

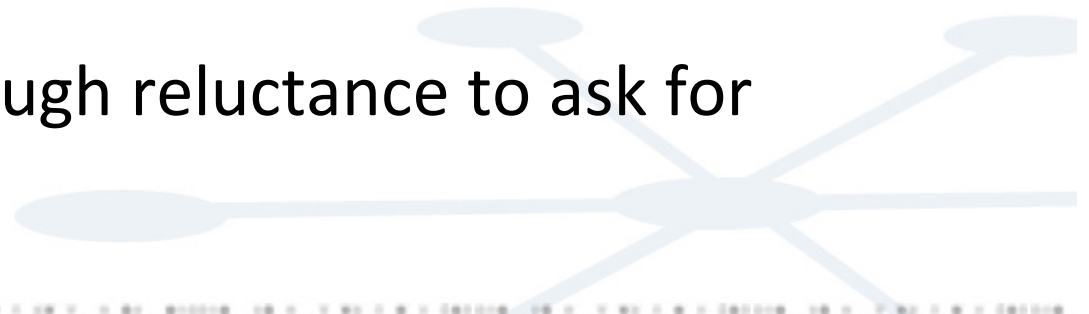


PROGRESSIVE TECHNOLOGY PROJECT

**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





The Prep

Appeal 2012 donors

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Donor Name	Receive Date	Amount	Contribution Source
Alzeki, Mizee	December 27, 2012	\$ 500.00	Appeal 2012
Albert, Bethann	January 1, 2013	\$ 25.00	Appeal 2012
Ansley, Frances	December 31, 2012	\$ 100.00	Appeal 2012
Archbold Andrs, Kalls	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
Avalos, Juan	December 30, 2012	\$ 100.00	Appeal 2012
Beerman, Leonard & Joan	December 19, 2012	\$ 200.00	Appeal 2012
Beif & Maddie Ribble, Catherine	December 30, 2012	\$ 72.00	Appeal 2012
Cabuhai, Jerrisa	December 16, 2012	\$ 10.00	Appeal 2012
Camargo, Eulalia	December 15, 2012	\$ 10.00	Appeal 2012
Carlson, Jake	December 14, 2012	\$ 35.00	Appeal 2012
Chin, Mavis	December 21, 2012	\$ 50.00	Appeal 2012
Clayton, Joshua	January 8, 2013	\$ 10.00	Appeal 2012
	January 8, 2013	\$ 15.00	Appeal 2012
Cohen, Joan and Ben	January 3, 2013	\$ 50.00	Appeal 2012
Domnie, Will	January 3, 2013	\$ 200.00	Appeal 2012
Epstein, Mansha	March 12, 2013	\$ 36.00	Appeal 2012
Esparita, Eym	December 14, 2012	\$ 40.00	Appeal 2012
Figueras, 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	26	\$ 87.69		Party 2009 pledge gymf
2011	\$ 1,490.81	30	\$ 49.69	Political Party 2011 Appeal Donation	
2012	\$ 1,461.15	26	\$ 56.20	Appeal 2012	
2013	\$ 1,049.08	26	\$ 40.38	Political Party 2013 Ad	
Grand Total	\$ 12,186.04	166	\$ 73.42		

Kelly donors since 2008 and lapsed for current yr

Contact Name	January 1, 2008 - June 1, 2011	June 2, 2011 - October 15, 2012	% Change
Berchaca, Alejandro	\$ 105 (4)	\$ 79 (2)	-33.33
Archbold Andrs, Kalls	\$ 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 (5)	\$ 200 (1)	-86.67
Welborn, Layla	\$ 425 (6)	\$ 200 (2)	-52.94
Schneyer, Julie	\$ 120 (5)	\$ 120 (5)	0.00

Kelly's SYBUNT 4 year report

Donor Name	Email	Phone	Up To 2008	2009	2010	2011	Life Time
Baranwal, Dipi	write.dipt@gmail.com	(323) 732-3389	\$ 531.00	\$ 100.00	\$ 20.00		\$ 651.00





PROGRESSIVE TECHNOLOGY PROJECT

The Campaign





PROGRESSIVE TECHNOLOGY PROJECT

**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!



PROGRESSIVE TECHNOLOGY PROJECT

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.



PROGRESSIVE TECHNOLOGY PROJECT

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, former Associate Director,
Labor / Community Strategy Center



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