# Moving towards an integrated grassroots fundraising culture: data, tools, and practices - Part 1

**Saturday, August 2, 10:15a-12:15p**

Objectives:

* We will discuss what we mean by an “integrated” grassroots fundraising campaign by looking at elements of a sprint campaign model
* Share Case Studies of Integrated Grassroots fundraising campaigns
* As a group, we will experiment with workflows as a tool to develop a team-building practice to plan, streamline, align, and execute your grassroots fundraising efforts
* We will conduct an open Q& A and share resources on developing an effective integrated grassroots fundraising campaign

10:15 – 10:20 Intro – Welcome, who is PTP

Review – what we’ll be doing, agenda / objectives

10:20 – 10:35 Icebreaker – What types of Fundraising are you doing

10:35 – 10:45 Introducing Types of Strategies & Donor Segmentation

10:45 – 11:00 What do we mean by Integrated grassroots fundraising (multichannel)

Case studies

11:00 - 11:30 Elements of sprint campaign (30 minutes)

11:30 – 12:05 Workflow for planning short term spring campaign activity – agile planning for implementation – Goals

12:05 – 12:15 Q&A and discussion