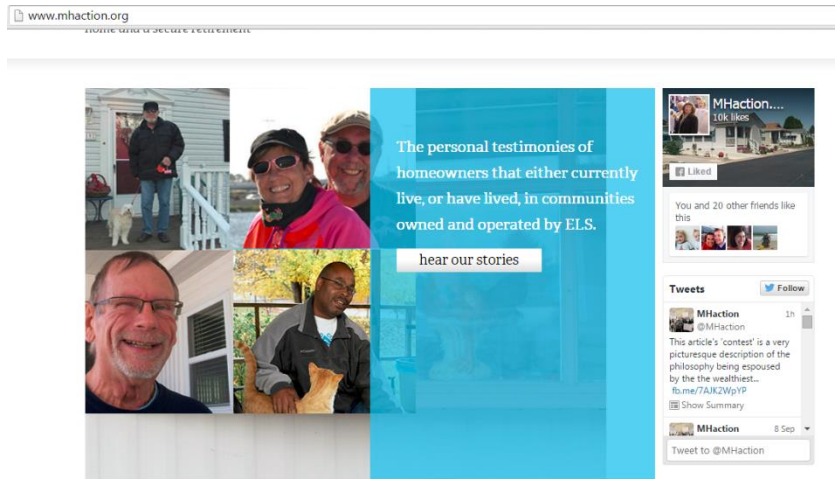


# MHAction Fundraising Training

## Purpose

- Review online infrastructure of MHAction and how it builds fundraising program, new contacts
- Review creation of membership/online giving program
- Practice Skills On Asking People For Money

# Origins of MHAction Online Infrastructure



## What We Learned Early On:

- ✓ Folks We More Ready to Use Online Tools Than We Imagined – 47 Communities Participating in “For Sale” Campaign
- ✓ It was drawing/recruiting leadership – 3 day Leadership Retreat in November 2014. Retreat was designed to begin to lay groundwork of organizational structure and vision for MHAction. 26 out of 32 leaders in room were their first interaction was Facebook.

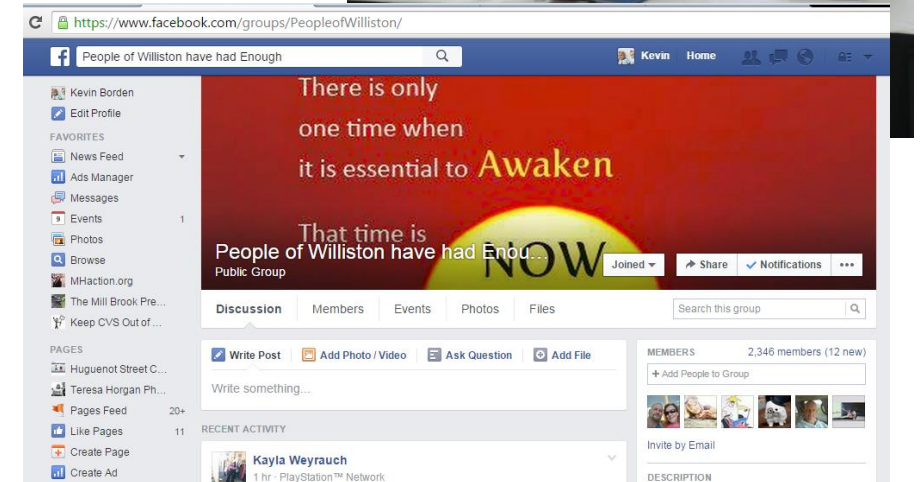
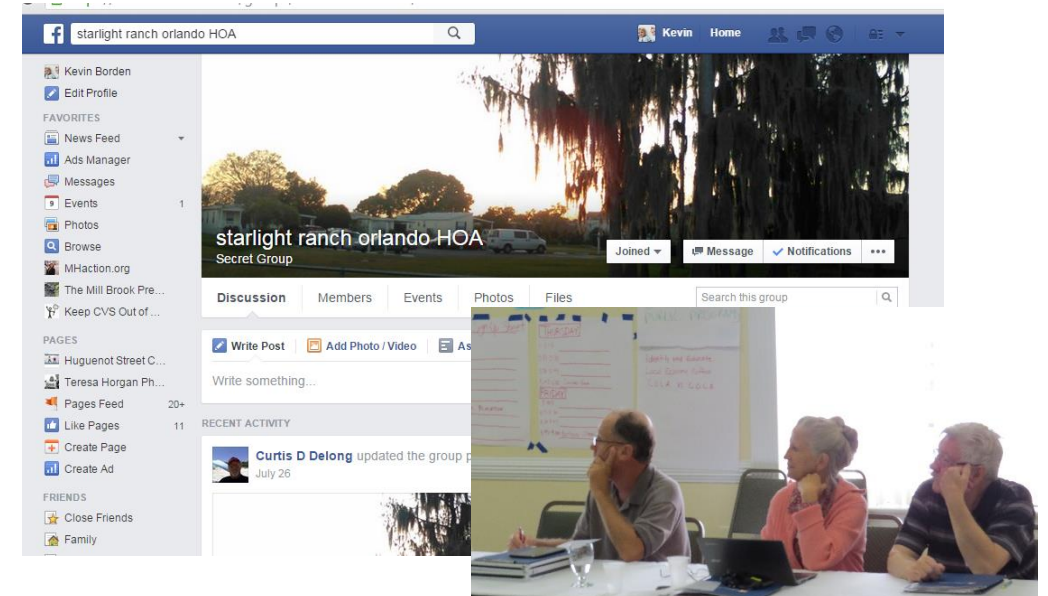
# Building Out Online Infrastructure to Fundraise

## Facebook and Action Network:

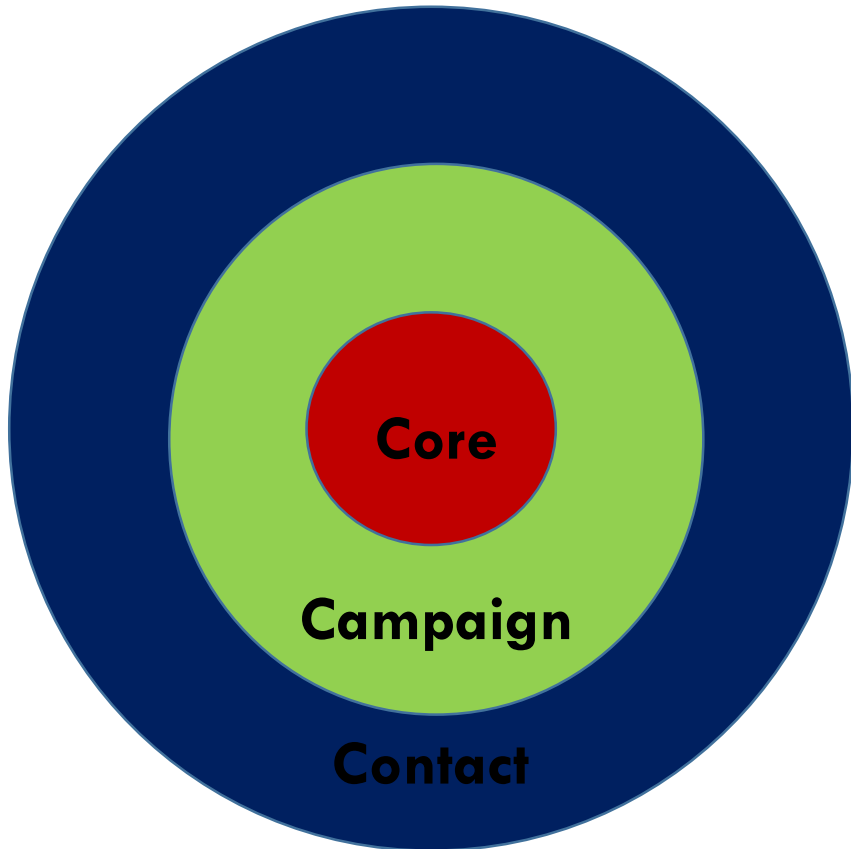
- ✓ Private Facebook Groups (80% Pickup) Versus Public Facebook Page (2 to 3% Pickup when not Boosted)
- ✓ Establishment of online platform that can email, do surveys, collect money.

## Private Pages:

- ✓ Begin to Build Private Pages: North Dakota, Florida, Utah. Goal is 25 to 50 for Group Pages.
- ✓ Groups can share strategic insights given the ability to lock out local community managers, owners. More secure than email.
- ✓ Training Session with Local Leaders. 1 Hour Phone Call.



# Online Tools Support Offline/Leadership Structure



## MHAction Contact List

- ✓ Public Facebook Page
- ✓ Action Network List

## MHAction Core Team

- ✓ Conference Calls
- ✓ Email List Serve
- ✓ Small Planning Meetings 2x Year

## MHAction Campaign Leaders

- ✓ Facebook Groups
- ✓ Leadership Cross Trains
- ✓ Learning Calls

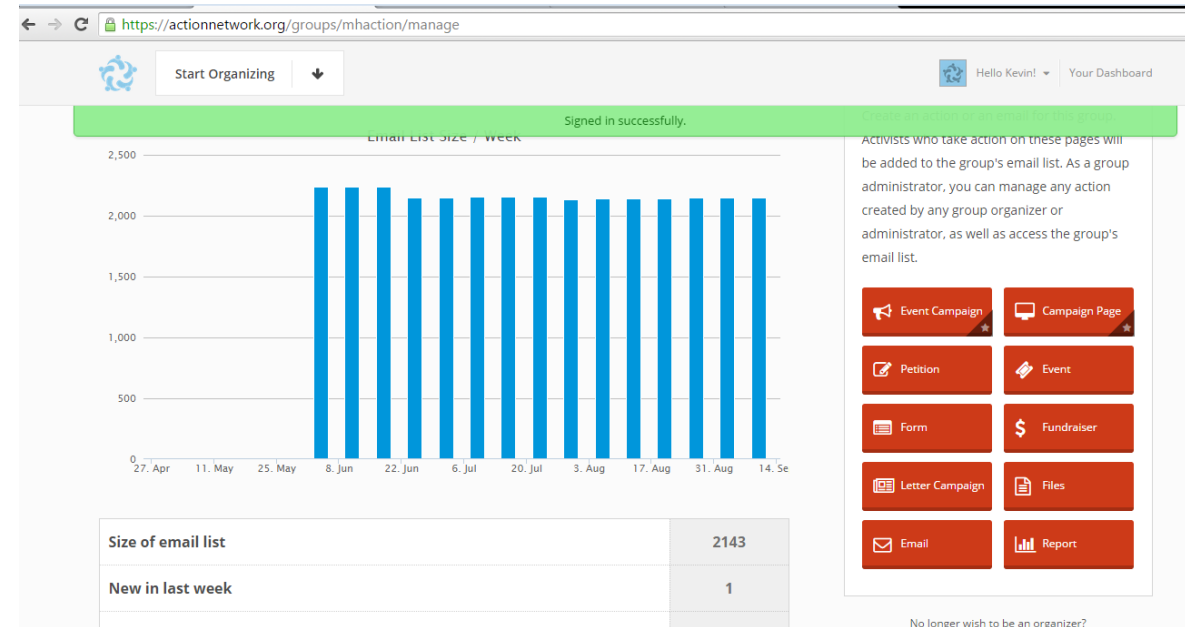
# Action Network

## Platform Needs:

- ✓ Easy to run
- ✓ Petitions, surveys, emails, micro-targeting, searchable, branches that local HOAs could use
- ✓ Has online giving Platform
- ✓ Nice look and feel

## Initial Fundraising Goals for Humboldt Campaign:

- ✓ \$10,000
- ✓ \$1,500 for Lawyer to Write Initiative Language
- ✓ \$200 to File with County Counsel
- ✓ \$8,000 for initial campaign expenses as determined and agreed upon by local steering committee



Website Tracking		
1		
Websites ?	Actions	New Activists
none →	32	6
m.facebook.com →	5	4
bay181.mail.live.com →	1	1
t.co →	1	1
us-mg5.mail.yahoo.com →	1	0
Total	40	12

# Strategic Advantages

- ✓ Build Out Work New Areas Efficiently
- ✓ Communications: Local press, This American Life, Roll Call Article on Online to Offline Organizing, Use of Facebook
- ✓ Strategic Win with Equity Lifestyle Properties, Leadership Confidence



[www.austinmonitor.com/stories/2015/05/casar-helps-trailer-park-residents-sue-new-owners/](http://www.austinmonitor.com/stories/2015/05/casar-helps-trailer-park-residents-sue-new-owners/)



COURTS

Tuesday, May 5, 2

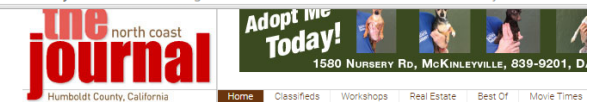
## Casar helps trailer park residents sue r

City Council Member Greg Casar has added his political support to a low-income mobile home community and the corporation that recently property. On Monday evening, dozens of North Lamar Community Mo

Dile et libendum est, ut omne maure. Proin ac scelerisque velit, ut i



[www.northcoastjournal.com/NewsBlog/archives/2015/08/03/mobile-home-owners-rally-over-rent](http://www.northcoastjournal.com/NewsBlog/archives/2015/08/03/mobile-home-owners-rally-over-rent)



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Monday, August 3, 2015

### Mobile Home Owners Rally over Rent

POSTED BY LINDA STANSBERRY ON MON, AUG 3, 2015 AT 1:37 PM

On July 14, a group of local mobile home residents bearing white balloons descended on the Humboldt County Board of Supervisors meeting. The balloons, bobbing above the heads of the crowd, bore a stark message written in red pen: Save Our Seniors. The residents, primarily local seniors and low-income renters, flooded the public comment period in a carefully orchestrated sequence, each asking the board to put fee stabilization for mobile home parks on its agenda. The county's General Plan includes provisions to preserve mobile home parks "as an important source of affordable housing."

Hilary Mosher, who opened the comments, has been helping organize local residents affected by the recent purchase of two mobile home parks: Lazy J Ranch in Arcata and Ocean West in McKinleyville. A corporation called Inspire Communities, which own 45 parks nationwide, bought out the parks, which were originally owned by a local family. When the company originally bid on Ocean West, Mosher says she "went into overtime immediately."

1536 U St NW  
Washington, District of Columbia

Save

(202) 339-9300

Add Price Range

http://www.mhaction.org/

Promote Website

PHOTOS



VIDEOS



### Increased rent stabilization efforts for Humboldt County

ARCATA - Humboldt County mobile home park residents are continuing the fight for rent stabilization. Opposing outside corporations who are buying local mobile...

KIEM-TV.COM

Boosted for \$10.00

Like Comment Share



Write a comment...



MHAction.org added 7 new photos.

Promote

THIS WEEK

782

Post Reach

131

Post Engagement

3

Sign Up

Recent

2015

2014

2013

Terri Sterling commented on her own post.

Rita Borden Daniel's cake all done.

Ben Hanna likes Lois Rossetti's post.

Steve Greenfield likes Jim LaPlante's post.

Wendoly Marte likes Judy Collado's post on her own Timeline.

Nanci Peita Schnebly likes Barbara Skutch Mays's photo.

Seth McKee likes Stephanie Gibson's post.

Briana Kerstein Bergeron and Dawn M Nelson are now friends.

Nancy Berlin likes Lee Conger's photo.

Andrea Burgio-Murphy

Ellen Giblin

MORE FRIENDS (33)

Adam Brisk

Search



Start Organizing



Hello Kevin! ▾

[Your Dashboard](#)

## Contribute Now! Support the Effort to Keep CVS Out Of New Paltz, NY

\$5

\$10

\$15

\$20

\$ Other

☐ Make This Contribution

Weekly



Contributions will go to



Keep CVS Out of New Paltz

New Paltz, New York

First Name \*

Last Name \*

Email \*

Billing Address \*

Dear friends,

It takes a lot of effort to fight a mega-corporation like CVS. We've been organizing, writing letters, knocking on doors, and speaking up at planning board meetings. But we need to do more to get the word out and we need your help. One of our neighbors, famed cartoonist Matt Maley, has drawn this amazing cartoon.



# Exercise

- Small Group Exercise
- Context: You are going to be meeting with the Unitarian Church Social Justice Committee. They have been known to support local community campaigns financially. Your team needs to come up with an 'rap and ask'
- Need to Decide how much you are asking for, how you will frame your rap (remembering the lessons from the outreach part of the training), what materials you will need, and what follow up you will give them.

# Conclusions

- ✓ Relatively easy to do.
- ✓ Leadership Has to Learn How to Run Those Tools. Takes time.
- ✓ Testing systems, before unveiling.
- ✓ Broader issues/conversations.
- ✓ You can dream big, but need to start small. Question is not only leadership buy in, but do your systems work.