

Iowa Citizens for Community Improvement – IA CCI

We talk. We act. We get it done.

A Case Study in Membership Growth
(Data used with permission of IA CCI)

Iowa Citizens for Community Improvement was founded in the belief that ordinary people, when given the chance, can be a powerful force for justice.

IA CCI is celebrating its 30th Year Anniversary!

Iowa Citizens for Community Improvement Issues:

- **Farming & the environment**
- **Housing & financial safety**
 - **Immigrant Rights**
- **Voter-owned elections**

Data provided by CCI Staff:

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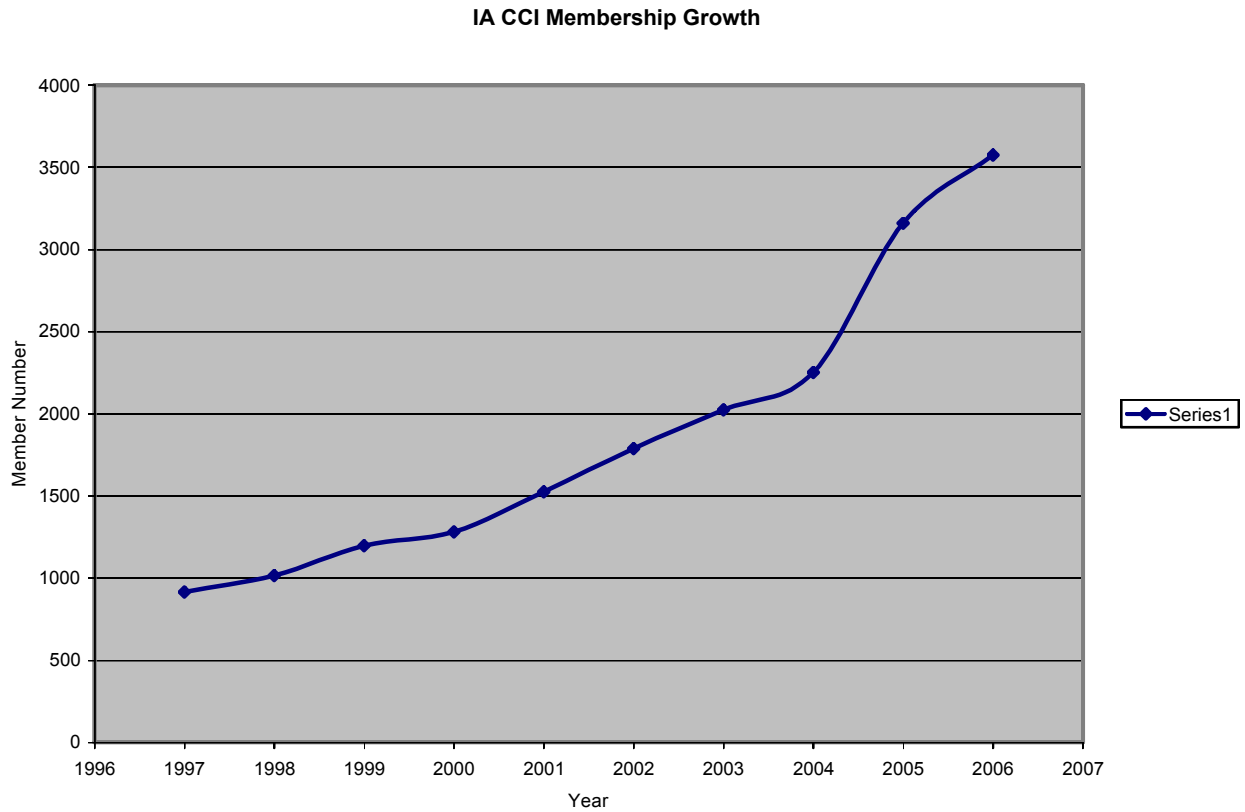
Acquisition Diversity at IA CCI

Vehicle	2006 New Members	% of Total Members
Mail Acquisition (large)	430	35.5
Mail Acquisition (in-house)	40	3.3
Action Alert	23	1.9
Complimentary	169 (not quite 50%)	14.0
Staff Direct Ask	66	5.5
Events	29	2.4
Friends Direct Ask	46	3.8
House Party	25	2.1
Gift	10	0.8
Meeting/Letter	321	26.5
Newsletter	11	0.9
Other	10	0.8
Presentation	5	0.4
Unsolicited	26	2.1
Total	1,211	

Membership Growth at IA CCI

Year	Number of Members
1997	914
1998	1,013
1999	1,195
2000	1,281
2001	1,524
2002	1,788
2003	2,023
2004	2,250
2005	3,160
2006	3,575

Membership Growth at IA CCI



Membership Income Growth

Jan 2005 – July 2007 (2.5 years)

18 Month Giving Snapshots

Jan 1, 2005	\$112,370
July 1, 2005	\$139,870
Jan 1, 2006	\$196,331
July 1, 2006	\$209,178
Jan 1, 2007	\$251,606
July 1, 2007	\$282,270

How they did it!

- 1. Training**
- 2. Creating a culture of fundraising**
- 3. Focusing on personalization – building the relationships**

Personalization at IA CCI

- Volunteer new donor calls
- Staff calls to \$100 plus donors
- Board calls to \$500 plus donors
- Hand-written notes on appeals and renewals
- Phone banks to lapsed donors
- Personalized envelopes to major donors
- Face-to-face visits with 10% of members (300 people in 2006)

Congratulations to IA CCI!!!