



PROGRESSIVE TECHNOLOGY PROJECT

New Communication Technologies For Effective Membership Recruiting

Alice Aguilar, Executive Director, Progressive Technology Project
and
Scott Douglas, Executive Director, Greater Birmingham Ministries



PROGRESSIVE TECHNOLOGY PROJECT

...Or

**It's really not about “new” technologies
but rather a “Newer” way to think about it**

BEWARE OF BRIGHT SHINY NEW THINGS







PROGRESSIVE TECHNOLOGY PROJECT

If we put it out there (and it looks pretty), they will come



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PROGRESSIVE TECHNOLOGY PROJECT

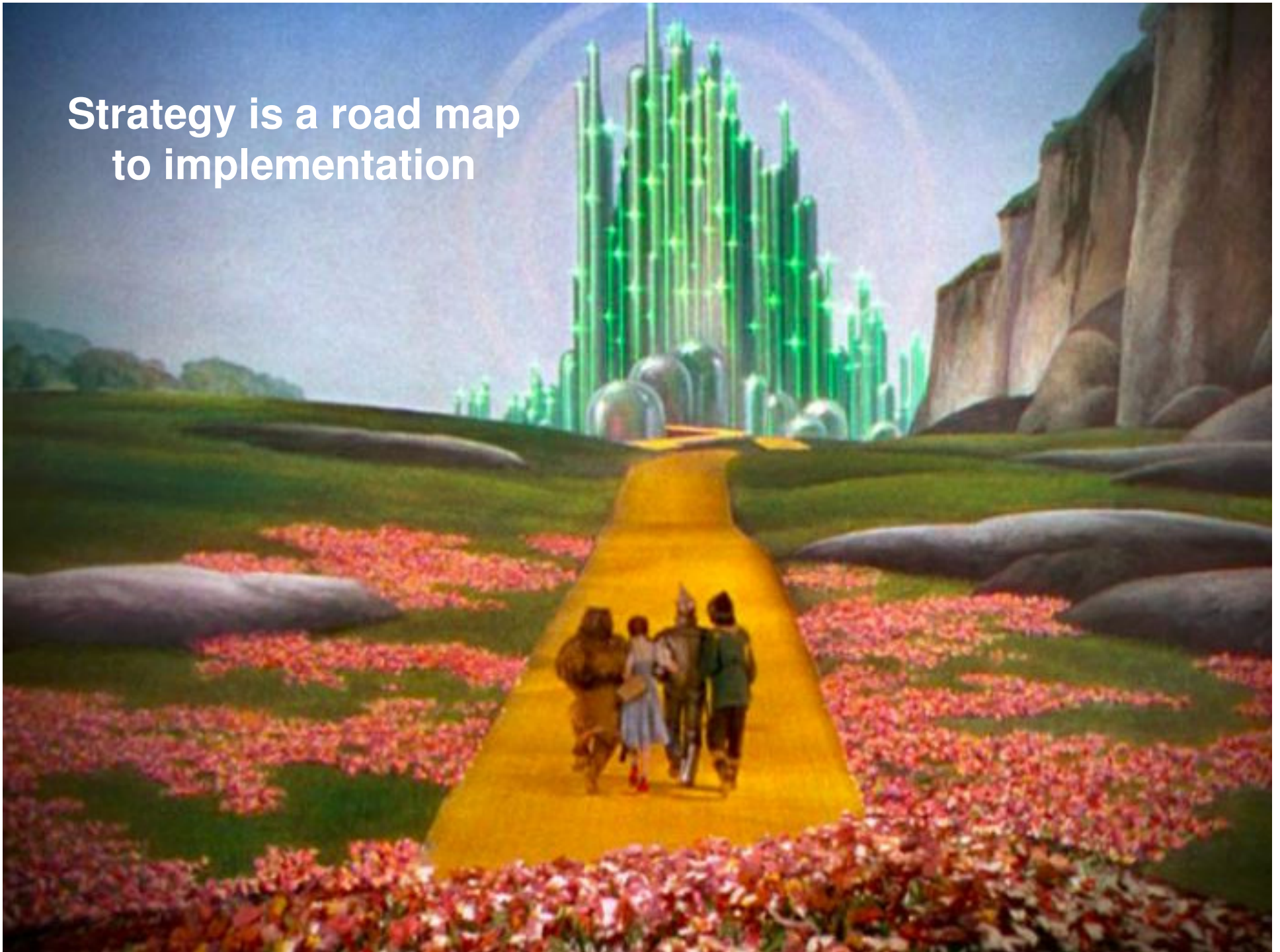
**If we could get the latest social media tool,
our communications will rock!**



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our communications will rock!**



Strategy is a road map
to implementation



WHAT DOES THAT MEAN?

- A solid data strategy flows from organizing



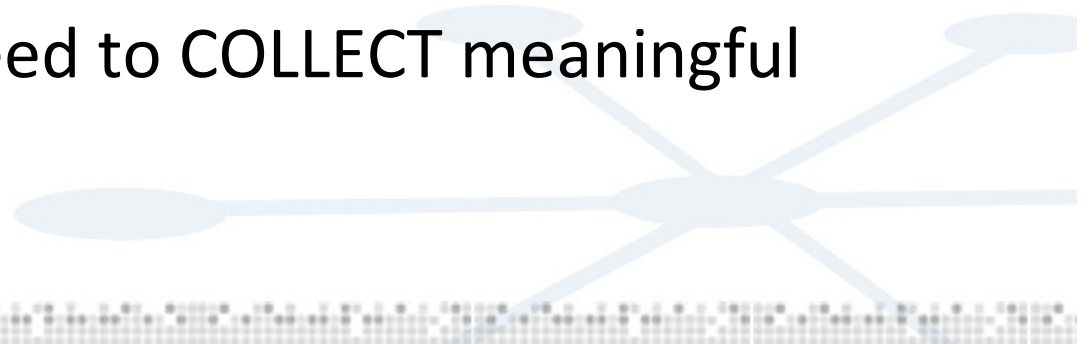
WHAT DOES THAT MEAN?

- A solid data strategy flows from organizing
- Robust culture of database use comes with a solid data strategy – data is seen as central to organizing with internal understanding of what's being collect and why



WHAT DOES THAT MEAN?

- A solid data strategy flows from organizing
- Robust culture of database use comes with a solid data strategy – data is seen as central to organizing with internal understanding of what's being collect and why
- You need GOOD data to use communication tools effectively – so you need to COLLECT meaningful data – ALL THE TIME



A full-page background image of a night sky. In the upper left, a thin crescent moon is visible against a dark, star-speckled sky. The lower half of the image is filled with large, billowing clouds that are dramatically lit from below, creating a bright, glowing effect with shades of blue and white. The overall mood is mysterious and inspiring.

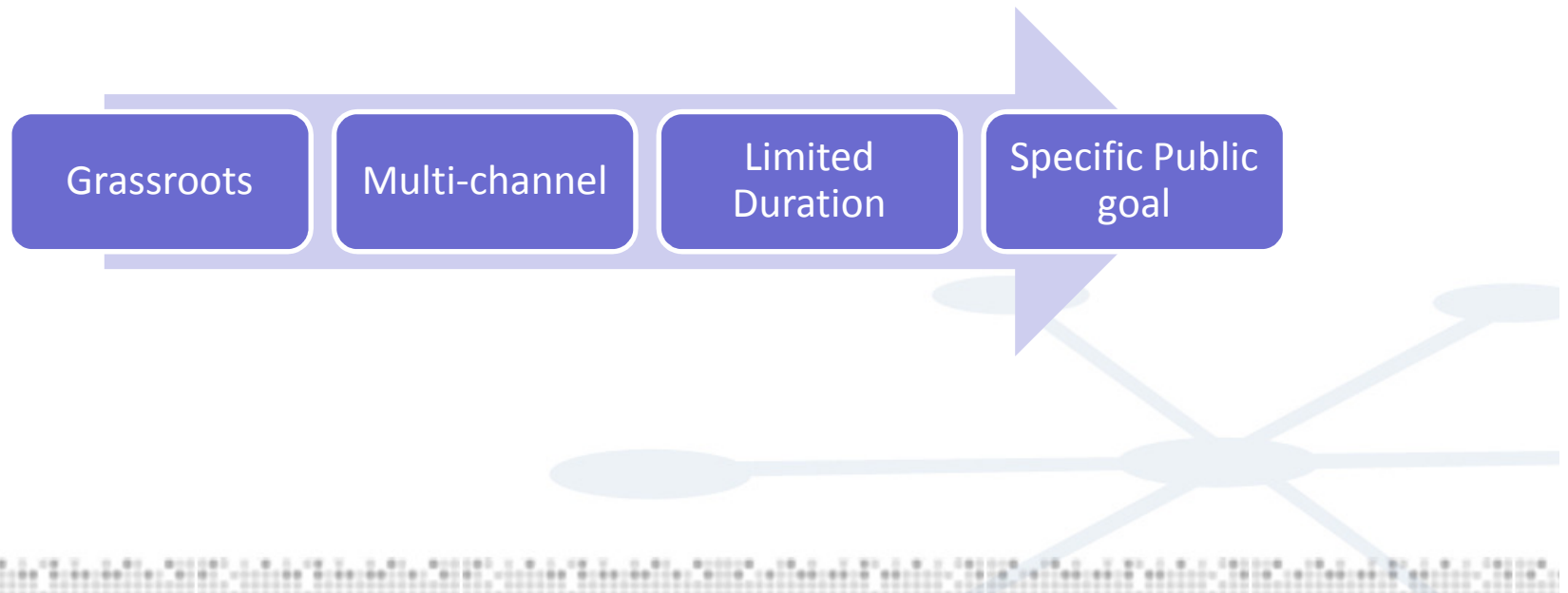
THEN...
Take the time to be creative!



PROGRESSIVE TECHNOLOGY PROJECT

Case Studies of Sprint Fundraising Campaigns: A Model of an Integrated Approach

Sprint Fundraising Campaigns



Labor Community Strategy Center – Los Angeles, CA

- 2013 – tested a 15-day, \$15k campaign
- Doubled goal of \$15k, doubled # of donors and average donations compared to 2012
- Email (push email every day), phone, website, mail
- All staff and board members
- Experience broke through reluctance to ask for money
- Going to do it again in 2014 – 25th anniversary



The Prep

- Appeal 2012 donors

Next >	Last >>	Records 1 - 50 of 231	Page 1 of 5	Go
Donor Name	Receive Date	Amount	Contribution Source	
Aizeki, Mike	December 27, 2012	\$ 500.00	Appeal 2012	
Albert, Bethann	January 1, 2013	\$ 25.00	Appeal 2012	
Anisley, Frances	December 31, 2012	\$ 100.00	Appeal 2012	
Archbold Andrs, Kats	December 23, 2012	\$ 100.00	Appeal 2012	
Archbold, Kelly	January 4, 2013	\$ 5.00	Appeal 2012	
	December 27, 2012	\$ 5.00	Appeal 2012	
	November 27, 2012	\$ 5.00	Appeal 2012	
Archbold, Patricia & Richard	January 15, 2013	\$ 100.00	Appeal 2012	
Avalos, Juan	December 30, 2012	\$ 100.00	Appeal 2012	
Beerman, Leonard & Joan	December 19, 2012	\$ 200.00	Appeal 2012	
Beil & Maddle Robble, Catherine	December 30, 2012	\$ 72.00	Appeal 2012	
Cabuhai, Jessica	December 16, 2012	\$ 10.00	Appeal 2012	
Camargo, Eulalia	December 15, 2012	\$ 10.00	Appeal 2012	
Carlson, Jake	December 14, 2012	\$ 35.00	Appeal 2012	
Chen, Maissie	December 21, 2012	\$ 50.00	Appeal 2012	
Clayton, Joshua	January 8, 2013	\$ 10.00	Appeal 2012	
	January 8, 2013	\$ 15.00	Appeal 2012	
Cohen, Joan and Ben	January 3, 2013	\$ 50.00	Appeal 2012	
Domine, Will	January 3, 2013	\$ 200.00	Appeal 2012	
Epstein, Marsha	March 12, 2013	\$ 35.00	Appeal 2012	
Espino, Elyn	December 14, 2012	\$ 40.00	Appeal 2012	
Figueras, Alicia	December 15, 2012	\$ 5.00	Appeal 2012	

- Kelly annual contribution totals since 2008

Year Beginning	Aggregate Amount	Donations	Average	Contribution Source	Legacy Contribution Source
2008	\$ 1,595.00	13	\$ 122.69		Party 2008 can't attend donation
2009	\$ 4,310.00	45	\$ 95.78		Party 2009 AD
2010	\$ 2,280.00	26	\$ 87.69		Party 2009 pledge gym
2011	\$ 1,490.81	30	\$ 49.69	Political Party 2011 Appeal Donation	
2012	\$ 1,461.15	26	\$ 56.20	Appeal 2012	
2013	\$ 1,049.98	26	\$ 40.38	Political Party 2013 Ad	
Grand Total	\$ 12,186.94	166	\$ 73.42		

- Kelly donors since 2008 and lapsed for current yr

Contact Name	January 1, 2008 - June 1, 2011	June 2, 2011 - October 15, 2012	% Change
Menchaca, Alejandro	\$ 105 (4)	\$ 75 (2)	-33.33
Archbold Andrs, Kats	\$ 180 (4)	\$ 50 (1)	-72.22
David, Jason	\$ 845 (20)	\$ 450 (18)	-46.75
Bloom, Linda	\$ 600 (3)	\$ 200 (1)	-66.67
Archbold, Kelly	\$ 25 (1)	\$ 230 (1)	820.00
Archbold, Patricia & Richard	\$ 1500 (5)	\$ 200 (1)	-86.67
Welborn, Layla	\$ 425 (5)	\$ 200 (2)	-52.94
Schneyer, Julie	\$ 120 (5)	\$ 120 (5)	0.00

- Kelly's SYBUNT 4 year report

Donor Name	Email	Phone	Up To 2008	2009	2010	2011	Life Time
Baranwal, Dipi	write.dipt@gmail.com	(323) 732-3389	\$ 531.00	\$ 100.00	\$ 20.00		\$ 651.00



PROGRESSIVE TECHNOLOGY PROJECT

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.

Evaluation & Reflection

“We, as organizers, are only as good as what you can count on – we rely on good data.”

-Tammy Bang Luu, Associate Director



Appeal 2012 & Appeal 2013 Comparison

	2012	2013
# of Donors	104	251
Average Donation	\$40.66	\$70.57
Total to Receive	\$13,522	\$27,327
Total Receive to Date	\$10,247	\$19,037

Learnings



A vibrant underwater photograph of a coral reef. In the foreground, a large, flat coral plate with a complex, maze-like pattern of ridges and valleys is visible. To its left, a more vertical, branching coral structure rises. The background is filled with various other coral formations and a large number of small, silvery fish swimming in the clear blue water. The overall scene is a healthy and diverse marine ecosystem.

Data-Informed Culture

Photo: <http://commons.wikimedia.org>

Database is only as strong as the culture and practice created in the organization to use it

– ***INFORMED & TIGHTLY MANAGED THEIR FUNDRAISING EFFORTS***

Exposed areas of the organization with good data practices – relied heavily on data, where other areas did not



Causa Justa :: Just Cause – Oakland, CA

- Summer 2014 – 5-day - \$10k campaign

Let's look at the core technologies they used





PROGRESSIVE TECHNOLOGY PROJECT

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English



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STAND UP TO YOUR LANDLORD

GET HELP WITH OUR TENANTS RIGHTS SERVICES

LEARN MORE »



TAKE ACTION

GET HOUSING SERVICES »

GET EMAIL ALERTS »

DONATE »

JOB OPENINGS »

BECOME A MEMBER »

KNOW YOUR RIGHTS »

BUY A T-SHIRT »

WHO WE ARE

NEWSPAPER

VIDEOS



We are Causa Justa :: Just Cause (CJJC), a multi-racial, grassroots organization building community leadership to achieve justice for low-income San Francisco and Oakland residents.

LATEST NEWS

SAN FRANCISCO'S HOUSING CRISIS IN NUMBERS

Data on the Housing Crisis in SF: —From the Anti-Eviction Mapping Project No-Fault Evictions: • The number of evictions in 2013 has surpassed evictions in 2006, the height of the real estate bubble. Total no-fault evictions are up 17% compared to 2006. • ...

Housing Justice | Wed, 25 Jun 2014

Website



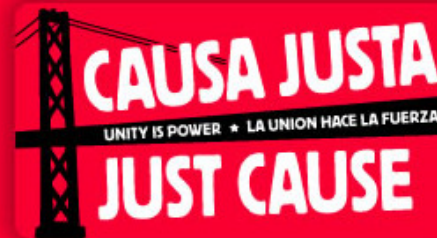
PROGRESSIVE TECHNOLOGY PROJECT

Donate today – take us WAY over the top!

▼ From: Kate Sorensen

To: Allie Aguilar

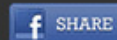
Reply To: Kate Sorensen



[VISIT OUR WEBSITE »](#)

[LEER EN ESPANOL »](#)

SHARE THIS EMAIL



FORWARD TO A FRIEND



Email



Causa Justa :: Just Cause - Stopping Gentrification Here!! Photo: Maria Poblet



This is Your Chance, Join the Love for Causa Justa :: Just Cause

Allie,

If you haven't had a chance to join with 308 other Causa Justa :: Just Cause supporters this week, now is the time to give: [Donate Now.](#)

I've always known CJJC supporters are committed to building the power of working class residents in the Bay Area! You showed your support this week! We set a very ambitious goal of raising \$10,000 in 5 days. Thanks to you we reached our goal in just 3 days!

If you haven't had a chance to contribute yet this week, NOW is the very best time.
Here's the link so you can make your donation now: [Donate Now](#)

Our campaign ends at 8:00pm [tonight](#). Let's pull out all the stops and show profiteering landlords, real-estate investors, and developers what we've got.

Let's show them what people power is all about! [Donate today](#) and make 2014 OUR year!

Gilda Haas

Causa Justa :: Just Cause Board Member

In appreciation of your support, we would like to provide you with a thank you gift.

- **Give \$20-100, and you can get a poem from Maria Poblet!**
- **Give \$100-200, and you can get a special Unity is Strength poster!**
- **Give \$200 or more and get 2 free tickets to CJJC's party at El Rio August 24th!**





In appreciation of your support, we would like to provide you with a thank you gift.

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P.S. Pardon the frequent emails this week. Monday will be our last and it will be one of big celebration!



Follow our #10Kin5 campaign on [Facebook](#) and [Twitter](#)!

[READ MORE »](#)

EN ESPAÑOL





Organizational Campaign page & PowerBase (database)



HOME

Gentrification Stops Here : 10k in 5 days

Thank you for contributing to Causa Justa :: Just Cause's Gentrification Stops Here Matching Fund Campaign! We have a goal of raising \$10K in 5 days. With your gift you can help us reach our goal.

CJJC will use the money raised to protect tenants this November by:

1. Passing a Healthy Homes Policy in Oakland to stop landlord harassment and disrepair.
2. Winning an Anti-Speculation Tax in San Francisco to stop evictions.

We have provided set amounts for you to donate and you can also customize your donation below!

Checks can be made out to "CJJC" and can be mailed to the office at: CJJC, PO Box 3596, Oakland, CA 94609.

- Contribution Amount
- ☐ \$ 20.00 Donation
 - ☐ \$ 50.00 Donation
 - ☐ \$ 100.00 Donation
 - ☐ \$ 200.00 Donation
 - ☐ Other Amount

Other Amount

☐ I want to contribute this amount every month

Email Address *

Thank you for your support!

In appreciation of your support, we would like to provide you with a thank you gift. Give \$20-100, and you can get a poem! Give \$100-200, and you can get a special poster! Give \$200 or more and get 2 free tickets to CJJC's party at El Rio August 24th!

☒ I don't want to get a gift

A poem from our Executive Director Maria Poblet



Unity is Strength poster





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A poem from our Executive Director Maria Poblet



Unity is Strength poster



Tickets to El Rio's Salsa Sunday on August 24th!

Honoree Information

Thanks for donating!

☐ In Honor of ☐ In Memory of [\(clear\)](#)

Select an option to reveal honoree information fields.

Credit Card Information



Card Number *

Security Code *

Expiration Date *

Billing Name and Address

Billing First Name *

Billing Middle Name

Billing Last Name *

Street Address *

City *

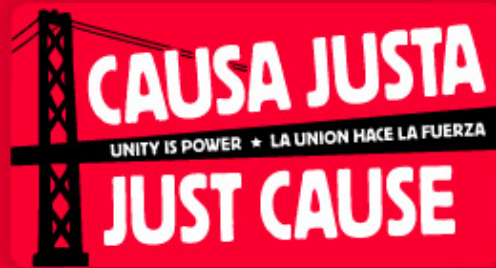
Country * United States

State/Province * California

Postal Code *

Confirm Contribution

Thanks for supporting our work! Every bit counts!



HOME

Gentrification Stops Here! Lorraine's goal is to raise \$700 in 5 days!

Support Causa Justa :: Just Cause July 28-August 1



I'm a fundraiser for Causa Justa :: Just Cause, a grassroots organization building the power of working class Black and Latino residents fighting for housing and immigrant rights in the Bay Area.

We have a chance to put a law into place to protect working-class tenants this November by passing an Anti-Speculation Tax through the ballot in San Francisco and a Healthy Housing Policy through the City Council in Oakland. These two policies will protect over 300,000 low-income renters. Your donation will help in many ways. For example by donating, you can help pay for outreach workers to reach thousands of voters in San Francisco by November 4th.

Why donate now? Please help us make this happen by donating to CJJC by August 1st so we can receive matching funds, and match your donation dollar for dollar.

I support CJJC because it is the only organization in the Bay Area that is truly committed to building the leadership and power of Black and Latino communities who are most impacted by gentrification. Working-class residents, families in Oakland and San Francisco are able to stay in their homes because of CJJC's work. Like CJJC I believe housing is a human right and NOT a commodity to be bought and sold by the highest, wealthiest bidder.

I'm giving \$20 dollars to support CJJC. Will you join me? Please donate on my page and help me meet my goal by August 1st. We only have 5 days to do this together!

Goal \$ 700.00

100% towards
our goal



\$ 756.00 raised

HONOR ROLL

Oliver
\$ 20.00
Good work Lorraine !

Sandy Panopio
\$ 20.00

Ben Paulsen
\$ 15.00
Thanks for all your
dedication and hard
work!!

[\[Stop\]](#)

CJJC Staff's personal campaign page

Facebook



Causa Justa Just Cause shared a link.
22 hours ago

Today Causa Justa :: Just Cause is kicking off the boldest fundraising campaign we've ever done. Our goal is to raise \$10K in 5 Days! If you donate between July 28-August 1, we can get matching funds to increase your donation.

With \$10,000, Causa Justa :: Just Cause can win two policy fights.

These policy reforms are crucial to addressing the crisis of gentrification in the lives of everyday people. Donate here. Or write a check out to "CJJC" and mail to: PO Box 3596, Oakland, CA 94609.

Keep up with our #10Kin5 campaign on FB Page and Twitter!

**\$10K in 5 Days Matching Fund Campaign**

cjjc.org

We are Causa Justa :: Just Cause (CJJC), a multi-racial, grassroots organization building community leadership to achieve justice for low-income San Francisco and Oakland residents.



PROGRESSIVE TECHNOLOGY PROJECT

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134

FOLLOWING
690

FOLLOWERS
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FAVORITES
4

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Twitter

CausaJusta

@CausaJusta1

We are Causa Justa :: Just Cause (CJJC), a multi-racial, grassroots organization building community leadership to achieve justice.

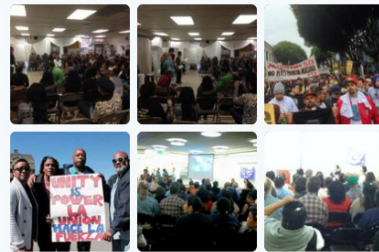
Bay Area

cjjc.org

Joined July 2011

[Tweet to CausaJusta](#)

134 Photos and videos



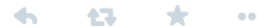
Tweets

[Tweets and replies](#)



CausaJusta @CausaJusta1 · 3h

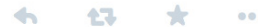
Read about CJJC's \$10K in 5 Days Matching Fund Campaign in Mission Local! fb.me/6ouldJAtM



CausaJusta @CausaJusta1 · 7h

Wow we are so inspired by 308 supporters who gave to CJJC \$10K in 5 Days Fundraising Campaign!

Today is the last... fb.me/2PoYG5E5f



CausaJusta @CausaJusta1 · Jul 31

Gentrification Stops Here! \$10K in 5 Days-

Thanks to you, we've raised \$17,087 in just 3 days.

We have 1 more... fb.me/6UTLptTrA





\$10K IN 5 DAYS. 40,000 THANK YOU'S

Raised over \$40k in 5 days!

Staff, Board, and volunteers
Involved in asking friends
And family for support



Image by Josh Warren White, Design Action Collective

Over the course of just five days, 500 supporters came forward to support a Bay Area that puts people first. Thanks to your collective generosity, we've raised \$40,595, exceeding our goal by \$30,000+. A BIG thank you to each and every one of you.

Your support will help to:

- ¥ Get thousands to the polls to support the San Francisco Anti-Speculation Tax on November 4th
- ¥ Get an Oakland Healthy Homes policy passed by Oakland City Council that will protect tenants by November.

This campaign has included about 40 hard working people. We are doing something that many people didn't believe we could do. We raised over \$40,000 five days!

27 staff, a team of volunteers (including Board members) – ran personal pages asking friends and family for their support. And it came!

You can STILL take part in the \$10K in 5 Days celebration and donate to the organization at by dancing with us at Salsa Sunday at El Rio in SF, August 24th. Please show up 3-4pm if you can (CJJC is promised funds at the door from 3pm to 4pm) and invite your friends. [Click here for the Facebook link.](#)

And again... thank you merci ¡gracias!

Takeaways to Harnessing the Power of Data

- Need to **collect meaningful data** – a *collaborative* effort



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Takeaways to Harnessing the Power of Data

- Need to **collect meaningful data** – a *collaborative* effort
- Need a place to keep your data – **ONE container** – a **working database**
- Need to **develop a culture of data use** – an internal culture of training, discussions, strategy, implementation (& good habits)
- **Technology should FIT your strategies**, not the other way around - and **TEST** your technology