Introducing Sprint Campaigns
Guidelines for Grassroots Campaigns

- Train your team.
- Develop dashboard measurements.
- Develop a clear fundraising message.
- Motivate non-fundraising staff to spread the word.
- Clear leadership and careful planning.
- Use multiple channels.
- Prepare and test your technology.
- Fit your fundraising campaign to your organization, not the other way around.
# Fundraising Activity Matrix

<table>
<thead>
<tr>
<th>Fundraising Approaches</th>
<th>Direct Mail</th>
<th>Phone Bank</th>
<th>Email Appeals</th>
<th>Personal Asks</th>
<th>Peer to Peer: Personal Campaign Pages</th>
<th>Gala Events</th>
<th>Proposals</th>
<th>Convert to Sustainers</th>
<th>Canvass</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Amount of Effort</strong></td>
<td>Moderate to Low</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td><strong>Who</strong></td>
<td>Staff or Vendor</td>
<td>Staff; Members; Board</td>
<td>Staff</td>
<td>Staff; Members; Board</td>
<td>Members with Staff Support</td>
<td>Staff; Members; Board</td>
<td>Staff</td>
<td>Staff</td>
<td>Staff</td>
</tr>
<tr>
<td><strong>Coordination Required</strong></td>
<td>Low</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td><strong>Additional Cost</strong></td>
<td>Expensive</td>
<td>Cheap</td>
<td>Cheap</td>
<td>Cheap</td>
<td>Cheap</td>
<td>Expensive</td>
<td>Cheap</td>
<td>Cheap</td>
<td>Expensive</td>
</tr>
<tr>
<td><strong>Organizational Visibility</strong></td>
<td>Moderate</td>
<td>Low</td>
<td>Moderate</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>Very High</td>
</tr>
<tr>
<td><strong>Conversion Rate</strong></td>
<td>Low</td>
<td>Moderate</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>Moderate</td>
<td>Depends</td>
<td>Moderate</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Payback for Effort and Cost</strong></td>
<td>Low</td>
<td>Moderate</td>
<td>Moderate</td>
<td>Moderate</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>Moderate</td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>Quarterly or less often</td>
<td>Can be annual, quarterly or monthly</td>
<td>Quarterly or more often</td>
<td>Annual</td>
<td>Annual or semi-annual</td>
<td>Annual</td>
<td>On going</td>
<td>On going</td>
<td>On going</td>
</tr>
<tr>
<td></td>
<td>2012</td>
<td>2013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of Donors</td>
<td>104</td>
<td>251</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Donation</td>
<td>$40.66</td>
<td>$70.57</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total to Receive</td>
<td>$13,522</td>
<td>$27,327</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Receive to Date</td>
<td>$10,247</td>
<td>$19,037</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Sprint Fundraising Campaigns

- Grassroots
- Multi-channel
- Limited Duration
- Specific Public goal
Grassroots

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.
Multi Channel

- Email Campaign with frequent updates
- Phone Banking
- Direct Mail
- Facebook and Twitter
- Direct Asks to seed funds

The Campaign has a unifying Message(s) delivered via Email Subject Lines:

- $15K: 15 Days. 5 Fights. One Vision. Please Donate Now!
- Join Ron Collins, bus rider & climate justice warrior
- Join the new, new abolitionists.
- 11 hours to go. Push us over the top.
- Our deepest gratitude! Can we up the ante?
Limited Duration and Specific Goal

Donate to the Earth Day Green-A-Thon 2014!

Your gift will help Got Green bring 500 new families into the green movement - leading to environmental sustainability, equity and opportunity for communities of color.

TEAM MEMBERS:
1. Mary Ellen Cunningham, Captain
2. Marissa Tsaniff
3. Libby Cunningham
4. Maryann Petrocelli

Thank you for supporting our team to raise funds for Got Green through the Green-A-Thon event on April 26th!

Your gift will help expand Got Green’s capacity to lift up the voices and leadership of people of color and low-income people calling for good green jobs; access to healthy and affordable food; green and healthy homes; and quality public transportation.

Join the green wave and give generously today!

Donate Now

Goal: $600.00
87.5% towards our goal

HONOR ROLL

Mary Ellen Cunningham
$100.00

$525.00 raised
PHASES OF A SPRINT CAMPAIGN
Set the parameters of the Sprint Campaign

1. Team
2. Duration of effort
3. Financial Goal
4. Campaign Appeal Message Frame
5. Analyze your data to set specific target fundraising levels for different segments
Prepare the promotion materials

- Web site appeal
- Daily messages
  - Email
  - Facebook
  - Twitter
- Direct Mail
- Phone scripts
- Thank yous and receipts
- Premiums
- Photos
- Videos
- Graphics
Organize and segment your donor database

- Email set
- Direct mail set
- Phone bank set
- Personal Asks set
- LYBUNT
- SYBUNT
- Recover
- Renew
- Prospects
Marshal and test your technology resources

- Passwords for updating your web site
- Make plans for daily integrating your database, email, and donation collection systems if they are separate
- Test your donation receipt and thank you process
- Test your credit card processing
- Develop a campaign management dashboard
Train your team

5

- Volunteers for phone banking
- Board and staff for personal asks
- Staff for sending emails
- Staff to update the web site
Phases of a Sprint Campaign

1) Set the parameters of the Sprint Campaign
2) Prepare all of the promotion materials using impact stories
3) Organize and segment your donor database
4) Marshal and test your technology resources
5) Train your team
6) Line up donations to use to stimulate the momentum
7) Conduct and manage your campaign.
8) Celebrate your victories with your donors
9) Conduct a post-campaign analysis
10) Incorporate new donors into your communications.
QUESTIONS OR COMMENTS?