

LEADER GUIDE TO BUILDING YOUR TRACK TEAM & GETTING COMMITMENTS

It's critical your entire track team attends ioby Campaign Essentials together. A smart way to make sure everyone's time is used wisely is to schedule a two-hour meeting. Make Campaign Essentials be the first 30 minutes of the agenda, and then use the following hour and 30 minutes to fill out prospect charts, decide on a budget goal and create a campaign plan together. All of this occurs before you begin creating your ioby campaign page.

Every successful ioby campaign has a core group of leaders on the fundraising track team. ioby campaigns led by two or more people are funded six times faster than those with only one leader. When you're building your team, there's a few key characters you'll want to have.



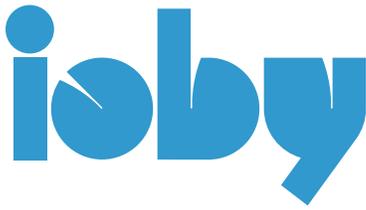
The Socialite.

People who seem to know everyone are very useful in fundraising because they have a lot of people they can ask to contribute to the campaign. These bubbly, extroverted party people are comfortable chatting, sharing stories and, more often than not, accustomed to asking people for things, like money.

The Politico.

People who are well connected in government, with potential partners and allies and with key decision makers help bring legitimacy to your campaign and make it much easier to get things implemented when it's time.





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The Marketer.



People who are professionals in marketing and communications are a blessing to campaigns, but you don't have to have professionals. You can just rely on people who are naturally good at marketing and make sure they know they're on your track team for that role.

The Digital Native.

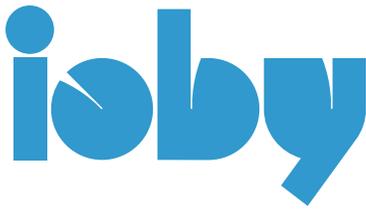
Not everyone feels comfortable using online tools. If you're easily frustrated by Facebook, ask a friend, niece, or granddaughter to help you manage your ioby campaign and online communications.



Responsibilities

In addition to these roles, there are responsibilities that each team member should have. Be sure that someone on your team is responsible for the following.

1. **The Nudge:** One person has to be the internal leader who reminds everyone about deadlines and upcoming events.
2. **ioby Point Person:** One person should always be the one who works with ioby staff directly.
3. **Manager:** One person has to keep all the lists and contacts and donations organized.



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Commitments

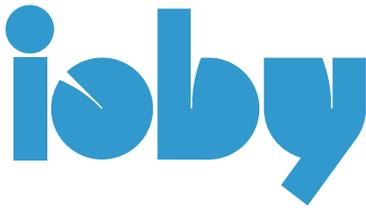
Members of your ioby track team are committing to an active role in your fundraising campaign.

At a minimum, your track team should be prepared to do the following:

1. Attend ioby Campaign Essentials, the ioby fundraising training webinar, with the rest of the track team.
2. Create a personal prospect chart of likely supporters and commit to making direct asks (in person, over the phone, or by personal email) of a minimum of 30-50 individuals in their own personal and professional network.
3. Plan the campaign communications
4. Commit a minimum of 2 hours a week during the ioby campaign, an estimated 4-6 weeks.

For large campaigns, you may want your track team members to make additional commitments, such as:

5. Asking their prospects who donate to tell others about the campaign, thus becoming fundraisers themselves.
6. Asking a foundation or local company to provide a larger gift that could be used as a match campaign.
7. Participating in a video your team produces about the ioby campaign.
8. Hosting a house party to increase face time with potential supporters.
9. For those track team members who are part of or represent an organization, a commitment to send a dedicated email blast to the organization's house file or segment thereof.



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Perks

Sometimes supporters can commit to doing things that seem like commitments of a track team member but rarely are. These include agreeing to tweet or share on facebook or sending a generic email. It can also include pitching a story to a local news organization. These are useful engagement activities but have a very low rate of return on fundraising requests. Include these super fans in your campaign planning, but reserve spots on your track team for people who are serious about making asks.

Celebrities

While they probably won't be great members of your track team, celebrities in your field can be great ways for your campaign to get attention. Most likely, their highest use will be in broadcasting your campaign to a wide net of fans.

This is a great way to build buzz and excitement and make the people in your network feel like "everyone" is talking about your campaign.

Use these celebrity endorsements wisely. Build endorsements into your campaign page from the beginning. If you have a close relationship with a celebrity, have their voice or face in your campaign video or campaign photo. Include quotes from them.

Broadcast endorsements should be saved near the end of campaigns to express urgency and reinforce asks for campaigns that are more than 60% funded.



Musicians United

The Pebble Mine will destroy Bristol Bay, Alaska, home to 46% of the planet's remaining wild sockeye salmon. Help musicians record and distribute music to spread the word to audiences around the world and stop the Pebble Mine!

SHARE THIS PROJECT    

OVERVIEW BUDGET UPDATES DONORS

NEARBY PROJECTS



project leader
paulenagle

location
3105 Lakeshore Drive
(Bristol Bay, Alaska)

latest update 
Concert tour begins!

TOTAL FUNDING NEEDED: \$11,291

\$12,791

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

Do you enjoy salmon? Bristol Bay, Alaska, is the largest remaining sockeye salmon fishery left in the world. According to the Environmental Protection Agency (EPA), it alone is responsible for approximately 46% of the average global abundance of wild sockeye salmon. Unbelievably, this pristine ecosystem is now threatened with environmental destruction by a proposed "open pit" copper and gold mine. **Please make a donation to help us run this campaign and then join and raise your voice.**

Musicians United to Protect Bristol Bay (over 200 strong so far) are using the power of music to raise awareness and support the Alaskan Natives and fishermen in their fight to stop the Pebble Mine. Legendary singer/activist Si Kahn has written and recorded *Bristol Bay*, a beautiful collection of songs about the life of the bay and the people's fight to save it. **Help us produce this CD and get it into the hands of every DJ in Alaska and around the world. Music can tell this story and get people to stand up!**

the steps

Step 1. March 2013 - Raw production finished on *Bristol Bay*, an album of original songs by Si Kahn, produced by legendary Swiss banjo virtuoso Jens Krüger, designed to raise awareness and support for the fight to stop the Pebble Mine. **All proceeds and royalties go directly to support the work of Musicians United To Protect Bristol Bay.**

Step 2. Launch the joby crowd-funding campaign to help cover costs to produce, distribute and publicize the CD. This is where YOU join the movement. Please donate what you can. This donation is tax deductible to the fullest extent allowed by law.

Step 3. Album ready for release in June. Media appearances around the album and the project have already begun.

Step 4. Our goal to sign up and mobilize 1,000 musicians to help bring attention to the issues around the mine and the great cultures that will be lost if the Pebble Mine goes forward. Members are writing songs and spreading the word through their social media networks and publicity appearances. We will continue to collect and share new songs from musician members, create new projects, grow the network and organize our audiences to become an action force to stop the Pebble Mine!

PETE SEEGER ENDORSES MUSICIANS UNITED!!



volunteers needed!

This project's leader is looking for volunteers to help out:

Easy to get involved - go to www.MusiciansUnited.info and join the network by signing up to be a member, whether or not you are a musician.

[inquire about volunteering](#)