



Curriculum: Level 2

3 Full-Day Sessions – 9 a.m. - 3:30 p.m.

Sessions include learning, exercises and lunch.

2 Half-Day Mentoring/Networking Sessions – Time TBD

Session 1: Create and Execute Advanced Campaigns for Your Cause

You regularly execute fundraising campaigns to existing donors, but how are you educating new people on your work? Are your efforts based on data and testing, and do they leverage technology? Session 1 of Velocity 2.0: Level 2 builds on fundraising and marketing basics, facilitating campaigns that reach audiences where they are.

As a result of Session 1, you will be able to:

- Define, execute and measure awareness, fundraising and advocacy campaigns
- Incorporate ongoing testing and research
- Effectively use video and social media campaigns

***Mentor Session 1:** Identify how to lead with your strengths.*

Session 2: Build a Movement and Activists for Your Cause

In Session 1, you learned more about campaigns to reach your constituents. But which campaign is right for which audience, and when? How do you tailor outreach efforts by engagement level? Session 2 of Velocity 2.0: Level 2 applies the campaign knowledge learned in Session 1 to move audiences from interest to action to grassroots organizing.

As a result of Session 2, you will be able to:

- Build a network and lead constituents to donate
- Move people through the levels of activism, from interest to action to grassroots organizing
- Leverage leaders, staff and other tools/resources to build effective social movements

***Mentor Session 2:** Align organizational structure and talent with your organization's long-term goals.*



Session 3: Position Your Brand as a Leader in Your Community – and on the Issue It Addresses

You've built a social movement for your cause – but how do you keep it going? How do you continue to grow the role of existing activists while inspiring new ones? How do you join the larger conversation with other organizations also addressing your issue? The final session of Velocity 2.0: Level 2 explores how to position your cause as a leader in the community – and how to lead your organization to keep it there.

As a result of Session 3, you will be able to:

- Position your organization as a leader in the community and an expert on the issue you're working to address
- Educate and involve the public in your issue to become known as a resource
- Engage constituents and activate board, staff and volunteers to drive campaign success