



#PowerProgress Pilot Summary

What?

#PowerProgress is Democratizing Philanthropy Project's end of year small donor revenue generation program, designed to help organizations leverage popular end-of-year giving from small donors to support their work. Participating organizations received with three months of pre-recorded videos taking them through the basics of small donor revenue generation and the specific campaign, and weekly video group coaching - or Ask Me Anything (AMA) sessions, a customizable campaign toolkit with branded #PowerProgress materials for use with emails and social media promotion, a \$10,000 general operating grant, an opportunity to receive up to \$10,000 in matching funds for contributions raised between November 1st & December 31st, and a supportive community of fundraising professionals and experts.

Why?

Power Progress was developed for frontline non-profit organizations who are building state-based progressive power and want to grow their small donor base. These nonprofits are seeking to build independent power, which, DPP believes, can be catalyzed through generating small donor, independent revenue. DPP hopes to invite more frontline nonprofits to participate in our #PowerProgress campaign every year by growing our small donor matching fund.

Who?

Sixteen organizations participated in 2022's #PowerProgress campaign. The sixteen organizations were:

- Alliance for Youth Organizing (c3)
- Black Voters Matter Fund
- CASA
- Carolina Federation Fund
- Florida for All
- Florida Rights Restoration Coalition, Inc
- Florida Rising Together
- New Georgia Project
- New Virginia Majority
- PICO California
- Red Wine and Blue Education Fund
- Somos Familia
- Texas Freedom Network
- Texas Organizing Project Education Fund
- We Make the Future
- Workers Defense Project

About the Participants

Participants in Power Progress 2022 were from small to medium sized nonprofit organizations, with annual revenue ranging from \$200,000 to \$21 million. Most organizations had an annual revenue between \$1 million and \$10 million. These organizations also had varying levels of a small donor program in place. Eight of the sixteen organizations had previously participated in DPP's Accelerator cohort, a deep-dive into small donor fundraising via lead generation. These eight organizations had more established small donor programs, and were able to share learnings and best practices with the other groups in the weekly "ask me anything" sessions. For 2021, all participating organizations generated less than 12% of their total revenue from small donors, with most organizations generating less than 6%. All participating organizations shared a similar goal of growing their small donor revenue in 2022.

About the Program

Each week, the Power Progress campaign covered a different topic in a pre-recorded "video on demand (VOD)," produced by digital fundraising experts at Blue Engine Collaborative, communication professionals at Mission Partners, or the DPP team. The topics ranged from general strategies for a successful end-of-year campaign to specific best practices for utilizing the campaign toolkit. After sharing the pre-recorded video with the cohort, the topic would be discussed in a weekly live "ask me anything" session, led by DPP staff and coaches from both Mission Partners and Blue Engine Collaborative. Participants also had access to a private Slack channel, which provided a space for questions and feedback in between weekly live sessions.

After spending October learning about strategies and experiences running successful end of year campaigns, the matching period began on November 1st. At this time, participants were able to utilize the campaign toolkit to introduce the campaign via email and social media. Some groups launched their campaigns on November 1st, while others waited until Giving Tuesday to launch. Each week, participants and coaches would come together and troubleshoot in real-time as participants shared successes and challenges. As the end of 2022 approached, participants cheered each other on as they pushed through the final weeks, culminating in a celebratory final meeting before most organizations shut down for the holidays. In January 2023, groups submitted their match reporting documentation and were invited to complete a closing survey on their experience in the campaign. DPP left the group's Slack channel open and encouraged participants to remain connected over the coming year.

#PowerProgress Results

What Happened?

Participants in Power Progress utilized the resources and support structures of the program to enact a successful end of year campaign. Overall, the sixteen participating organizations raised over \$520,000 from over 7300 small donors. On average, groups raised \$32,000 with a low of \$400 and a high of \$300,000. On average, groups brought in 450 small donors to contribute during the campaign with a low of 14 and a high of 4300.

What Went Well?

In the closing survey, participants gave a Net Promoter Score of 92 out of a possible 100, demonstrating a high level of satisfaction with their experience in the program. Participants reported the most helpful components of the program were: the matching and general operating support grants; the campaign toolkit; and support from DPP staff. Most participants found the pre-recorded videos-on-demand from Blue Engine Collaborative and Mission Partners to be helpful as well.

When asked what they liked most about the program, several participants shared about the fellowship of the cohort and the supportive space created in the weekly sessions. Others appreciated the flexibility of the toolkits and videos, sharing that during such a busy time, being able to utilize the resources as best worked for them was highly appreciated.

When asked why they would or would not recommend Power Progress to a colleague, all participants said they would recommend the program

"It was incredibly rewarding to see the success of the program for both members of the cohort and mentors alike. The program provides a quality top-notch professional coaching to development professionals and support both us and the organizations we represent to the full extent making sure our small dollar/digital fundraising program are successful"

"PowerProgress is a one-of-a kind program. The connections between cohort members, the learnings and resources provided and the community built among the organizations was unique and inclusive. There was no judgment - folks from all levels of fundraising backgrounds were able to learn best practices but also hear anecdotal feedback to build and expand small-donor models."

"RWB had never done an end-of-year campaign before, and the partnership with DPP gave us guidance and best practices for building out our first campaign."

"Expert practitioners with actionable advice, easy-to-use templates and timelines for an EOY campaign, a cohort of peers with great ideas to share."

"Being provided with this level of coaching and support was amazing by itself, but being provided with the general support and matching funds was also extremely impactful, allowing CASA to fully commit, knowing that DPP recognized that our resources are limited. The matching funds served as a valuable asset to leverage in raising more funds."

to colleagues.

2023 Improvements

The midpoint and closing surveys found that participants did not find the Slack channel to be particularly useful, and there were mixed results on the benefit of the weekly Ask Me Anything sessions. DPP staff are highly committed to incorporating feedback from the inaugural campaign to improve for future years. Suggestions for improvement included the following feedback:

"Start the program much earlier in the year, so that groups can have access to the resources much earlier. For fundraising professionals Nov. - Dec. is the busiest time of the year and it was difficult to participate in all the weekly sessions. Starting earlier and providing access to one-on-one coaches to help build our comprehensive plans to put in place by Nov. 1 would be ideal."

"The Ask Me anything sessions at times were a little too open-ended, where it felt like there weren't always things to talk about. Perhaps having more discussion prompts or breakout sessions built into this time would result in greater discussion and idea sharing."

"One thing we observed was that much of the content in the pre-recorded videos was duplicative of discussions and materials presented during the AMA sessions. It's possible this was intentional to help cement the learning for participants, but at first it was a bit confusing and felt like the discussions (which for us felt much more valuable and engaging) were repeats of learning we'd already done."

These quotes represent key themes that appeared in the survey. Several participants mentioned starting the program earlier in the year to better plan and prepare, and several had suggestions about how to make the content of the AMA sessions more engaging. This highly valuable feedback will be incorporated into planning for 2023.

Evaluation

For DPP's own learnings, staff identified goals and desired outcomes for the program, as well as several evaluation questions to determine the success of the program.

Outcomes

1. To what extent were participating organizations able to grow their small donor base?

Outcome goal: Participating organizations see an **50%** increase in small donor revenue YOY (year over year, compared to last year)

Result: Participating organizations had a wide range of increase (or in some cases, decrease) between their 2021 and 2022 small donor revenue. More than 50% of participating organizations saw an increase of over 100% in their small donor revenue. Some participating organizations saw a decrease in small donor revenue. This may be due to challenges to sustain small donors (several organizations with decreases were participants in a 2021 accelerator cohort) or shifting priorities in a midterm election year. In the coming years DPP should hone in on what is a realistic goal for Power Progress participants to work towards. Perhaps comparing percentage change of small donor revenue in their end of year campaign is a better benchmark for future years.

2. To what extent did participants find #Powerprogress to be useful?

Outcome goal: Over **90%** of participants report the VOD and AMA sessions helped them learn something new/was valuable

Result: 92% of participants reported they would recommend Power Progress to a colleague. 85% of participants reported they found the VOD or AMA sessions to be helpful. Based on feedback from participants, Power Progress will work to make the VOD/AMA content even more useful and engaging for participants.

3. To what extent was DPP successful at engaging participants and the broader public in the #PowerProgress campaign?

Outcome goal: DPP obtains **500** new followers across all platforms

Result: DPP obtained 140 new followers across all platforms during the Power Progress campaign. While it's important to note that all of these followers were obtained organically

without outside assistance, there is much potential here to grow their presence on social media in the coming years, especially during the Power Progress campaign.

4. Did all planned activities happen as intended?

Outcome goal: Orgs utilize at least **80%** of matching fund

Result: Participating organizations have utilized 70% of the matching fund. In future years, by starting the campaign planning process earlier, DPP hopes to increase this utilization. Overall, all planned activities happened as intended. One small change was made to end the weekly meetings one week early to accommodate December holiday time off. This adjustment will be incorporated into future planning.

Next Steps

Currently DPP is working to grow our #PowerProgress matching fund from \$325,000 to \$1M so that more organizations can participate in Power Progress 2023. By incorporating learnings and feedback from the inaugural year, DPP plans to have an even more robust and vibrant #PowerProgress2023 campaign in place. In addition to growing the size and scale of the campaign, DPP hopes to utilize their social media channels and ongoing relationships to create a larger public awareness campaign around the importance of independent revenue.