

Small Dollars. **Big Change.** Digital Fundraising 101

ActBlue

Welcome to Digital Fundraising 101

ActBlue

About Caroline



ActBlue

Ice Breaker

[QUICK!]

Name

Organization/Campaign

What would you do with an unlimited budget?



ActBlue

Agenda

Fundraising

Digital Fundraising

ActBlue: Small Dollars. Big Change.

Next Steps and Resources

Closing

ActBlue

Goals

Learn the power of small-dollar donors

How to start your digital fundraising program

Ask questions

Get the resources you need

ActBlue

What is ActBlue?

ActBlue

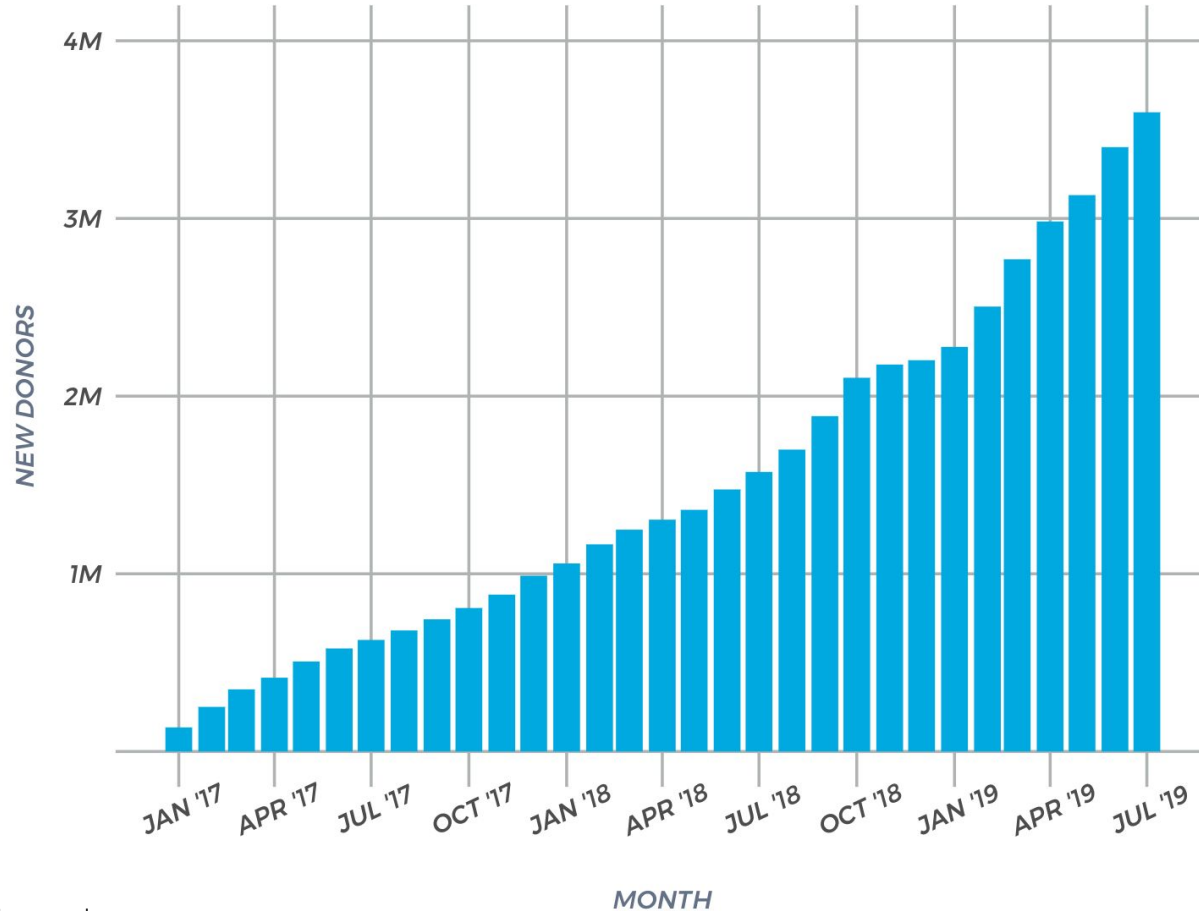
Fundraising for the Win

ActBlue

Small-dollar donors build people-powered movements

ActBlue

CUMULATIVE NEW DONORS WITH A FIRST CONTRIBUTION OF UNDER \$50



Let's get started



ActBlue

Building a fundraising plan

- Start with the big picture
- Budget - Raising v.s. Spending
- Tools
- Be flexible



Digital fundraising

ActBlue

Digital fundraising helps you to build and run a ***flexible, inexpensive, empowering program*** that brings in ***money and votes.***

Why digital fundraising?

- Low cost
- Fast
- Flexible



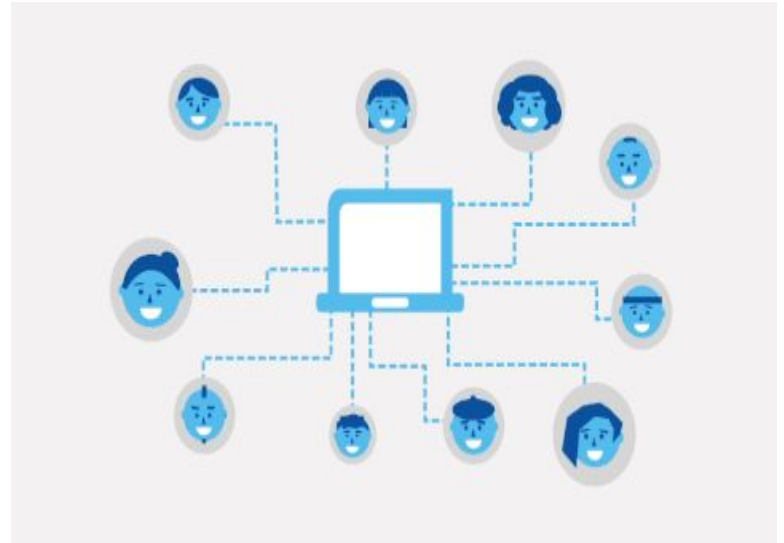
ActBlue

What do you need to get started?

ActBlue

Building my list: CRM

- Personal network
- Website
- Paid advertising
- Tandem Fundraising



ActBlue

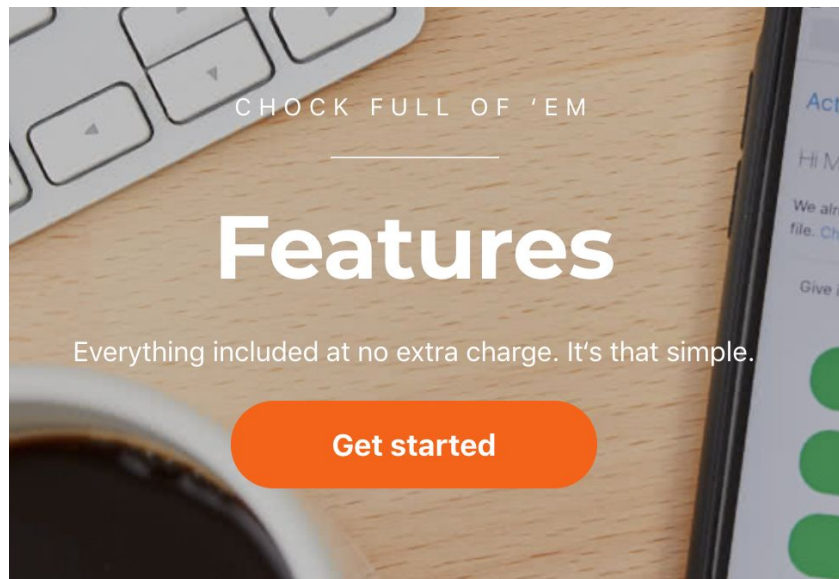
Email is still #1: Mass Mailer

- Email is still the driver of the **vast** majority of contributions
- Direct asks
- Inexpensive
- Flexible



Fundraising Platform

- Branding + social share
- Refcodes + analytics
- Mobile optimization
- Saved payment universe



ActBlue

All the tools!

- CRM
- Mass Mailer
- Fundraising Platform



ActBlue

What about social media?

Recap and next steps

ActBlue

Recap

- Small-dollar donors build people-powered movements
- Digital fundraising is flexible and low cost
- Email is still #1
- ActBlue is here for you

ActBlue

Questions?

ActBlue

Next steps

- Contact us: cpokrzywinski@actblue.com or [\(617\) 764-9197](tel:6177649197)
- To get set up on ActBlue: **secure.actblue.com**
- Look out for our next webinar!
Twitter: @actblue

ActBlue

Thank you!

ActBlue

Small Dollars.

Big Change.

Small Dollars.

Big Change.

Small Dollars.

Big Change.

Small Dollars.

Big Change.

ActBlue