

fact

french american charitable trust

Towards a more just society



Fundraising Assistance Project Outcome Survey

Our individual donor base is about building a cohesive and inspired electorate.

Because we're a collaborative of organizations instead of individual members, the co-host model provides space for everyday Oaklanders to be part of spreading the mission and vision of Oakland Rising.

We don't just want their money but their participation. Finding bigger ways to give resources is one option, but we want donors to walk with us, to help us shape the political landscape.

I believe for the nonprofit sector – and for my generation – this is an emerging sector of work.

Esperanza Tervalon-Daumont,
Executive Director

Oakland Rising

Oakland Rising (OR) mobilizes Oakland's progressive voters and builds the participation of low-income communities of color to win at the ballot box. It is a multiracial collaborative of five social justice organizations that includes longtime Oakland families as well as newer residents. OR formed in 2008 to establish what Esperanza Tervalon-Daumont, Executive Director calls "an alternative electoral machine" in Oakland, a traditionally liberal-left city being shifted more to the right by California's conservative agenda. In 2010, OR held 53,000 conversations in four languages with 32,000 voters about upcoming ballot measures and issues such as tax and fiscal policy. OR employed over 100 low-income people of color as part-time field workers and mobilized hundreds of volunteers to elicit voter opinions and deepen their political engagement. Young professionals of color with evolving political views entered into dialogue with Oakland's immigrant voter base, connecting what Esperanza refers to as "good spoken politics" with an understanding of the struggles and aspirations in low-income communities. For more on OR: <http://oaklandrising.org>.

FAP 2010 Grant: \$40,000

With its \$40,000 FAP grant, OR used technology and special events to move young adults aligned with its progressive, racial justice vision to become OR donors and electoral activists. It also tested a range of new methods to turn the dollars going to candidates at election time into major donor support for its ongoing non-partisan, non-candidate electoral work.

Accomplishments

Broadened Its Grassroots Donor Base: OR brought in new donors, especially increasing the number of small to mid level donors.

Expanded Its House Parties: OR successfully used Facebook for invitations and turnout and implemented a co-host model in which multiple hosts build attendance and giving.

Anchored a New Resource Committee: OR recruited two committee members who can tap their own networks for OR, as a start toward engaging a larger team of major donors.

Strengthened Its Communications: OR experimented with different approaches to analyze how supporters respond to its website and newsletters as fundraising tools.

Invested in New Technology: OR integrated its giving and advocacy efforts. It purchased a scored prospect list of frequent voters that yielded nearly 5,000 potential donor contacts. OR also purchased a data base and worked with FACT-grantee, the Progressive Technology Project, to integrate voter, donor and volunteer data.

Donors give to political candidates out of fear. Working with OR brings hope. It affirms that people have opinions and shifts the assumption that black, brown and API people don't care. They haven't been participating because they haven't been engaged, not because they don't care.

Moving from having a philanthropy only strategy to doing individual donor is like adding a new program area to your work.

The Impact of FAP Funding

FAP allowed us to craft the new direction of our 3-year old organization around individual donors. FAP allowed us to envision and experiment with our greatest ideas – to try things and make mistakes. In a time when resources were hard to come by, the FAP grant allowed us to think bigger. It allowed us to draw more resources from donors who appreciated our bold vision. This will always be part of how we will raise money.

Esperanza Tervalon-Daumont,
Executive Director

Hired a Strategic Communications and Development Associate: OR hired its first designated fundraising staff.

Met all grassroots fundraising and infrastructure goals for 2010.

Reasons – *Why OR chose this approach*

Donor-Base Uses Online Tools: The success of OR's small to mid level fundraising efforts hinges on traffic to its website and its successful use of Facebook. This is where the young professionals who support OR make the majority of donations and connect with events.

Supporters Get Involved: OR combines policy and electoral information, action steps and social gatherings with opportunities for giving.

Giving to OR is a Positive Alternative for Political Donors: OR's donors in particular, are transformed and inspired by going out and talking with Oakland's residents at their doors.

Future – *How OR integrates fundraising into the organization*

Linking Fundraising with Online Advocacy Efforts: Using Facebook Causes as a portal for giving and connecting with activities such as get-out-the-vote drives.

Engaging Board Members: Each Board member manages a portfolio of major donors and donor prospects, supported by donor cultivation trainings and staff oversight. OR offers its Board members, who are all Executive Directors of other social justice organizations, the opportunity to build their skills around individual donor work.

Seeking Experienced Development Staff: After hiring at an associate level and envisioning it as administrative in nature, OR recast its fundraising position, realizing it required more experience. OR offered greater clarity about the job and a more adequate salary. In 2011, OR hired Kopali Serna as Director of Community Partnerships.

Lessons

Having a Plan is Crucial: Starting with a good, solid plan is a core building block. OR developed its plan with support from FACT's Management Assistance Project consultant, Rebecca Johnson.

Honing and Implementing New Plans Requires Time: Understanding what works and adjusting a new plan requires a significant amount of time, both overall and for specific projects.

Director-Level Staff is Necessary: With a small staff in an emerging organization, a fundraising staff person needs to bring experience, leadership and management ability. Rather than assigning all of the administrative tasks to this position, it requires a more senior staff person, with administrative duties delegated differently.

The Executive Director Needs to Move the Funding Relationships: Even with a more skilled fundraiser on staff, the Executive Director needs to be involved and to lead.

FAP Outcomes Oakland Rising



	2010 goal	2010 actual outcome	2011 projected outcome
I. NEW DONATIONS			
New Donors (Individuals, Major Donors)	50 new donors \$8,500	52 new donors \$5,966	83 new donors \$6125
Event Revenue	100 attendees \$2,000	128 attendees \$2895 recieved	156 attendees \$3,506 recieved from individual donors plus \$7250 from event sponsors
Total New Donations	\$7800	\$8961	\$9,631 (\$16,881 with sponsorships)
II. INCREASED OUTREACH			
New Members	1,000	1,119	1,500
New Donor Prospects (membership lists, social media contacts)	1,000	1,369	3,712
III. INCREASED DEVELOPMENT CAPACITY			
New Staff Development Capacity			
New Dedicated Development Staff	1 new development staff	1 new development staff	1 new development staff
Total: Development/ Program /Other staff involved in development	1 staff total involved in development	2 staff total involved in development	2 staff total involved in development