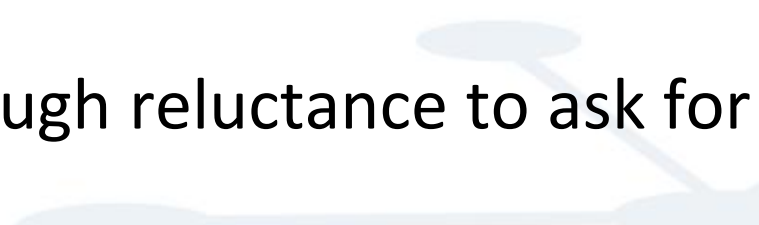




PROGRESSIVE TECHNOLOGY PROJECT

Case Study: Labor/Community Strategy Center

Labor Community Strategy Center – Los Angeles, CA

- 2013 – tested a 15-day, \$15k campaign
 - Doubled goal of \$15k, doubled # of donors and average donations compared to 2012
 - Email, phone, website
 - Group Building Experiment - All staff and board members
 - Experience broke through reluctance to ask for money
- 
- A decorative graphic in the bottom right corner consisting of a light blue network of lines and nodes, resembling a stylized star or a web structure.

The Prep

- Appeal 2012 donors

Next >	Last >>	Records 1 - 50 of 231	Page 1 of 5	Go
Donor Name	Receive Date	Amount	Contribution Source	
Azari, Mike	December 27, 2012	\$ 500.00	Appeal 2012	
Albert, Behnke	January 1, 2013	\$ 25.00	Appeal 2012	
Artes, Frances	December 31, 2012	\$ 100.00	Appeal 2012	
Archbold Andra, Kuba	December 23, 2012	\$ 100.00	Appeal 2012	
Archbold, Kelly	January 4, 2013	\$ 5.00	Appeal 2012	
	December 27, 2012	\$ 5.00	Appeal 2012	
	November 27, 2012	\$ 5.00	Appeal 2012	
Archbold, Patricia & Richard	January 15, 2013	\$ 100.00	Appeal 2012	
Avila, Juan	December 30, 2012	\$ 100.00	Appeal 2012	
Beerman, Leonard & Joan	December 19, 2012	\$ 200.00	Appeal 2012	
Beit & Madde Rizzo, Catherine	December 30, 2012	\$ 72.00	Appeal 2012	
Cabral, Janice	December 18, 2012	\$ 10.00	Appeal 2012	
Camargo, Estela	December 15, 2012	\$ 10.00	Appeal 2012	
Carlson, Jake	December 14, 2012	\$ 35.00	Appeal 2012	
Choi, Mame	December 21, 2012	\$ 50.00	Appeal 2012	
Clayton, Joshua	January 8, 2013	\$ 10.00	Appeal 2012	
	January 6, 2013	\$ 15.00	Appeal 2012	
Cohen, Joan and Ben	January 3, 2013	\$ 50.00	Appeal 2012	
Domene, Will	January 3, 2013	\$ 200.00	Appeal 2012	
Epstein, Marsha	March 12, 2013	\$ 35.00	Appeal 2012	
Experto, Eron	December 14, 2012	\$ 40.00	Appeal 2012	
Figueroa, Alicia	December 15, 2012	\$ 5.00	Appeal 2012	

- Kelly annual contribution totals since 2008

Year Beginning	Aggregate Amount	Donations	Average	Contribution Source	Legacy Contribution Source
2008	\$ 1,595.00	13	\$ 122.69		Party 2008 can't attend donation
2009	\$ 4,310.00	45	\$ 95.78		Party 2009 AD
2010	\$ 2,280.00	25	\$ 91.20		Party 2009 pledge gym
2011	\$ 1,400.81	30	\$ 46.69	Political Party 2011 Appeal Donation	
2012	\$ 1,461.15	25	\$ 58.45	Appeal 2012	
2013	\$ 1,348.98	25	\$ 53.96	Political Party 2013 Ad	
Grand Total	\$ 12,195.94	168	\$ 72.42		

- Kelly donors since 2008 and lapsed for current yr

Contact Name	January 1, 2008 - June 1, 2011	June 2, 2011 - October 15, 2012	% Change
Berchias, Alexandre	\$ 105 (4)	\$ 75 (2)	-33.33
Archbold Andra, Kuba	\$ 180 (4)	\$ 50 (1)	-72.22
David, Jason	\$ 845 (20)	\$ 450 (18)	-46.75
Bloom, Linda	\$ 600 (3)	\$ 200 (1)	-66.67
Archbold, Kelly	\$ 25 (1)	\$ 230 (1)	820.00
Archbold, Patricia & Richard	\$ 1500 (8)	\$ 200 (1)	-86.67
Walburn, Laura	\$ 425 (5)	\$ 200 (2)	-52.94
Behnke, John	\$ 120 (8)	\$ 120 (8)	0.00

- Kelly's SYBUNT 4 year report

Donor Name	Email	Phone	Up To 2008	2008	2010	2011	Life Total
Baranwal, Dipi	writedipi@gmail.com	(323) 732-3389	\$ 531.00	\$ 100.00	\$ 20.00		\$ 651.00

The Campaign



**WE'RE IN A FIGHT
FOR THE SOUL OF
OUR CITIES.**

**HELP US RAISE
\$15K IN 15 DAYS!**



**I'M, EXCITED BECAUSE EVERY DONATION
YOU GIVE TODAY WILL BE MATCHED
UP TO 2K.**

DONATE NOW!

Right now, five key fights are in motion. Your donation will help us immediately hit the ground running with all five in 2014. We can do it with a movement. That means **you**.

- **Climate Justice Now! No Cars in LA.**
- **Stop criminalization of Black and Brown youth!**
- **End racist zero-tolerance. Create Supportive Schools.**
- **End LA's transit stop and frisk! Free student Bus Pass!**
- **Working class immigrants, youth, and LGBTQ at the front.**

You know and we know what our cities face: a polluting, privatizing, policing and mass incarceration agenda. But you share the vision—cities by and for their working class Black and Latino majorities. Led by



PROGRESSIVE TECHNOLOGY PROJECT

**WE'RE IN A FIGHT FOR THE SOUL
OF OUR CITIES.**

HELP US RAISE \$15K IN 15 DAYS!

**ESTAMOS EN LA LUCHA POR EL
ALMA DE LAS CIUDADES.**

**¡AYÚDENOS A RECAUDAR \$15
MIL DÓLARES EN 15 DÍAS!**



PLEASE CONSIDER BECOMING A MONTHLY SUSTAINER!

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.

Not Just a Bus Rider A Climate Warrior



Ron Collins

Bus Riders Union Organizer

FIGHT FOR THE SOUL OF THE CITIES

Evaluation & Reflection

“We, as organizers, are only as good as what you can count on – we rely on good data.”

-Tammy Bang Luu, Associate Director



Appeal 2012 & Appeal 2013 Comparison

	2012	2013
# of Donors	104	251
Average Donation	\$40.66	\$70.57
Total to Receive	\$13,522	\$27,327
Total Receive to Date	\$10,247	\$19,037

Learnings



A vibrant underwater photograph of a coral reef. In the foreground, a large, flat, brain-like coral (tabula) with a complex, wavy pattern dominates the lower half. Above it, various other coral structures, including branching and columnar forms, rise into the water. The water is a clear, bright blue, and numerous small, silvery fish are scattered throughout the scene, some swimming in schools. A single, slightly larger blue fish is visible near the top center. The overall lighting is bright, suggesting a sunny day at the surface.

Data-Informed Culture

Photo: <http://commons.wikimedia.org>

Database is only as strong as the culture and practice created in the organization to use it

– ***INFORMED & TIGHTLY MANAGED THEIR FUNDRAISING EFFORTS***

Exposed areas of the organization with good data practices – relied heavily on data, where other areas did not



We Want:

- Everyone to use the database
- Everyone / ALL teams to:
 - Have buy-in,
 - Be involved in planning, strategy, data collection

