

## **Fall Fundraising Campaign**

Materials due in on Aug 20 for Sept 1 mailing to group leaders – include a brainstorm list so people can list who they might ask, general phone script, don't call in.

### **Week of August 20th – Grassroots Staff Training on Fundraising**

Coaching Fundraising

What is there to gain – ways that groups benefit and grow from fundraising

What are the Distinctions of each of 3 types of fundraising activity

Setting Targets of the Campaign

Interim goals for week of Sept 17<sup>th</sup>, 24<sup>th</sup>, & October 1<sup>st</sup>, 13<sup>th</sup> (Conf. Call)

Number of groups doing Fall Fundraising Parties

Number of groups doing Fall Fundraising Campaign

### **September 8th - October Conference Call**

Kick off Campaign

Give 3 options

Fundraising Event - Gwen's Team Supports

Fall Fundraising Party – Grassroots Organizers Support

Personal Fall Fundraising Campaign – Grassroots Organizers Support

Training Call for volunteers

### **Week of September 17<sup>th</sup> – Interim Goals**

All groups have their goals set

Date and target set for Fall Fundraising Party

Date and target set for Fall Fundraising Campaign

Letter written and sent

Date and target set for Fundraising Event

Training Call for volunteers

### **Week of September 24<sup>th</sup> – Interim Goals**

All groups have first actions taken

Fall Fundraising Parties

Location found and confirmed

Mock calls made with buddies

Inviting Started

Fall Fundraising Campaign

Letters out

Buddies coach each other on calls

Phone numbers listed and ready to make

### **Week of October 1<sup>st</sup> – Interim Goals**

RESULTS office – all materials sent to groups

All groups have next actions taken

Fall Fundraising Parties

½ of guests confirmed

program clear  
Fall Fundraising Campaign  
½ of calls done this week

**October 13<sup>th</sup> – National Conference Calls**

All groups have next actions taken  
Fall Fundraising Parties  
100% of guests confirmed  
Fall Fundraising Campaign  
100% of calls done this week

**Week of October 14<sup>th</sup>– Interim Goals**

All groups take these actions:  
Fall Fundraising Parties  
Most parties happen around this time  
Grassroots organizers support money coming in  
Fall Fundraising Campaign  
100% calls done this week  
Grassroots organizers support money coming in

**Week of October 21<sup>st</sup> through November 15**

All groups take these actions:  
Fall Fundraising Parties  
Support money coming in and completing campaign  
Fall Fundraising Campaign  
Support money coming in and completing campaign