New Communication Technologies For Effective Membership Recruiting

Alice Aguilar, Executive Director, Progressive Technology Project
and
Scott Douglas, Executive Director, Greater Birmingham Ministries
...Or

It’s really not about “new” technologies but rather a “Newer” way to think about it
Beware of Bright Shiny New things
If we put it out there (and it looks pretty), they will come
If we put it out there (and it looks pretty), they will come
If we could get the latest social media tool, our communications will rock!
If we could get the latest social media tool, our communications will rock!
Strategy is a road map to implementation
WHAT DOES THAT MEAN?

• A solid data strategy flows from organizing
WHAT DOES THAT MEAN?

• A solid data strategy flows from organizing
• Robust culture of database use comes with a solid data strategy – data is seen as central to organizing with internal understanding of what’s being collect and why
WHAT DOES THAT MEAN?

• A solid data strategy flows from organizing
• Robust culture of database use comes with a solid data strategy – data is seen as central to organizing with internal understanding of what’s being collected and why
• You need GOOD data to use communication tools effectively – so you need to COLLECT meaningful data – ALL THE TIME
THEN...
Take the time to be creative!
Case Studies of Sprint Fundraising Campaigns: A Model of an Integrated Approach
Sprint Fundraising Campaigns

- Grassroots
- Multi-channel
- Limited Duration
- Specific Public goal
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 (push email every day), phone, website, mail
- All staff and board members
- Experience broke through reluctance to ask for money
- Going to do it again in 2014 – 25th anniversary
The Prep

### Appeal 2012 donors

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Receive Date</th>
<th>Amount</th>
<th>Contribution Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albert, Bethann</td>
<td>January 1, 2013</td>
<td>$25.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Ansley, Frances</td>
<td>December 31, 2012</td>
<td>$100.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Archbold, Andrea, Kalie</td>
<td>December 23, 2012</td>
<td>$100.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Archbold, Kelly</td>
<td>January 4, 2013</td>
<td>$5.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Axten, Joan</td>
<td>December 27, 2012</td>
<td>$6.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Behavior, Leonard &amp; Joan</td>
<td>December 12, 2012</td>
<td>$200.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Bell &amp; Maddy Ribble, Catherine</td>
<td>December 30, 2012</td>
<td>$72.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Cabanat, Jessica</td>
<td>December 16, 2012</td>
<td>$10.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Camargo, Eulalia</td>
<td>December 15, 2012</td>
<td>$10.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Carlson, Jake</td>
<td>December 14, 2012</td>
<td>$35.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Chin, Maiou</td>
<td>December 21, 2012</td>
<td>$50.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Clayton, Joshua</td>
<td>January 8, 2013</td>
<td>$10.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Cohen, Joan and Ben</td>
<td>January 3, 2013</td>
<td>$50.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Domene, Will</td>
<td>January 3, 2013</td>
<td>$200.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Epstein, Marah</td>
<td>March 12, 2013</td>
<td>$26.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Espinou, Evon</td>
<td>December 14, 2012</td>
<td>$40.00</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>Figueroa, Alicia</td>
<td>December 15, 2012</td>
<td>$5.00</td>
<td>Appeal 2012</td>
</tr>
</tbody>
</table>

### Kelly annual contribution totals since 2008

<table>
<thead>
<tr>
<th>Year Beginning</th>
<th>Aggregate Amount</th>
<th>Donations</th>
<th>Average</th>
<th>Contribution Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$1,595.00</td>
<td>13</td>
<td>$122.69</td>
<td>Party 2008 can't attend donation</td>
</tr>
<tr>
<td>2009</td>
<td>$4,310.00</td>
<td>45</td>
<td>$95.78</td>
<td>Party 2009 AD</td>
</tr>
<tr>
<td>2010</td>
<td>$2,280.00</td>
<td>26</td>
<td>$87.69</td>
<td>Party 2009 pledge pymt</td>
</tr>
<tr>
<td>2011</td>
<td>$1,400.81</td>
<td>30</td>
<td>$49.36</td>
<td>Political Party 2011 Appeal Donation</td>
</tr>
<tr>
<td>2012</td>
<td>$1,461.15</td>
<td>26</td>
<td>$56.20</td>
<td>Appeal 2012</td>
</tr>
<tr>
<td>2013</td>
<td>$1,049.56</td>
<td>26</td>
<td>$40.38</td>
<td>Political Party 2012 Ad</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$12,185.94</td>
<td>166</td>
<td>$73.42</td>
<td></td>
</tr>
</tbody>
</table>

### Kelly donors since 2008 and lapsed for current yr

<table>
<thead>
<tr>
<th>Contact Name</th>
<th>January 1, 2008</th>
<th>June 2, 2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manthana, Alejandro</td>
<td>$105 (4)</td>
<td>$70 (2)</td>
<td>-33.33</td>
</tr>
<tr>
<td>Archbold, Andrea, Kalie</td>
<td>$180 (4)</td>
<td>$50 (1)</td>
<td>-72.22</td>
</tr>
<tr>
<td>David, Jason</td>
<td>$845 (20)</td>
<td>$450 (18)</td>
<td>-46.75</td>
</tr>
<tr>
<td>Bloom, Linda</td>
<td>$600 (3)</td>
<td>$200 (1)</td>
<td>-65.67</td>
</tr>
<tr>
<td>Archbold, Kelly</td>
<td>$25 (1)</td>
<td>$230 (1)</td>
<td>820.00</td>
</tr>
<tr>
<td>Archbold, Patricia &amp; Richard</td>
<td>$1500 (5)</td>
<td>$200 (1)</td>
<td>-65.67</td>
</tr>
<tr>
<td>Webborn, Layla</td>
<td>$420 (5)</td>
<td>$200 (1)</td>
<td>-62.84</td>
</tr>
<tr>
<td>Schnuelle, Jake</td>
<td>$120 (8)</td>
<td>$120 (8)</td>
<td>0.00</td>
</tr>
</tbody>
</table>

### Kelly's SYBUNT 4 year report

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Email</th>
<th>Phone</th>
<th>Up To 2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>Lifetime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baranwal, Dipitt</td>
<td><a href="mailto:write.dipit@gmail.com">write.dipit@gmail.com</a></td>
<td>(323) 732-3389</td>
<td>$531.00</td>
<td>$100.00</td>
<td>$20.00</td>
<td>$651.00</td>
<td></td>
</tr>
</tbody>
</table>
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.
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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Donors</td>
<td>104</td>
<td>251</td>
</tr>
<tr>
<td>Average Donation</td>
<td>$40.66</td>
<td>$70.57</td>
</tr>
<tr>
<td>Total to Receive</td>
<td>$13,522</td>
<td>$27,327</td>
</tr>
<tr>
<td>Total Receive to Date</td>
<td>$10,247</td>
<td>$19,037</td>
</tr>
</tbody>
</table>
Learnings
Data-Informed Culture
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
Causa Justa :: Just Cause – Oakland, CA

- Summer 2014 – 5-day - $10k campaign

Let’s look at the core technologies they used
Donate today – take us WAY over the top!

From: Kate Sorensen
To: Allie Aguilar
Reply To: Kate Sorensen

Email

Stop Gentrification

Causa Justa :: Just Cause - Stopping Gentrification Here!

Photo: Mana Poblet

LEER EN ESPAÑOL »

VISIT OUR WEBSITE »
This is Your Chance,
Join the Love for Causa Justa :: Just Cause

Allie,

If you haven’t had a chance to join with 308 other Causa Justa :: Just Cause supporters this week, now is the time to give: Donate Now.

I’ve always known CJJC supporters are committed to building the power of working class residents in the Bay Area! You showed your support this week! We set a very ambitious goal of raising $10,000 in 5 days. Thanks to you we reached our goal in just 3 days!

If you haven’t had a chance to contribute yet this week, NOW is the very best time. Here’s the link so you can make your donation now: Donate Now

Our campaign ends at 8:00pm tonight. Let’s pull out all the stops and show profiteering landlords, real-estate investors, and developers what we’ve got.

Let’s show them what people power is all about! Donate today and make 2014 OUR year!

Glida Haas

Causa Justa :: Just Cause Board Member

In appreciation of your support, we would like to provide you with a thank you gift.

- Give $20-100, and you can get a poem from Maria Poblet!
- Give $100-200, and you can get a special Unity is Strength poster!
- Give $200 or more and get 2 free tickets to CJJC’s party at El Rio August 24th!
In appreciation of your support, we would like to provide you with a thank you gift.

- Give $20-100, and you can get a poem from María Poblet!
- Give $100-200, and you can get a special Unity is Strength poster!
- Give $200 or more and get 2 free tickets to CJJC’s party at El Rio August 24th!

P.S. Pardon the frequent emails this week. Monday will be our last and it will be one of big celebration!

Follow our #10Kin5 campaign on Facebook and Twitter!

READ MORE »

EN ESPANOL
Gentrification Stops Here: 10k in 5 days

Thank you for contributing to Causa Justa’s Gentrification Stops Here Matching Fund Campaign! We have a goal of raising $10K in 5 days. With your gift you can help us reach our goal.

CJJC will use the money raised to protect tenants this November by:

1. Passing a Healthy Homes Policy in Oakland to stop landlord harassment and displacement.
2. Winning an Anti-Speculation Tax in San Francisco to stop evictions.

We have provided our bank accounts for you to donate and you can also instruct your donation below!

Checks can be made out to “CJJC” and can be mailed to the office at CJJC, PO Box 3589, Oakland, CA 94609.

Select contribution amount:

- $20.00 Donation
- $50.00 Donation
- $100.00 Donation
- $200.00 Donation
- Other Amount

I want to contribute this amount every month

Email Address *

Thank you for your support!

In appreciation of your support, we would like to provide you with a thank you gift. Give $200 or more and you can get a special poster! Give $100-$200 and you can get a special poster! Give $200 or more and get 2 free tickets to CJJC’s party at D’Arto August 24th.

I don’t want to get a gift

A poem from our Executive Director Maria Poblet

Unity is Strength poster
Thank you for your support! In appreciation of your support, we would like to provide you with a thank you gift: Give $20-100, and you can get a poem! Give $100-200, and you can get a special poster! Give $200 or more and get 2 free tickets to CUC's party at El Rio August 24th!

I don't want to get a gift

A poem from our Executive Director Maria Poblet

Unity is Strength poster

Tickets to El Rio’s Salsa Sunday on August 24th!

Honors Information
Thank for donating!

Credit Card Information

VISA

Card Number *

Security Code *

Expiration Date *

Billing Name and Address

Billing First Name *

Billing Middle Name

Billing Last Name *

Street Address *

City *

State/Province *

Postal Code *

Confirm Contribution

Thanks for supporting our work! Every bit counts!
Gentrification Stops Here! Lorraine's goal is to raise $700 in 5 days!

Support Causa Justa :: Just Cause July 28-August 1

I'm a fundraiser for Causa Justa :: Just Cause, a grassroots organization building the power of working class Black and Latino residents fighting for housing and immigrant rights in the Bay Area.

We have a chance to put a law into place to protect working-class tenants this November by passing an Anti-Speculation Tax through the ballot in San Francisco and a Healthy Housing Policy through the City Council in Oakland. These two policies will protect over 300,000 low income renters. Your donation will help in many ways. For example by donating, you can help pay for outreach workers to reach thousands of voters in San Francisco by November 4th.

Why donate now? Please help us make this happen by donating to CJJC by August 1st so we can receive matching funds, and match your donation dollar for dollar.

I support CJJC because it is the only organization in the Bay Area that is truly committed to building the leadership and power of Black and Latino communities who are most impacted by gentrification. Working-class residents, families in Oakland and San Francisco are able to stay in their homes because of CJJC's work. Like CJJC I believe housing is a human right and NOT a commodity to be bought and sold by the highest, wealthiest bidder.

I'm giving $20 dollars to support CJJC. Will you join me? Please donate on my page and help me meet my goal by August 1st. We only have 5 days to do this together!
Today Causa Justa :: Just Cause is kicking off the boldest fundraising campaign we've ever done. Our goal is to raise $10K in 5 Days! If you donate between July 28-August 1, we can get matching funds to increase your donation.

With $10,000, Causa Justa :: Just Cause can win two policy fights.

These policy reforms are crucial to addressing the crisis of gentrification in the lives of everyday people. Donate here. Or write a check out to “CJJC” and mail to: PO Box 3596, Oakland, CA 94609.

Keep up with our #10Kin5 campaign on FB Page and Twitter!

$10K in 5 Days Matching Fund Campaign

cjic.org

We are Causa Justa :: Just Cause (CJJC), a multi-racial, grassroots organization building community leadership to achieve justice for low-income San Francisco and Oakland residents.
CausaJusta
@CausaJusta

We are Causa Justa :: Just Cause (CJJC), a multi-racial, grassroots organization building community leadership to achieve justice.

Bay Area
cjic.org
Joined July 2011

Tweet to CausaJusta

134 Photos and videos

Twitter
Raised over $40k in 5 days!

Staff, Board, and volunteers Involved in asking friends And family for support

Over the course of just five days, 500 supporters came forward to support a Bay Area that puts people first. Thanks to your collective generosity, we’ve raised $40,595, exceeding our goal by $30,000+. A BIG thank you to each and every one of you.

Your support will help to:

- Get thousands to the polls to support the San Francisco Anti-Speculation Tax on November 4th
- Get an Oakland Healthy Homes policy passed by Oakland City Council that will protect tenants by November.

This campaign has included about 40 hard working people. We are doing something that many people didn’t believe we could do. We raised over $40,000 five days!

27 staff, a team of volunteers (including Board members) – ran personal pages asking friends and family for their support. And it came!

You can STILL take part in the $10K in 5 Days celebration and donate to the organization at by dancing with us at Salsa Sunday at El Rio in SF, August 24th. Please show up 3-4pm if you can (CJJC is promised funds at the door from 3pm to 4pm) and invite your friends. Click here for the Facebook link.

And again... thank you & merci & gracias!
Takeaways to Harnessing the Power of Data

• Need to **collect meaningful data** – a *collaborative* effort
Takeaways to Harnessing the Power of Data

- Need to **collect meaningful data** – a *collaborative* effort
- Need a place to keep your data – **ONE container** – a *working database*
Takeaways to Harnessing the Power of Data

• Need to **collect meaningful data** – a *collaborative* effort

• Need a place to keep your data – **ONE container** – a *working database*

• Need to **develop a culture of data use** – an internal culture of training, discussions, strategy, implementation
Takeaways to Harnessing the Power of Data

• Need to **collect meaningful data** – a *collaborative* effort

• Need a place to keep your data – **ONE container** – a *working database*

• Need to **develop a culture of data use** – an internal culture of training, discussions, strategy, implementation (& good habits)

• **Technology should FIT your strategies**, not the other way around - and **TEST** your technology