# Moving towards an integrated grassroots fundraising culture: data, tools, and practices - Part 2

**Saturday, August 2, 2p-4p**

Objectives:

* Through several group and small group exercises, we will share what meaningful information groups need to collect and methods of developing strong data collection, fundraising, and communications practices that are aligned and integrated
* Share case study of an organization who created an organization culture of data use through a sprint fundraising campaign.
* We will explore what you need to know about essential tools needed for moving integrated grassroots fundraising efforts
* We will conduct an open Q& A and share resources on database planning & needs to help you create a culture of data use in your organization that can leverage your grassroots fundraising work

2:00 – 2:05 Intro – Welcome, who is PTP

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

2:05 – 2:20 Icebreaker: How do you feel about your use of data?

2:20 – 2:35 Data Discussion Opener – Case Study Labor Community Strategy Center

2:35 – 2:50 What do orgs collect? (exercise)

2:50 – 3:00 Review the Organizational Data workseet

3:00 – 3:10 Quick Recap of Sprint Campaigns and the why

3:10 – 3:50 Toolbox of best use & practices of technology (Sprint Campaign) - Know your Goals and

 your Relationships!! Show Causa Justa example of current sprint campaign

Website / Personal campaign pages, examples, elements

Email – template designs, key tips on messaging

Dashboards – managing your campaign

Database – integrated - comms, organizing (offline & online), fundraising

Social Media – Facebook, Twitter

Remember importance of grassroots offline too: Phone, f2f, close relationships, direct

mail

3:50 – 4:00 Q&A Discussion – other resources