Guide to Module Customization

**Planning A Grassroots Fundraising Event**

**MATERIALS INCLUDED WITH THIS MODULE:**

* Annotated agenda
* PowerPoint slide deck
* Planning a Grassroots Fundraising Event: A Step-by-Step Guide
* Planning a Grassroots Fundraising Event: Breakout Exercises
* Guide to customization

**HOW TO CUSTOMIZE THE CURRICULUM:**

**Materials that *require* customization:**

* **Slide 1:** Insert trainer name, role and twitter handle, and then delete the pencil.
* **Slide 7:** Insert your state in the lower text box, then delete the red brackets, and then delete the pencil.
* **Slide 9:** Insert your state in the slide title and then delete the red brackets. Insert your state’s actual numbers on the slide, then delete the red brackets, and then delete the pencil.
* **Slide 19:** Insert your state in the first line, then delete the red brackets, and then delete the pencil.
* **Slide 20:** Insert next steps you’d like volunteers to take to put these skills to action. Then delete the red brackets and delete the pencil.
* **Slide 21:** Insert your state in the slide title, then delete the red brackets and delete the pencil.

**Optional customization:**

Over the course of three breakouts, participants are asked to work with a team to plan an imaginary Grassroots Fundraising event. If this is a more advanced group, you might consider having them break out by chapter or locality and use the breakouts to actually plan a *real* grassroots fundraising event. If you do this, you may also want to extend the time allocated by about 15 minutes in order to build in time for the group to assign out some responsibilities and figure out when they’ll meet again to continue planning this event together.

**Customizing by issue**

If you want to make this module issue-specific, you can do the following:

* Replace the case study on **Slide 8** with one that is specific to the issue you want to focus on (it is currently focused on Immigration Reform).
* Replace the images on **Slide 21** with only images representing your issue of focus. Currently Immigration Reform, Climate Change, Gun Violence Prevention, and Obamacare are all represented.

**Making It Local**

This module is designed to make sure volunteers are aware of your state’s fundraising goals and how they can contribute to meeting them. If you want to make it even more specific to your state, replace the case study on **Slide 8** with a case study from your state. The current case study is from Florida, just in case your state hasn’t yet held a fundraiser that can be used as a case study.

**PAPERLESS TRAINING**

We do not advise doing this training paperless. It is very worksheet and handout heavy, so you should not include this module in your training unless you will be able to print all the materials.

**TRAINING WITHOUT A PROJECTOR**

If training on this topic without a projector, the following visual aids are recommended:

* Posters on the wall:
  + Goals for the session
  + Agenda for the session
  + Slide 9 - Where we stand in our state
* Flip chart version of a “slide deck” (copy the content of the following slides onto a piece of flip chart paper, and present the session using flip chart paper as a visual aid, rather than a PowerPoint presentation):
  + Slide 5
  + Slides 6-7
  + Slide 8
  + Slide 19
  + Slide 20