

# YOUR CUSTOMIZED PLAN FOR SUCCESS

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Spring2ACTion Training

March 5, 2019

36 DAYS TO GO!

# TRAINING FORMAT



# DONATION PURPOSE



# PERFORMANCE GOALS

Revenue

Donor count

Engagement

# ENLISTING THE TEAM

Staff

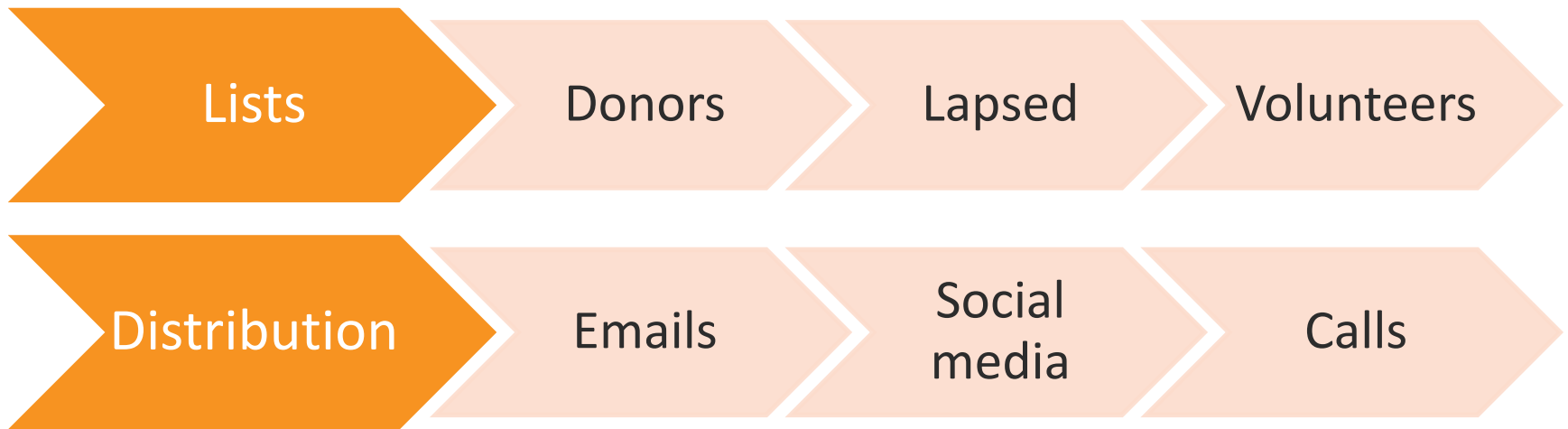
Board  
Members

Free Agent  
Fundraisers

Matching  
Donors

Volunteers

# LISTS & DISTRIBUTION



# CRAFTING CONTENT

Spring2ACTion  
Presented by ACT for Alexandria

**WHY**  
**WHAT**  
**WHO**  
**WHEN**  
**HOW**  
**WHERE**



# STEWARDED EFFECTIVELY

Spring2ACTion  
Presented by ACT for Alexandria

**AVERAGE**

**46%**



**FIRST-TIME**

**23%**



**REPEAT**

**60%**



**MONTHLY**

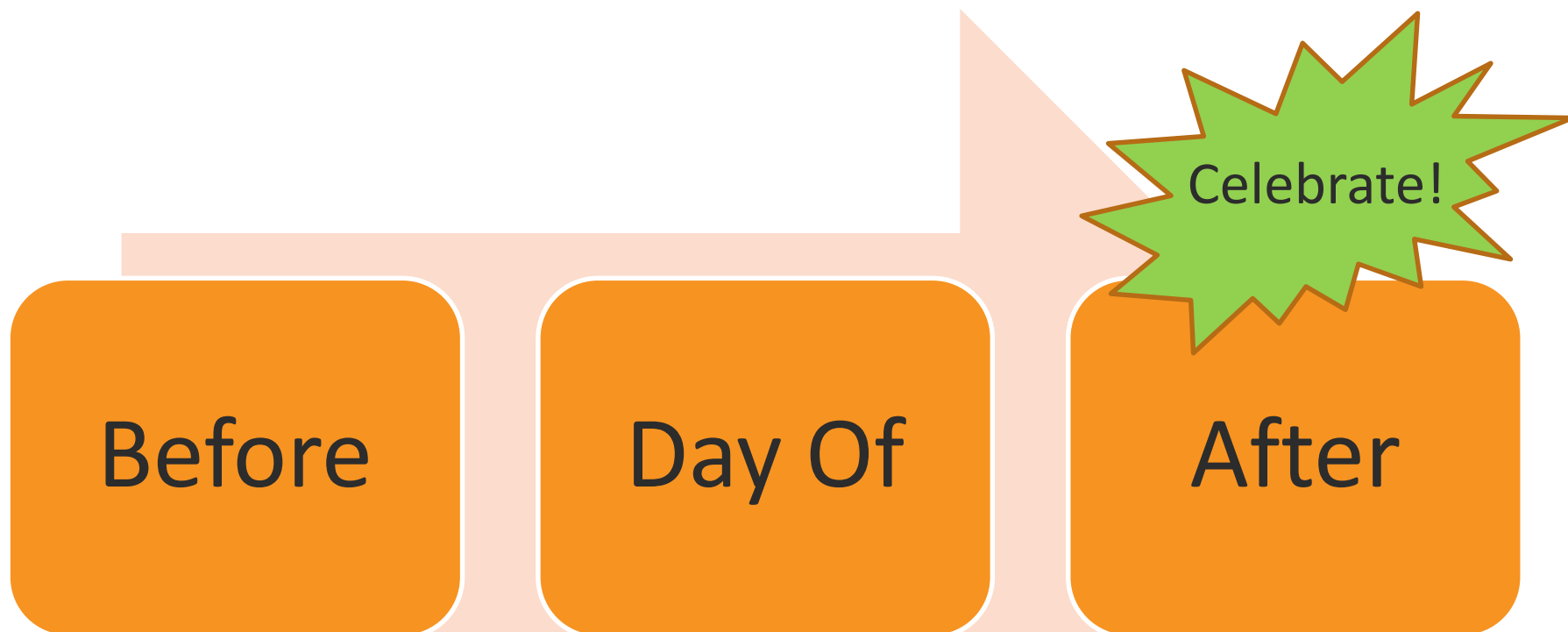
**90%**



# Master Timeline

Spring2ACTion

Presented by ACT for Alexandria



# QUESTIONS?