

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

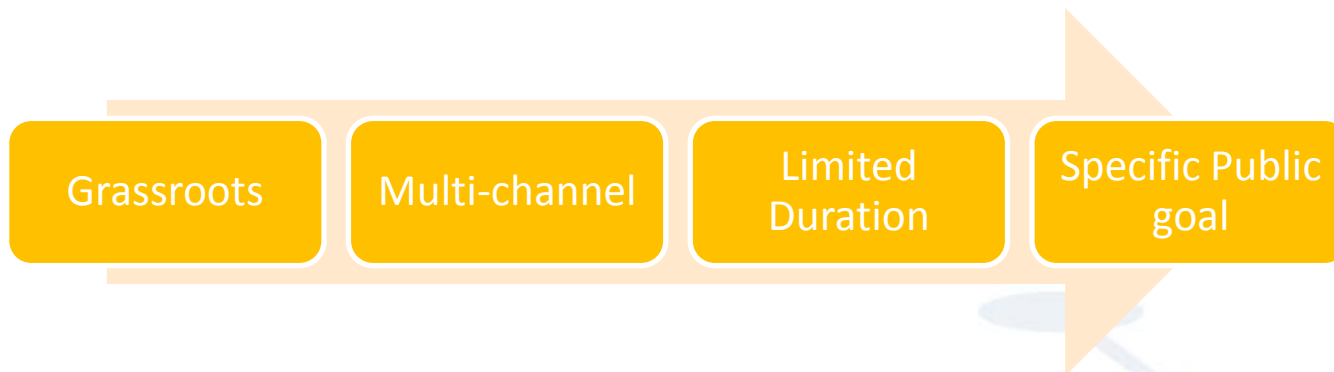
Fundraising Approaches	Direct Mail	Phone Bank	Email Appeals	Personal Asks	Peer to Peer: Personal Campaign Pages	Gala Events	Proposals	Convert to Sustainers	Canvass
The Amount of Effort	Moderate to Low	High	Low	High	High	High	Low	Low	High
Who	Staff or Vendor	Staff; Members; Board	Staff	Staff; Members; Board	Members with Staff Support	Staff; Members; Board	Staff	Staff	Staff
Coordination Rquired	Low	High	Low	High	High	High	Low	Low	High
Additional Cost	Expensive	Cheap	Cheap	Cheap	Cheap	Expensive	Cheap	Cheap	Expensive
Organizational Visibility	Moderate	Low	Moderate	Low	High	High	Low	Low	Very High
Conversion Rate	Low	Moderate	Low	High	High	Moderate	Depends	Moderate	Low
Payback for Effort and Cost	Low	Moderate	Moderate	Moderate	High	Low	High	High	Moderate
Frequency	Quarterly or less often	Can be annual, quarterly or monthly	Quarterly or more often	Annual	Annual or semi-annual	Annual	On going	On going	On going

This is what you want to see

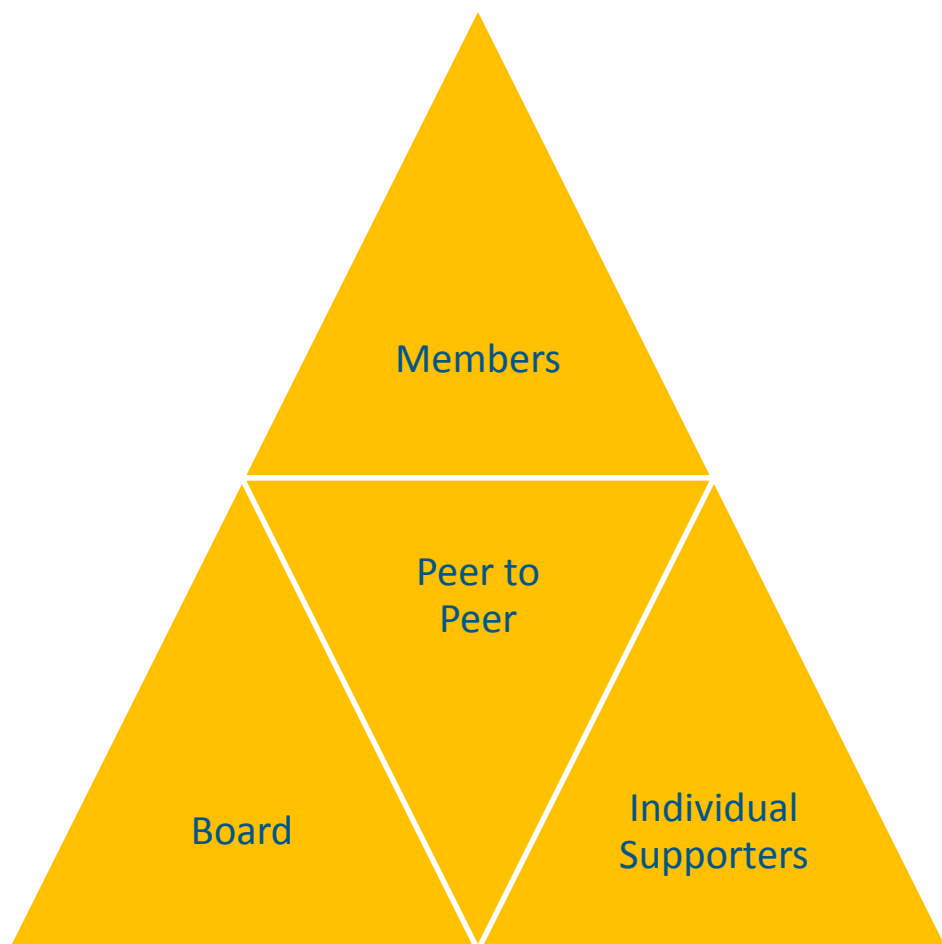
Appeal 2012 & Appeal 2013 Comparison

	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

Sprint Fundraising Campaigns



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

The
Campaign
has a

- Email Campaign with frequent updates

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?

nds

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 communities!



Energizing People & Community



TEAM MEMBERS:

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

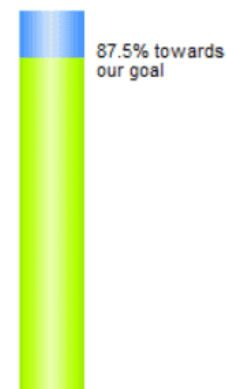
Thank you for supporting our team to raise funds for Got Green through the Green-A-Thon event on April 26th!

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



\$ 525.00 raised

HONOR ROLL

Mary Ellen
Cunningham
\$ 100.00

[Stop]

PHASES OF A SPRINT CAMPAIGN



Set the parameters of the Sprint Campaign

1

- Team
- Duration of effort
- Financial Goal
- Campaign Appeal Message Frame
- Analyze your data to set specific target fundraising levels for different segments

Prepare the promotion materials

2

- 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

3

- Email set
- Direct mail set
- Phone bank set
- Personal Asks set
- LYBUNT
- SYBUNT
- Recover
- Renew
- Prospects

Marshal and test your technology resources

4

- 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?

