icebreaker

CULTURE CHANGE - Sprint Campaigns as Integrated Practice

2:35 –3:00 What do we mean by an Integrated approach to grassroots fundraising?

IMPORTANCE of Data & Good Data Practices– Creating a Data-oriented culture

3:00– 3:30 Introducing Types of Strategies & Donor Segmentation

TOOLBOX

3:30– 3:55 What’s in Your Toolbox?

Q&A / WORKSHOP TIME

3:55 – 4:15 Options for Q&A / Workshop:

- Workflow for planning short term spring campaign activity – it’s execution – Goals (can model PB workflow)
- Q&A
- Share Resources, link to <https://network.progressivetech.org/trainings>