The Greenlining Campaign fundraising toolkit: part four

Maybe you've been fundraising for a few weeks or maybe a few days, but however long you've been on board with the Greenlining Campaign, we are thankful for you! Together, we can finish this campaign with strength, celebration, and gratitude.

Do you need to update your goal? Want to talk through some strategy ideas for finishing your campaign or thanking the folks who have given? Contact us at: Greenlining@allsaintschicago.org.

1. Finish Strong

Create a wrap-up plan for your campaign.

Keep your network in the loop with a follow-up post about the campaign.
See All Saints' Facebook, or reach out to the Greenlining email for current progress.
Maybe you need to make one or two more posts that ask your connections to make a gift to get you to your goal, or maybe, you have reached your goal and want to give people one last chance to donate.
Use current campaign progress as well as your own goal progress as motivation!

2. Celebrate

It's no small thing!

Continue to share campaign posts and express your joy around what the campaign has accomplished so far.
Sharing articles about lending disparity and redlining can be an effective strategy in explaining the need for the campaign and how leaders in Lawndale are already doing the necessary work to make Canaan Homes a reality.
Balancing the reality of the situation with excitement and hope can inspire more support and generosity.

3. Gratitude

Steward the relationships and the gifts.

Saying Thank You is the easy part of fundraising! Using social media to say thank you to your network and shouting out to the donors is a good start.
Try reaching out to each person individually, whether through phone call, thank you note, or email, who has made a gift. Let them know that their gift has already made a difference, and that it will be put to good use. If you need a refresher on where the funds are going, check out the case statement here.