PROGRESSIVE TECHNOLOGY PROJECT

Introducing Sprint Campaigns

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

Changing Organizational Culture:
Sprint Campaigns as a Model for Integrated Practice
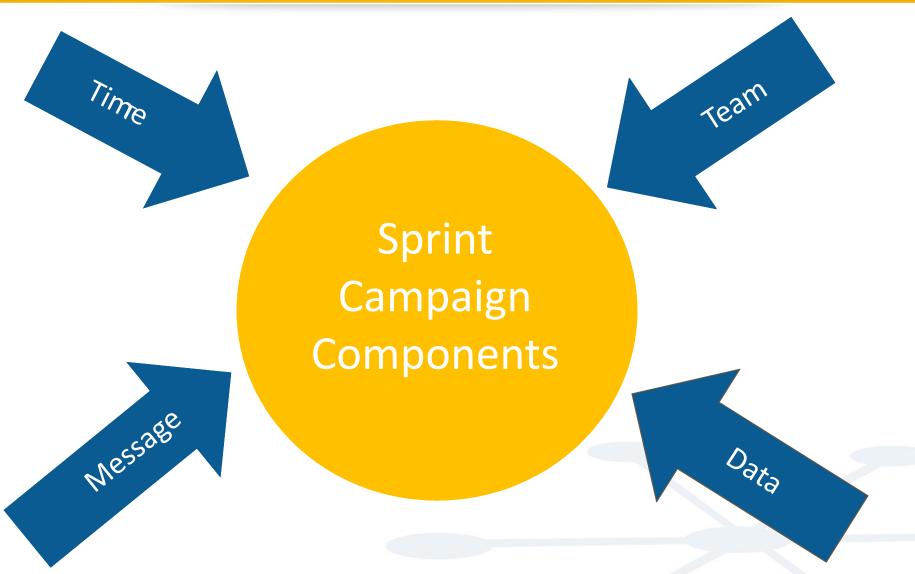
Sprint Fundraising Campaigns

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

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

Messaging Examples

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 u... M... d...

- Email Campaign with frequent updates
- Phone Banking

nds

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?

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?