Introducing Sprint Campaigns

We're going to talk about what a sprint campaign is an how it relates to other grassroots campaisns

A sprint fundraising campaign is a multichannel fundraising campaign of limited duration with a specific fundraising message and financial goal. It utilizes an online donation page or pages with thermometer widget showing how much has been raised and how much remains to be raised to meet the goal. It is launched with email and possibly direct mail. It uses social media assets to drive activity to the donation page. Individuals connected to the organization, such as board or members, play a big role in getting word of mouth going as well as making asks. In the team fundraising version, the activists have their own fundraising web pages with their own personal asks.   Potential Donors are updated daily with the current status of the campaign.

Guidelines for Grassroots Campaigns

Fit your fundraising campaign to your organization - not the other way around	Develop a clear fundraising message	Team Identified & Trained
Motivate non fundraising staff to spread the word	Clear leadership and careful planning.	Use multiple channels
Prepare and test your technology	Follow-up with Donors	Evaluate and Celebrate

Before going to far into the sprint campaign, here's a guideline list that PTP has developed for grassroots campaigns in general

Train your team. Get everyone trained on good data practices and involve everyone in keeping the data in your CRM current and accurate
Develop dashboard measurements of your organization's progress acquiring, renewing and recovering donors. Check the numbers and adjust your approach if it's not working as planned.
Develop a clear fundraising message and
Motivate non fundraising staff to spread the word about the importance of supporting your work. Short burst campaigns work well for this.
Fundraising campaigns benefit from clear leadership and careful planning.
Use multiple channels to deliver your message
Prepare your technology in advance and test it thoroughly
Fit your fundraising campaign to your organization not the other way around

Sprint Fundraising Campaigns

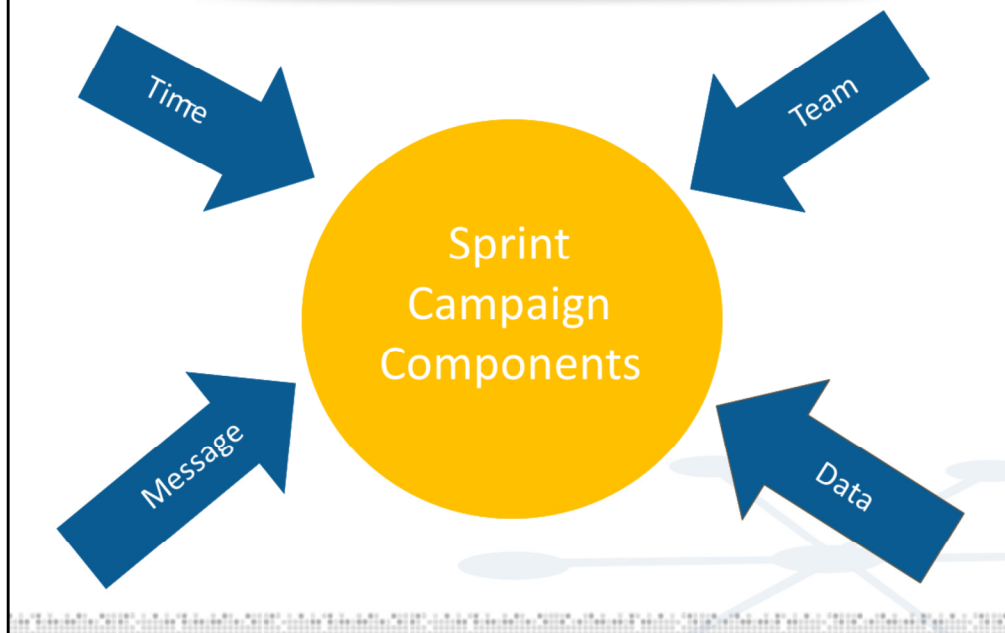Grassroots | Multi-channel | Limited Duration | Specific Public goal

A sprint fundraising campaign is a multichannel fundraising campaign of limited duration with a specific fundraising message and financial goal.
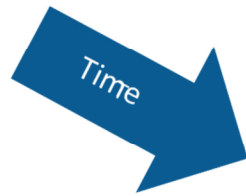Grassroots – involves your whole organization
Multi-channel – email, social media, direct mail
Limited Duration one week or ten days or so
Specific Public Goal – 25K in 5 days.

2 Months to Plan → 10 Day Sprint Campaign → 1 Month to Follow-Up

Note - This slide has fly ins. Click to start. First slide is el pueblo and it is overlaid with a slide highlighting the duration and the thermometer. After a click or five seconds the PCP got green page comes in. It's showing a personal campaign page appeal for a small part of the funds.

It utilizes an online donation page or pages with thermometer widget showing how much has been raised and how much remains to be raised to meet the goal.

Time

Team

Sprint Campaign Components

Sprint Campaigns:
Team Examples

Home   About   Programs   Green-A-Thon   Media   Take Action!   Volunteer!   Contact

Earth Day Green-A-Thon Team Fundraising Pages

Donate today to your favorite Green-A-Thon team... or better yet, spread it aroun
awesome volunteer-based teams helping raise $25,000 for Got Green's organizin
color and low income communities for local jobs, healthy food, green homes and o
Click on the TEAM NAME to donate.

#00ff00
Ellie Poley, Captain
Brittany Alsot
Matthew Robinette
Beau Robinette

Ain't Nothing But A Green Thang
Jill Mangaliman, Captain
Pauline Alvarado
Lulu Carpenter
Sean O'Neill
Katrina Pestaño

The Barking Saps
Joy Borkholder, Captain
Ivan Cuevas
Rich Stolz
Marissa Vichayapai

Bayan Pacific NW
Nicole Ramirez, Captain
Claudia Alexandra Paras
Rhondalei Gabuat
Rich Arcelo
Charisse Bersamina
Nikki Caintic
Alexa Teodoro
Enrico Abadesco

Beet the System/CAGJ
Claire Bach, Captain
Matt Canfield
Heather Day
Bobby Righi
Bang Tran

PROGRESSIVE TECHNOLOGY PROJECT

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!

TEAM MEMBERS:
1. Jill Mangaliman, Captain
2. Luzviminda "Lulu" Carpenter
3. Pauline Alvarado
4. Katrina Pestaño
5. Sean O'Neill
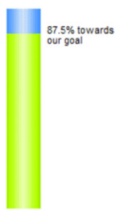
Thank you for supporting our team to raise funds for Got Green through the Green-A-Thon event on April 26th!

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]
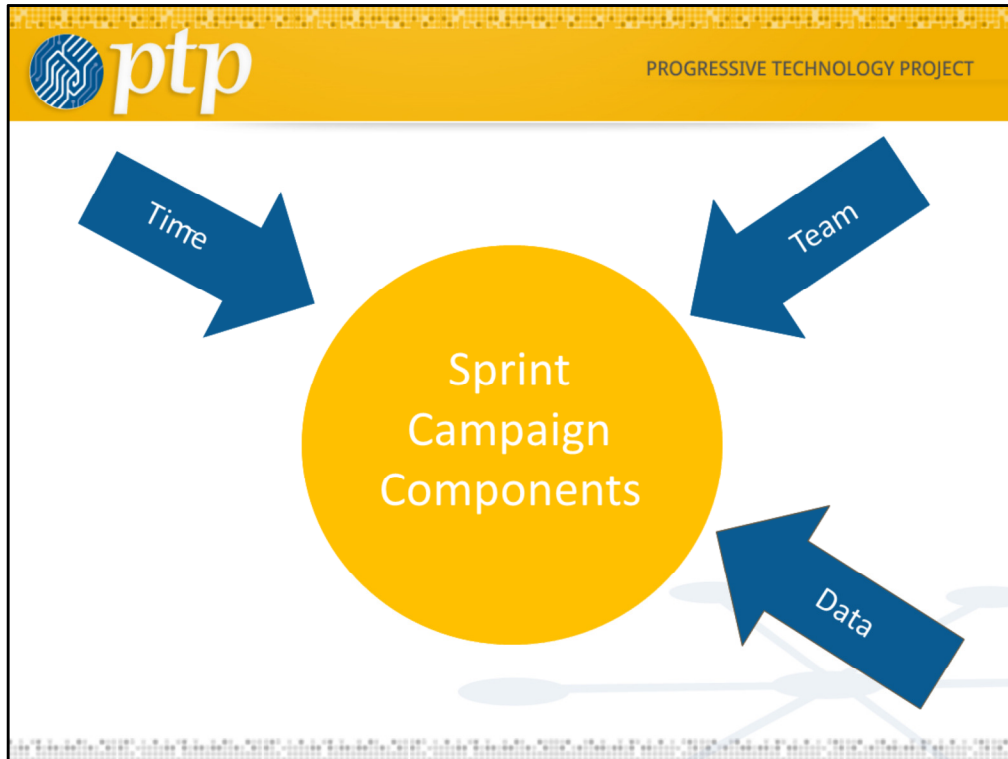
Donor Data and Segmentation

DashBoard Worksheet

Dashboard	Current	Last Year	Target	Notes
Number of individual donors				
Amount raised from individuals				
Average individual gift				
Number of new donors				
Renewal rate				
% of donors who increased their gift				
Number of sustainers				
Number of new contacts added to PowerBase				
% growth in database				

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Donor Segmentation

Fundraising Approaches	Donor Capacity	Direct Mail	Phone Bank	Email Appeals	Personal Asks	Peer to Peer: Personal Campaign Pages	Gala Events	Proposals	Convert to Sustainers	Canvass	Frequency of touches
New Prospects		Maybe	Maybe	Maybe		Yes	Yes			Yes	Once or Twice
New Donors	<100	Yes	Yes	Yes			Yes	Yes		Yes	Twice
	<250	Yes	Yes	Yes	Maybe		Yes				Twice
	>250				Yes		Yes				Twice
Renewing Donors	<100	Yes	Yes	Yes			Yes		Yes	Yes	Annually
	<250	Yes	Yes	Yes	Maybe		Yes		Yes	Maybe	Semi Annually
	>250				Yes		Yes	Yes	Yes		Quarterly
Recover Lapsed Donors	<100	Yes	Yes	Yes			Yes				Annually
	<250	Yes	Yes	Yes	Maybe		Maybe				Annually
	>250				Yes		Yes	Yes			Annually
Grassroots Members	<100	Yes	Yes	Yes		Yes	Yes		Yes	Yes	Monthly
	<250	Yes	Yes	Yes	Maybe	Yes	Yes		Yes	Yes	Monthly
	>250 (Usually N/A)				Yes	Yes	Yes	Yes	Yes		Monthly
Foundations					Yes		Yes	Yes			Quarterly
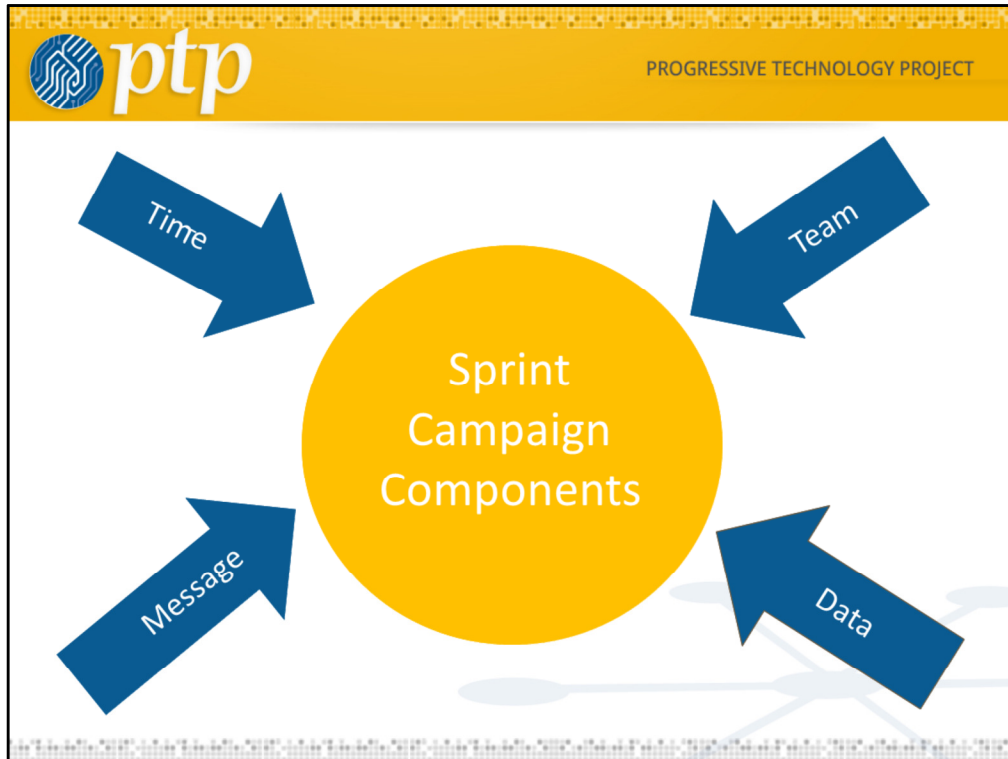
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All organizers & staff, board members, and membership involved. They drive the project with knowledge of the existing relationships and prior engagement with people.
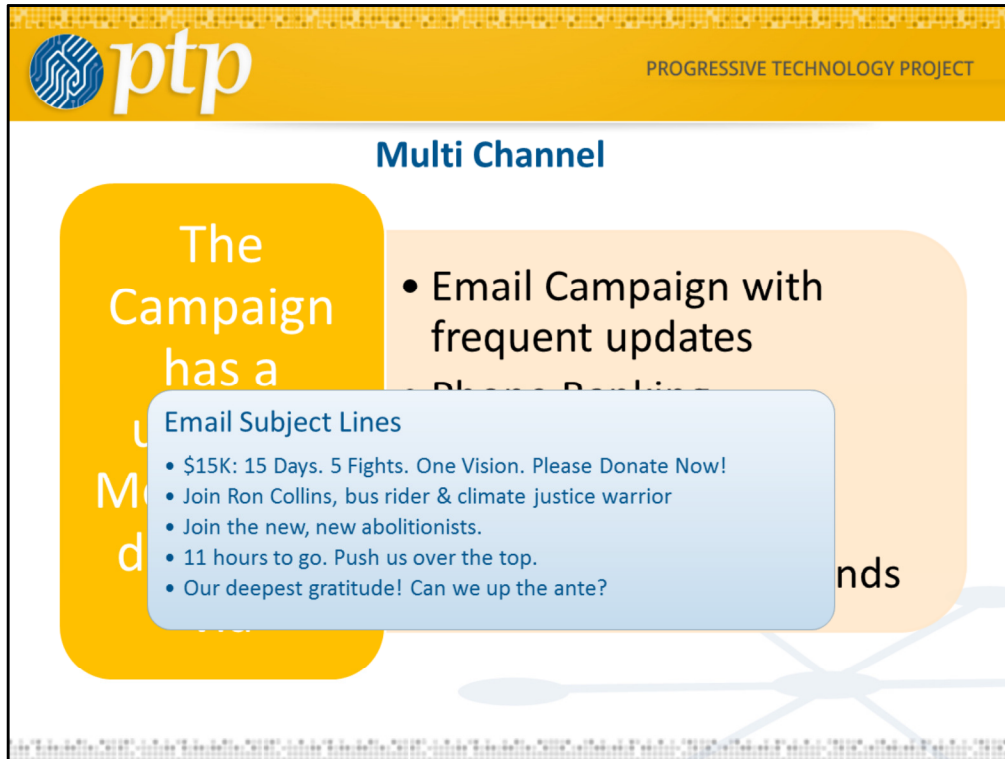
NOTE: This slide will load the email subject lines from strategy center's campaign with a click or after a delay

The askers will have a message …

The Campaign has a unifying Message(s) delivered via
Email Campaign with frequent updates
Phone Banking
Direct Mail
Facebook and Twitter
Direct Asks

Sample Email Subject Lines from Strategy Center come in after click or 15 seconds

PHASES OF A SPRINT CAMPAIGN
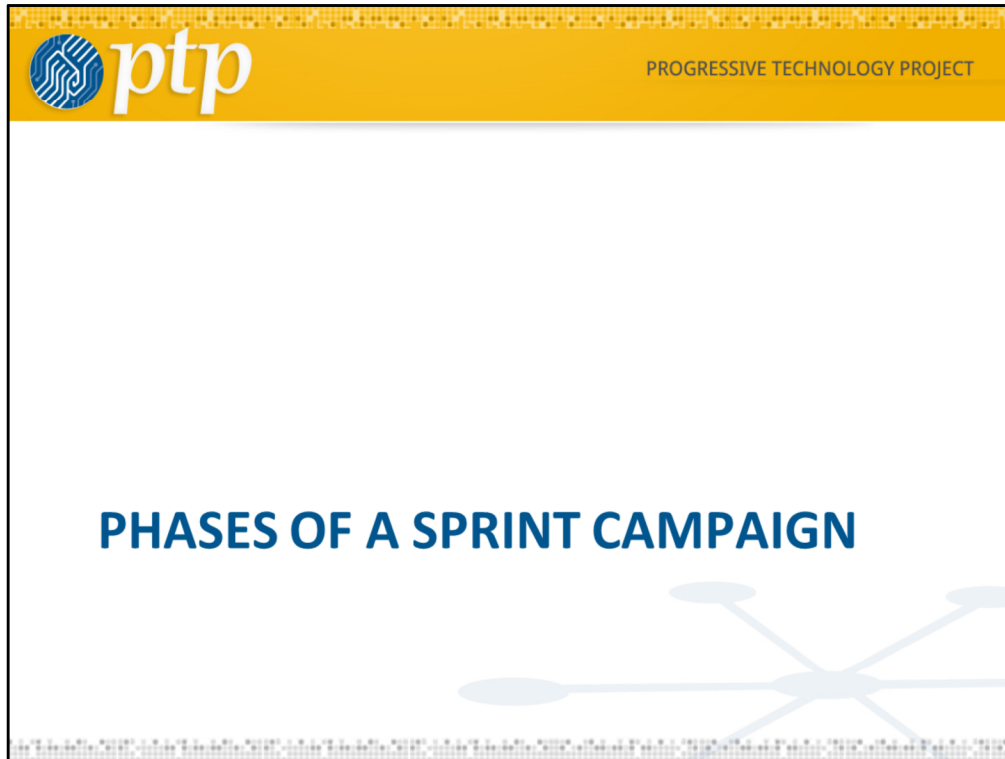
Let's look at some the phases of a sprint campaign

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

PROGRESSIVE TECHNOLOGY PROJECT

Planning is critically important.

Prepare the promotion materials

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

Preparation of materials needed to run the campaign

Note also that a Commitment of FUNDS is needed to stimulate the campaign as needed.

Organize and segment your donor database

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

Data mining!

Marshal and test your technology resources

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- 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

Test test test!
be ready to troubleshoot - who is in charge of what?
Build relationship with your vendors so that you have a direct name and contact

Train your team

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- Volunteers for phone banking
- Board and staff for personal asks
- Staff for sending emails
- Staff to update the web site

PROGRESSIVE TECHNOLOGY PROJECT

Train train train
Who to go to if you have a problem

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.

These are all the phases of sprint campaign. We're not going to continue to go through all of them, just pointing out what comes after these first stages

Set the parameters of the Sprint Campaign:
> Team
> Duration of effort
> Financial Goal
> Campaign Appeal Message Frame
> Analyze your data to set specific target fundraising levels for different segments

Prepare all of the promotion materials using impact stories as the center
> Web site appeal
> Daily messages
> Email
> Facebook
> Twitter
> Direct Mail (if applicable)
> Phone scripts
> Thank yous and receipts
> Premiums

Photos
Videos
Organize and segment your donor database
Email set
Direct mail set
Phone bank set
Personal Asks set
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
Volunteers for phone banking
Board and staff for personal asks
Staff for sending emails
Staff to update the web site
Line up donations to use to stimulate the momentum of the launch or boost a flagging campaign
Conduct your campaign. Use your campaign management dashboard to evaluate your ongoing campaign and make adjustments as necessary
Celebrate your victories with your donors
Conduct a post-campaign analysis and take notes of necessary changes
Incorporate new donors into your communications. Show them how their donation is making a difference.

Conduct your campaign. Use your campaign management dashboard to evaluate your ongoing campaign and make adjustments as necessary
cheerleading
keeping track
scheduled incentives
challenges, matches, etc
readiness for opportunities that arise

Line up donations to use to stimulate the momentum of the launch or boost a flagging campaign Opening gifts, matches (and when), challenges (and when) These donors need to be identified in segmenting under step 3E.

Celebrate your victories with your donors

Conduct a post-campaign analysis and take notes of necessary changes

Incorporate new donors into your communications. Show them how their donation is making a difference. This is where stewardship comes in, both communications and integration within programming/organizing

QUESTIONS OR COMMENTS?