

Sprint Campaigns: Iowa Citizens for Community Improvement

- **How much (\$) and Why Are You Asking?**
 - \$25,000 in 5 days
- **Number of teams and team leaders**
 - 25-person fundraising team
- **Campaign messages: all channels**
- **Daily Check-in: how are we doing on our daily goal**

Sprint Campaigns

- Relationship mapping
- Online and offline
- Where it fits in a 3 year plan
- Robustness of relationships
- Past history: online activity, petitions, participation by online activists
- How are online activists recruited in?