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STRATEGY FOR A SHORT-TERM CAMPAIGN

- Step 1. Audit & Assess

- Step 2. Mapping the Plan

- Step 3. Four Critical Steps to Raising $10,000 in 4-6 weeks

- Step 4. Implementing, Measuring and Celebrating!

STEP 1. Audit & Assess

1. Identify what exists within your organization to help you raise $10,000 in 4-6 weeks? What are the top two accelerators to success?

2. Identify what exists within your organization that will inhibit your goal? What are the top two detractors to success?

3. Does raising $10,000 in 4-6 weeks seem achievable to you? If, yes what has you know you'll do it? If no, what has you thinking you might not achieve it?

4. What will be the start date of your campaign to raise $10,000 in 4-6 weeks?

STEP 2. Mapping the Plan

1. What kind of campaign do you want to run?

\* First, name the characteristics of the campaign (inspirational, high-energy, mission-boosting? What is your campaign?

\* Now, let's break it down to make it more achievable. Raising $10,000 can seem like a lot especially if you don't have enough folks working on it. The key is to break it up into manageable amounts.

\* Third, let's look at where it's going to come from.

Sources of revenue and how many at each level:

Major Individuals: $500, $1,000, $1,500 (10)

Individuals: $25-75, $100-250, (10)

Foundations: $1,500 (2)

Small business: $500 (5)

Other?

\* Fourth, let's not look at why you need or want these resources, rather how you are serving the donors' desire to make a difference?

What's the message?

Why $10,000?

Why now?

What will be different?

What will be better?

Will your campaign have an incentive? a match? What will be its fun and unique offering?

Step 3. Four Critical Steps to Raising $10,000 in 4-6 Weeks!

Leverage what you already have! Many of us feel that when we are about to fundraise, we're staring at an empty white board. Today we start by filling that white board with what you have!

1. Know Your Campaign and Plot it to the Last Detail. Review steps 1 and 2 and begin plotting them on a blank 8 1/2 x 11 inch piece of paper.

Now write your goal and start date and end date!

Then...

2. Share a Story, Don't Pitch an Organization. Draft your story-driven content. This isn't a foundation proposal. This is a narrative. What's the story that will draw in your supporters? What will stop them in their tracks and click the "give now" button?

3. Tactically Sign On Supporters. We often just throw out a campaign and cross fingers. Successful campaigns are best when seen from a 30,000 foot view and played like a chess game.

a. Be your first donor. Any amount works; just show your support.

b. Make your list and work that list. List out the first 10 people you will invite, asking them if they will sign on. Get their permission first. Give them a giving range. Then, send them the link and thank them for making a gift today.

c. Incentivize and engage. After someone makes a gift, what's next? Don't lose them yet. Have the thank you pop up box show a box that says "Yes, I will invite 1 person to give the same amount as I just gave". Then pre-written text that is simple and easy to use. And personal.

d. Involve your most loyal supporters out of the gate. You don't want this campaign to detract from a donor's pledged gift. Invite them to make a 2nd gift on top of their already generous support. As with the campaign overall, present them with why a second gift, why from them, and why this campaign will boost the organization overall? Donors want to know they're part of unleashing something that couldn't be done otherwise. Make a strong, specific, personalized case then invite them in a sincere and genuine way.

4. Finite is the key to engaging staff and board. People are successful when they're given an opportunity to succeed. Often though we don't give enough specifics to help them feel they've succeeded. If we say "help us sign new donors to our campaign", what does that mean? How many donors? at what level? new supporters? lapsed people? How will I know if I've really helped the group.

Be specific. For example,

We need 80 supporters to make this a success. 50 of these will be current. 30 will be new.

"Can you take on the role of bringing in 5 new people? Could you sign on 3 people at $250, 2 people at $100 and 1 person at $75? And if they're new we have a donor who will match prospect gifts up to $2,500! This means your outreach to 5 people will total= $1,850."

4. Follow-Through and Follow-Up. Have you ever given to a campaign, gotten an electronic thank you and that's it? Did you hear back if the campaign met its goal? How the funds were spent? Were you given success stories? Were you told how your participation made it a success?

Often we get the money in the door, thank the person and then move on to the next fundraising goal. The problem is that these people who just signed on our part of the next fundraising goat, but only if we update them, engage them, and show them success.

Take time now to map the 3 things you'll offer to a donor/ new donor (in addition to the thank you letter) after they've joined your campaign.

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