

2020 Sprint Fundraising Campaign Case Study: Iowa CCI

\$50k in 5 Days



Sprint Campaign Elements:

- 5 day email campaign - \$50k in 5 days
- Personal Campaign pages by staff and key members
- Staff key members reach out to personal networks via email and social media
- Phonebanking
- Personal calls to major donors
- Organized seed funds from major donors for donor matches
- Acknowledgements & Share results of success

Main Contribution page:



Help us raise \$50K in 5 days!

Thank you for supporting Iowa CCI Action Fund.

The only way through this is *forward*, and the only way forward is *together*.

Donate today -- your gift will be matched *dollar-for-dollar*!

Please scroll down to make your gift.

My Contribution Amount (Number only please. Do not include symbols: \$ or .)

- \$ 25.00
 - \$ 50.00
 - \$ 75.00
 - \$ 100.00
 - \$ 250.00
 - \$ 500.00
-

Personal Campaign page – Katie Bryan, staff:



Help Katie raise \$500!

Help me help an organization I love. Donate!



I almost posted this quote at about 3am election night, thinking it a slightly amusing bookend to the "Rahm is Garbage"/Cubs Win pic I shared the week before:

"You never want a serious crisis to go to waste. And what I mean by that is, it's an opportunity to do things you think you could not do before." - Rahm Emanuel

Don't get me wrong; Rahm is still garbage.

But it's a good quote, and somehow matched up with how I was feeling after the results:

--Strong, defiant, clear.

--Fully aware of my privilege.

--Focused, ready to get to work and think big.

When cracks like this election season open (or expose) a problem – someone's going to step in with a solution, the way forward. I'd rather it be us.

Goal \$ 500.00
100% towards our goal



\$ 825.65 raised

HONOR ROLL

- Anonymous \$ 1.00
 - Erica And Josh Johnson \$ 100.00
 - Me - K To The B! \$ 50.00
 - Lacev
- [\[Stop\]](#)

The problem is not new, but this moment is a wake-up call. For many in our lives, a very serious one. It's time to build new power like never before, be bold and visionary, and push hard

**Katie Bryan, staff,
Facebook post:**



Katie Bryan

December 2, 2020 · 🧑



WHERE'S MY TWO DOLLARS

... I'm 61% of the way towards my goal to help @CCI Action - my political vehicle of choice. Our work is powered by thousands of Iowans from all walks of life, from all across the state, firmly rooted in love; not hate; not fear. But it doesn't mean we're not angry or weary. Organizing is all about helping people channel righteous anger, that understanding that it doesn't have to be like this – about an issue, an election, the world in general – and turn it into community and hopeful, forward thinking action to make life a whole lot better for ourselves and those we don't even know. And as Iowa's election results show, we've got work to do in Iowa. Donate today. Help us turn this state around. <https://bit.ly/KatieBryan2020>

📷 : 6 yr old me before the town of William's 4th of July parade. Sweet streamer work by my mom. Outfit from a dance recital.



👍❤️😄 26

8 Comments

Series of 5 prepared emails

#1

Today's the day

November 30, 2020 7:37 AM

From: "Hugh Espey, CCI Action" <cciaction@cciaction.org>

To: "PTP PowerBase Support" <support@progressivetech.org>



Support,

Today, we're kicking off CCI Action's five-day fundraising and membership drive! This is an organization-wide, all-in effort to build our people power for 2021 and beyond.

With everything the world has thrown at us, it has been a challenging year — but we are an organization on the rise!

CCI Action members are rising to push back against a failed response to the COVID crisis, rising to advance racial and economic justice, and rising to fight for clean water for every single person, no exception.

That's why I'm asking you to dig deep this year to support the critical work we do together.

Our goal: Raise \$50,000 in the next 5 days.

To help start things off BIG, a few members have stepped forward with a one-day only \$5,000 match!

[Donate today using this link: it's like giving twice!](#)

We're not fooling ourselves. We know we've got a lot of work ahead of us— and I mean a lot.

That's why we want to go into 2021 with as many members as possible and with the financial resources we need to win lasting change for people and the planet.

Please donate TODAY. Do it now and your contribution will be doubled! [Click here to give online](#), or mail your check to:

Iowa CCI Action Fund
2001 Forest Avenue
Des Moines, IA 50311

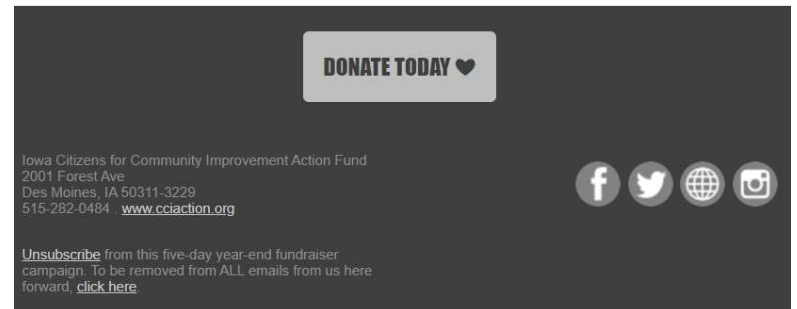
Give today. Join as a member. Renew your membership. Make an extra gift. Invite a friend or family member to join.

Be generous. There's so much at stake. Together we can create the future we need and deserve.

Thanks for all you do,

Hugh Espey (he/him)
Executive Director and proud member

P.S. Don't forget—[contribute today](#) and your donation will be DOUBLED!



#2

See what YOU did!

December 1, 2020 7:34 AM

From: "Adam Mason, CCI Action Fund" <cciaction@cciaction.org>

To: "PTP PowerBase Support" <support@progressivetechnology.org>

[View in your browser](#)



Support,

CCI Action members are the BEST! 215 of you donated \$16,974 yesterday. Holy cow—thank you!

Today, I have a birthday challenge for you. Yep, it's my birthday—I'm 43. **Help me celebrate by keeping up the momentum towards our big five-day goal!**

**Today we have a \$2,000 match!
Double your gift, double your impact!**

[Click here to DONATE right now!](#)

This year's been a heck of a trip around the sun – for all of us.

Through it all, CCI Action members were there: bringing people together, organizing, and helping us stand up for what we believe in.

We had some wins. There's work to be celebrated and built upon.

- 8,435 people took action with us this year—more than ever before!
- We had 5,336 conversations with Iowans across the state.

Your gift today will help us keep building our political and people power through 2021. It will help fuel the movement to sustain us. Our eyes are on the governor's race in 2022 and beyond.

Celebrate with me today by giving generously to CCI Action. Your birthday donations of \$43, \$430, or \$4,300 will be matched dollar-for-dollar.

CCI Action needs you, and Iowa needs CCI Action.
[Please give generously to CCI Action today!](#)

Thanks for all you do,

Adam Mason (he/him)
State Policy Organizing Director, and PROUD member

P.S. [Click here](#) to give today and give big!

DONATE TODAY ♥

Iowa Citizens for Community Improvement
Action Fund
2001 Forest Ave
Des Moines, IA 50311-3229
515-282-0484 . www.cciaction.org



[Unsubscribe](#) from this five-day year-end fundraiser campaign. To be removed from ALL emails from us here forward, [click here](#).

#3

Your gift will be tripled (3x) today

December 2, 2020 8:04 AM

From: "Cathy Glasson, CCI Action Fund" <cciaction@cciaction.org>

To: "PTP PowerBase Support" <support@progressivetechnology.org>

[View in your browser](#)

WE'RE RAISING **\$50,000** 

\$36,395

IN FIVE DAYS **DONATE NOW**

John,

As a nurse, I've seen my community go through a lot this year.

And I've seen our communities and our movements show up for each other, demonstrating how government can and should care for people—even when our elected leaders fail us.

That's why I'm so proud to be a part of CCI Action. It's critical that we're building *people*-fueled political power to put the health and safety of our communities and our planet first.

Today, we have an exciting match opportunity:

**Make your first gift to CCI Action,
and donors will TRIPLE it!**

[DONATE HERE!](#)

Iowa needs our help. Together, we can do better. We *must*.

When I learned about CCI Action, I knew I had to be part of this organization that cares about the issues facing so many people in our state today and actually get things done!

Right now there is an urgent need to:

- Fight for a COVID-19 response and recovery.
- Stand up at the Statehouse for People & Planet First issues, no matter what bad bills big-money elected officials throw at us.
- Keep our organizing for racial justice, clean water and climate action going strong.
- Run our own candidates, from our movements.

We need to be stronger in this moment. We need you with us. Join today with a gift. [Click here to donate online - your donation will be tripled!](#)

For an Iowa that puts people first,

Cathy Glasson (she/her)
Nurse and CCI Action member

P.S. Don't wait, [donate today!](#) Your \$25 becomes \$75 or your \$100 becomes \$300!

P.P.S. Thanks for hanging in there with us this week. Our campaign ends on Friday.

DONATE TODAY ♥

Iowa Citizens for Community Improvement
Action Fund
2001 Forest Ave
Des Moines, IA 50311-3229
515-282-0484 . www.cciaction.org

[Unsubscribe](#) from this five-day year-end fundraiser campaign. To be removed from ALL emails from us here forward, [click here](#).

#4

Up, Up, Up and Away!

December 3, 2020 8:04 AM

From: "Laural Clinton, CCI Action Fund" <cciaction@cciaction.org>

To: "PTP PowerBase Support" <support@progressivetech.org>

[View in your browser](#)



[Give TODAY—take us way over the top!](#)

Support,

As I sat down to write this, I got a call from Katie at the CCI office. I could hardly believe what she told me. During our evening phone bank, we surpassed our big \$50,000 goal, thanks to 621 members who chipped in so far.

WOW. I can't thank you enough. The theme of my email was going to be family—and that feels like family to me.

Katie asked: now what?

I said: Well, it takes money to be a super-hero organization—we've got capes to clean! Let's take this goal up and away!

Jokes aside: One of the things I love most about CCI—there's no quit in this organization! Let's keep it going! Let's do this, fam!

Now, through Friday, we have a dollar-for-dollar match!

[Click here to DONATE right now!](#)

I first met CCI in 2017 when I went to the Statehouse to lobby. I walked in by myself, but I left with a family—YOU!

CCI Action members are an inspiring group of change-makers who aren't afraid to demand the bold change we need and hold legislators' feet to the fire!

We're organizing on some of the most critical issues of our time, that affect your family and mine. We work for:

- Healthcare for all, no exceptions
- An end to racial profiling, so we can all live in safe and thriving communities
- Climate action, so every person drinks clean water and breathes clean air
- Elected officials who respond to the people's needs

This is the time to join. Our superpower is organized people. We need you with us.

Join with a gift today. Your donation, whether it's \$5 or \$5,000, will be put to great use. And, it will be matched DOLLAR-FOR-DOLLAR.

[Click here to give online.](#)

Or mail in your check:

2001 Forest Ave,
Des Moines, IA, 50311

Give today, give big, and take us WAY over the top! Be generous. There's so much at stake.

Thanks for all you do,

Laural Clinton (she/her)
CCI Action Board member and proud CCI Action Member

P.S. Tomorrow's the final day of our campaign. Don't wait to donate! [CLICK HERE to give NOW! Double your gift, expand our superpowers.](#)

#5

How high can we go?!

December 4, 2020 8:18 AM

From: "Julie Duhn, CCI Action Fund" <cciaction@cciaction.org>

To: "PTP PowerBase Support" <support@progressivetech.org>

[View in your browser](#)

WE'RE RAISING \$50,000 CCI

TAKE US WAY OVER THE TOP!

IN FIVE DAYS DONATE NOW

[LAST DAY! Your gift will be DOUBLED!](#)

Good morning Support!

And, hello from small town Eldora, Iowa.

I get to do the honors today: I'm thrilled to report that 763 of you have donated \$83,758 in four days. Totally AMAZING!

We blew past our goal, but we're not stopping! **If you haven't had a chance to contribute yet this week, NOW is the very best time.**

Give today, and your gift will be DOUBLED!

[Click here to DONATE right now!](#)

Every dollar we raise this week goes directly into expanding our organizing for people and the planet.

We're clear-eyed going into 2021. We see hurt and division all across the state. We know we've got our work cut out for us. But we know the cost of *not* doing it is even greater.

This week we've heard from:

- Cathy, a nurse in Iowa City, organizing for a COVID response and safe jobs.
- Laural, a mom in Des Moines, organizing for healthcare for all, climate action, and an end to racial profiling.
- I'm a fired up grandma writing from a town surrounded by factory farms. I'm organizing for clean air, water, and healthy, thriving rural communities—and I'm fighting for the same things as Cathy & Laural!

We are in this *together*.

We learn from each other. We support each other. We're fighting for the future we need and deserve—*together*. We do this for us, our kids, and future generations.

CCI Action members give me hope in hard times.

Please give generously today! Your gift of \$5, \$50, or \$500—or another amount that works for you this year—will be doubled! [Donate online here.](#)

Thanks for ALL you do,

Julie Duhn (she/her)
CCI Action board member

P.S. How high can we go?! Last day. Every gift counts! [Click here to give TODAY!](#)

Thank You's and Sharing Success

106,246 Thank yous

December 7, 2020 10:00 PM

From: "Katie Bryan, CCI Action Fund" <cciaction@cciaction.org>

To: "PTP PowerBase Support" <support@progressivetech.org>

We made you a playlist! (it's in the p.s.)

[View in your browser](#)



Support,

948 of you chipped in \$106,246 to fund the important work we do *together*. THANK YOU!

As I said on Friday, **CCI Action members throwing down to smash our fundraising goal tells me we are absolutely on the right path.**

The gifts came from people all across the state. People who are working and looking for work, people who are trying to take care of themselves and others, people who are living through a pandemic and an economic crisis at the same time—there's not a lot of extra money going around.

So when people make a donation to support CCI Action, it's because they understand that organizing is essential to our lives and the future we are creating every day.

Your gifts mean a lot and they do a lot. Thank you.

Like all of our work, this campaign was fueled by some serious people-power. So I wanted to give shout-outs to:

- The team of 38 CCI Action members and staff who set personal fundraising goals, asking their friends and families to donate to an organization they believe in.
- The 36 members who jumped on the phones to talk with other members about the work and ask them to donate.
- The 25 members who challenged us to give big—and give now—with your matching funds.
- And, to the 948 of you who pitched in of your hard-earned funds to help us reach our goal.

Funding from folks like you—people who share our vision and values—gives us the freedom and flexibility to work on what matters here. It really is so important.

Thank you! You make CCI Action a vibrant, vocal, independent, powerhouse people's organization. Together we'll fight for – and win – what our communities need.

With deepest gratitude,

Katie Bryan (she/her)
Development & Communications Director

P.S. The only way through these times is forward, and the only way forward is together. **On that theme—staff contributed songs to a #ForwardTogether playlist to share with you!** Enjoy it on [YouTube](#) or [Spotify](#).

DONATE ❤️

Iowa Citizens for Community Improvement
Action Fund
2001 Forest Ave
Des Moines, IA 50311-3229
515-282-0484 · www.cciaction.org

Unsubscribe from this five-day year-end fundraiser campaign. To be removed from ALL emails from us here forward, [click here](#).





Iowa CCI Action Fund

December 8, 2020 · 🌐



948 of you chipped in \$106,246 to fund the important work we do together. THANK YOU!

CCI Action members throwing down to smash our fundraising goal tells us we are absolutely on the right path.

The gifts came from people all across the state. People who are working and looking for work, people who are trying to take care of themselves and others, people who are living through a pandemic and an economic crisis at the same time—there's not a lot of extra money going around.

So when people make a donation to support CCI Action, it's because they understand that organizing is essential to our lives and the future we are creating every day.

Your gifts mean a lot and they do a lot. Thank you.

Like all of our work, this campaign was fueled by some serious people-power. So we're giving shout-outs to:

- 👉 The team of 38 CCI Action members and staff who set personal fundraising goals, asking their friends and families to donate to an organization they believe in.
- 👉 The 36 members who jumped on the phones to talk with other members about the work and ask them to donate.
- 👉 The 25 members who challenged us to give big—and give now—with your matching funds.
- 👉 And, to the 948 of you who pitched in of your hard-earned funds to help us reach our goal.

Funding from people who share our vision and values gives us the freedom and flexibility to work on what matters here. It really is so important.

Thank you! You make CCI Action a vibrant, vocal, independent, powerhouse people's organization. Together we'll fight for – and win – what our communities need.

The graphic features a green background with a white arrow pointing right. Inside the arrow, there is a photo of a group of people holding protest signs. One sign says "63% of Iowans support a strong law enforcement", another says "DESERVE CLEAN WATER", and another says "STOP THE STOP". The text "TOGETHER, WE RAISED" is at the top left, "CCI" logo is at the top right, "\$106,246" is in the center, and "THANK YOU!" is in a pink box at the bottom right.

👍❤️ 18

1 Comment