

This is the chat that went with our webinar on October 29, 2020. Learn more at [eastlansinginfo.news/sisters](http://eastlansinginfo.news/sisters)

Note: The user "East Lansing Info" in the chat was Jodi Spicer, our General Manager.

17:59:49 From East Lansing Info : Welcome everyone! We will be getting started shortly!

18:00:24 From Claire Schoen : having audio issues brb

18:01:53 From J de La Harpe : Thanks for doing this!

18:02:01 From Alice Dreger : Thanks for joining us!

18:02:09 From Regina Ridley : Yes, thank you!

18:02:26 From Alyia Paulding : Parks and Rec <3

18:05:42 From East Lansing Info : We will be sure to share this slide deck and the spreadsheet templates following the webinar.

18:06:12 From stevenpomerantz to East Lansing Info (Privately) : Thank you.

18:10:25 From J de La Harpe : What makes a "core" donor

18:10:54 From Alice Dreger : We'll talk about that but a "core donor" is someone who has offered enough money that we use them to be a match donor. In other words, we use their money as a local match.

18:13:12 From J de La Harpe : #3 — is the #75 your CRM #?

18:13:33 From Alice Dreger : Essentially. It is the number we have assigned to a donor.

18:13:50 From Regina Ridley : I thought NewsMatch covered the full year of the monthly donations

18:14:10 From Alice Dreger : they do if it is a NEW donor.

18:14:25 From Alice Dreger : But if it is a donor preexisting as a recurring donation, they do NOT match it. We have a lot of pre-existing monthly donors.

18:14:35 From J de La Harpe : Doesn't a sustained donation have to be a new donor to count for a full year?

18:14:41 From Regina Ridley : Oh yes, thats right, thanks

18:15:05 From Alice Dreger : Yes, new donors are matched x12 by newsmatch (up to the total of \$11,500 this year)

18:16:11 From J de La Harpe : that's awesome!

18:16:59 From J de La Harpe : You don't aim for a 3:1 match instead of local?

18:17:13 From Alice Dreger : We'll explain that more in my part.

18:17:27 From Joanna Detz : If you don't meet your goal, do you still get your core donor matches?

18:17:35 From Nisa Stover Talavera : I was late to this meeting. My apologies. ANY way it is being recorded so I can watch from the beginning? Thank you!

18:17:39 From Alice Dreger : Yes. They are commitment

18:17:54 From Alice Dreger : Yes we are recording

18:18:06 From Nisa Stover Talavera : great!

18:18:07 From J de La Harpe : and what if you don't match core donors, do you continue after the end of news match?

18:21:00 From J de La Harpe : is it too late if we haven't done enough core donor cultivation?

18:21:09 From Tracy Quattrochi : How do you announce a dollar amount for the match cap at the beginning if core donors are still giving to the core donor match?

18:21:23 From Alice Dreger : Great question - we don't, basically.

18:24:15 From J de La Harpe : Are you very public about your end goal, say \$200K? And, what if you don't meet that announced goal?

18:24:47 From Alice Dreger : We try to announce a goal we can reach. Last year we did NOT announce a goal until about a month into the campaign. At that point, I felt confident we could reach \$125K. That's what we announced at that point.

18:25:01 From Alice Dreger : But this year Jodi and I feel confident we can do \$200K, so we will announce relatively early.

18:29:00 From Chelsea Miller : I'm in deep love of this spreadsheet, Jodi!

18:29:27 From J de La Harpe : We expect a \$5K match from a foundation in Dec. How would you handle that? That is money that will go away if it isn't matched.

18:30:20 From J de La Harpe : 40 hours. holy cow! thank you for sharing

18:30:43 From Alice Dreger : Happy to share! Jodi is magic!

18:32:03 From Alyia Paulding : Would you be willing to share your average core donor gift size?

18:32:35 From Alice Dreger : We count as "core donors" people who commit to \$250 or more during the campaign. Most are \$1,000. The biggest is \$3500.

18:32:53 From Alyia Paulding : Aha, thanks!

18:33:04 From Alice Dreger : So they're not huge.

18:33:23 From J de La Harpe : ELI CRM for INN (?) Isn't this what a CRM is for? Is this duplicative? Or, how do you plug this into your CR M

18:34:58 From East Lansing Info to Larry Gavin (Privately) : We don't have a CRM - we are creating one in essence by pulling together our various donation spreadsheets each year.

18:35:17 From East Lansing Info : We don't have a CRM - we are creating one in essence by pulling together our various donation spreadsheets each year.

18:35:42 From East Lansing Info : Last year, I found that it was SUPER helpful to look at our historical giving data and share it with Alice and others as we solicit

18:41:03 From East Lansing Info : This reminds me of when my little brother was running for Homecoming King - and we had Pringles cans all around town asking for their donations. LOL.

18:42:18 From Alyia Paulding : like voting for your choice on a friendly debate by putting a dollar in different tip jars at a coffeeshop! :)

18:42:34 From East Lansing Info : Yes Alyia! It gets everyone involved!

18:43:02 From Cristen Hemmins : I hate to leave because this is all SO hopeful, but I have an event at 6 (Mike Espy for US Senate, in town!). I will definitely look for the video to see the rest.

18:43:02 From Claire Schoen to East Lansing Info (Privately) : does this info go on the website - income etc

18:43:05 From J de La Harpe : where do you bring this information forward to? on your website?

18:45:05 From East Lansing Info to Claire Schoen (Privately) : Here is our website:  
<https://eastlansinginfo.news/>

18:45:17 From East Lansing Info : Here is our website: <https://eastlansinginfo.news/>

18:46:28 From Courtney Hurtt : er

18:47:21 From J de La Harpe : Alice, did you say that you don't create personal letters but you personalize A letter?

18:47:30 From Alice Dreger : A little of each

18:47:55 From Leslie David : how do you decide who gets to mail & envelope vs phone call vs emails?

18:48:58 From East Lansing Info : We are in the Q & A now - so what questions do you all have?!?!?

18:52:14 From Courtney Hurtt : I've got to head to another meeting, but this was great. Alice & Jodi, thanks again for sharing!

18:52:44 From Amos Gelb : how do you come up with your goal?

18:53:22 From Amos Gelb : and how do you decide whether it is achievable/rational/aspirational

18:55:15 From Chelsea Miller : Are you willing to share what your subscriber numbers are vis a vis donors?

18:56:53 From Chelsea Miller : How does that line up with how many subs?

18:56:56 From Chelsea Miller : Ah.

18:57:56 From Regina Ridley : Thank you!

18:58:36 From J de La Harpe : When is it to late to solicit your core donors?

18:58:41 From East Lansing Info : <https://eastlansinginfo.news/eli-restarts-posting-at-facebook/>

18:59:33 From Lynne R : Did you decide to do your own CRM because those available are expensive? Are there any inexpensive CRMs for non-profits?

18:59:56 From Amos Gelb : this is totally brilliant. can't thank you both enough. DC Witness genuflects. Got to go deal wth students.

19:00:05 From J de La Harpe : Mistakes?

19:00:09 From Amos Gelb : will be in contact.

19:00:12 From Alice Dreger : Thanks, Amos!

19:00:28 From J de La Harpe : Thanks for pep talk,too. Fundraising can be harsh! We use Neon for a CRM.

19:00:41 From J de La Harpe : What mistakes should we avoid.

19:00:59 From Susan Haig : What a productive team! congrats... are you on June 30 YE, and how many hrs/wk are you fundraising during NewsMatch? Thanks for this helpful info!

19:01:55 From Lynne R : Yes, your spreadsheet is extremely helpful.

19:04:04 From Ashton Marra : Maybe it's repetitive, but do you have any advice for a first time newsroom? Not just first time in NewsMatch, but our first time ever fundraising.

19:05:24 From Lynne R : Jodi, you mentioned assigning a number to each donor. Did you just start with a number and then just continue giving the next number to the next donor?

19:05:34 From East Lansing Info : Yes Lynne!

19:06:05 From Lynne R : Thanks Jodi

19:06:07 From East Lansing Info : So as a donation comes in, the first thing I do is search the spreadsheet I have to be sure that they aren't ALREADY a donor (sometimes people have more than one name)

19:06:21 From East Lansing Info : And if they are NEW, they get the next number in our list!

19:06:25 From J de La Harpe : Also, what a good opportunity to hear from the community.

19:06:42 From Claire Schoen to East Lansing Info (Privately) : do you make public the names of core donors

19:06:49 From Jane Vincent : You are AWESOME. Thank you.

19:06:52 From J de La Harpe : This is so inspiring — thank you.

19:07:17 From East Lansing Info : <https://eastlansinginfo.news/donate/>

19:09:10 From Susan Haig : Thanks so much, terrific!

19:09:32 From Chelsea Miller : Hugely helpful and most appreciated!

19:10:04 From elizabethmcnamara : Thank you so much for all of this. It's overwhelming so I really appreciate your candor and ALL THE AMAZING INFO.

19:10:12 From stevenpomerantz : Thanks so much.

19:10:45 From Nisa Stover Talavera : Can I get this call sent to me please? The recording I mean

19:11:30 From Alyia Paulding : Thanks so much, Alice and Jodi, you are killing it!

19:12:24 From Jane Vincent : Gotta run. This is been sooooo helpful. Thank you!

19:12:37 From Alice Dreger : Happy to help!!

19:12:40 From Dylan Smith/TucsonSentinel.com : Thanks very much!

19:13:11 From Susan Haig : Thanks for sharing the recording, too. Board members will benefit.. great stuff!

19:13:37 From Leslie David : Thank you Eli team, we really appreciate you putting time aside to share your ideas and encourage us before NewsMatch starts.

19:13:50 From Claire Schoen to East Lansing Info (Privately) : awesome!! thank you

