




PROGRESSIVE TECHNOLOGY PROJECT

Sprint Fundraising Campaigns: Case Studies

Got Green – Seattle, WA

- Green-a-thon
 - Formed teams for friendly competition to raise funds
 - In 2013, raised \$18k, and doing again this year
 - Used Personal Campaign Pages
 - Canvassing door-to-door to deliver CFL bulbs
- 

-Green-A-Thon



GREEN-A-THON

Earth Day Green-A-Thon Saturday, April 26th 2014



Coming to Southeast Seattle Neighborhoods This Spring

Written on April 4, 2014 by [gotgreenseattle](#) in [Featured Homepage Video](#), [Green_A-Thon_Videos](#)



CHECK OUT THE [2014 GREEN-A-THON TEAMS HERE!](#) FIND YOUR FAV TEAM, OR 2 OR 3 AND DONATE TODAY!

0 Comments - [Leave a comment!](#)

Earth Day Green-A-Thon 2014 To Reach 500 SE Seattle Families

Written on April 1, 2014 by [gotgreenseattle](#) in [Green_A-Thon](#), [Uncategorized](#)

2012 Green-A-Thon Rocks! Beats All Fundraising Goals!

Written on October 18, 2012 by [admin](#) in [Green_A-Thon](#), [Uncategorized](#)



DONATE NOW!



FORM A TEAM

Ain't Nothin' But a Green Thang

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 and low income communities!

Ain't Nuthin but a Green Thang



TEAM MEMBERS:

1. Jill Mangaliman, Captain
2. Luzviminda "Lulu" Carpenter
3. Pauline Alvarado
4. Katrina Pestaño
5. Sean O'Neill

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 \$ 800.00
100%
towards our
goal



\$ 830.00 raised

HONOR ROLL

\$ 25.00
GOOOOOOOOO!!

Lulu
\$ 35.00
Ain't Nothing But a
Green Thang!

Anonymous
\$ 35.00

Laney
\$ 50.00
Giving is good.

[Stop]



El Pueblo – Raleigh, NC

- Campaign Page to highlight their website
- \$15k in 15 days
- Bilingual
- Email push, social media, & street corner effort
- Completed migration to new database only a couple weeks BEFORE running campaign – live and learn

El Pueblo Executive Director Angeline Echeverría commented:

“We met our goal (yay!) and we would never have been able to process so many donations so quickly, have our donors directly inputted into our database, and have a page that looks so nice” without the technology and support.

On the other hand, the first time they did it they had more technology glitches than the second time.

The learning curve is steep on some of these projects, but once you get it organized, the payoff comes with repetition.



El Pueblo, Inc.



Home ▾ Advocacy ▾ Culture / La Fiesta del Pueblo ▾ Youth ▾ Health ▾ Public Safety ▾ Resources ▾

¡\$15 Mil en 5 Días! \$15K in 5 Days!



Un grupo de voluntarias y voluntarios junto con el personal de El Pueblo destacan el trabajo de nuestra organización por medio de nuestra campaña \$15 Mil en 5 Días, una campaña para recaudar \$15,000 para apoyar nuestros esfuerzos por la justicia social.

Nosotros apoyamos a El Pueblo y le invitamos a que haga lo mismo. ¡Contribuya hoy para ayudarnos a recaudar \$15 Mil en 5 días!

A group of El Pueblo staff members, volunteers, and board members are highlighting the impact of our work this week through \$15K in 5 Days, a campaign to raise \$15,000 to support the organization's social justice efforts.

*We support El Pueblo and invite you to do the same. **Donate today** to help us raise \$15K in 5 Days!*

E-mail – correo electrónico*

\$15 Mil en 5 Días / \$15K in 5 Days

\$0 111% \$ 15,000.00

Raised \$ 16,708.00 of \$ 15,000.00

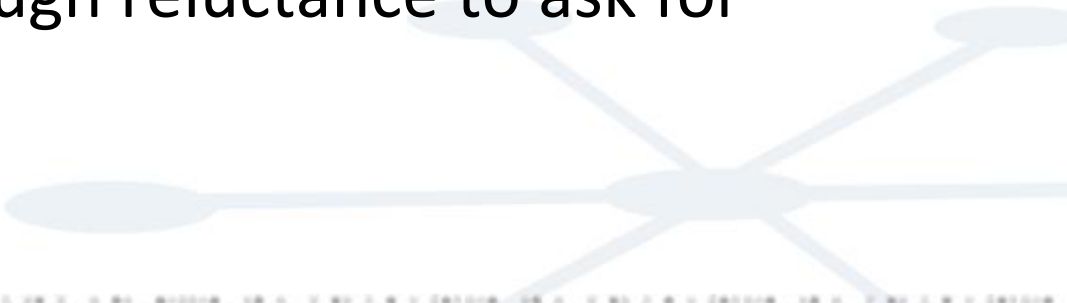


- **\$ 500.00** Apoya a un grupo a participar en 4 sesiones de liderazgo / Supports a group to participate in 4 leadership sessions
- **\$ 250.00** Apoya a un miembro a que participe en un retiro / Supports a member to participate in an overnight retreat
- **\$ 100.00** Apoya a promotores/as a participar en un evento comunitario / Supports outreach workers to participate in a community event
- **\$ 50.00** Cubre los costos de transporte para que un miembro pueda viajar a Washington DC a caballo / Supports transportation costs for a member to travel to Washington DC for advocacy
- **\$ 25.00** Cubre el costo de cuidado de niños para un taller de liderazgo / Supports child care for a leadership workshop
- **Other Amount**

Other Amount

Quiero donar esta cantidad cada mes / I want to give this amount every month

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
 - All staff and board members
 - Experience broke through reluctance to ask for money
- 

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.

Iowa Citizens for Community Improvement – Des Moines, IA

- Focus on raising money on (c)(4) activities
- \$25k in 5 days
- 25 person fundraising team – members, board, staff
- Multichannel: phone, targeted email blasts, website, facebook, twitter
- Nearly doubled goal, 650 donors, 159 new donors



IOWA CITIZENS FOR COMMUNITY IMPROVEMENT

ACTION FUND

Holly,

Last week was a wonderful demonstration of people power. Thank you!

Over the course of just five days, 542 CCI Action Fund supporters came forward to support an Iowa that puts people first at the Statehouse, elections, and beyond.

Thanks to your collective generosity, we've raised over \$41,838, exceeding our goal by nearly \$17,000.

A BIG thank you to each and every one of you. Your support will help us go big at the Statehouse this legislative session. And we're not waiting to get started.

It all starts January 14th on the first day of the legislative session. [Join us](#) for our rally & lobby day, *A People First Iowa: The Time is Now*.

Go here to RSVP: bit.ly/peoplefirstIA

Thank you 41,838 times,

Hugh Espey, Executive Director

P.S. If you didn't give yet, it's never too late! You can still support a people-first Iowa at the Statehouse. [Donate here](#).

P.P.S. A special thanks to our team of 25 members who worked their tails off to raise money for a more just & democratic Iowa, and asked their family & friends to do the same with a gift to CCI Action Fund.



Help Iowa CCI Action reach 1,000 fans on Facebook. Click [here!](#)

