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**Join Us…**

**For a One-Day, Live-Streamed,**

**Community-Engaging, Collaborative Fundraiser**  
*An exciting fundraising experiment*

What to do:

* Please review the information below
* If you are *interested* in the idea of your organization participating in the collaborative fundraiser, please email Erin Polgreen at [erin@themediaconsortium.com](mailto:erin@themediaconsortium.com) by Dec. 1, 2011.
  + It would be of great help to include what questions (big and small) you have about the below proposal. We will pull together a conference call for all interested participants as well as documents that review requirements for participations, anticipated to do’s, etc. We have a good many questions already anticipated, but hearing from you would only help us.

**Included: Overview, Background, Goals**

**Overview**

We invite our fellow members of The Media Consortium to participate in a groundbreaking collaborative fundraiser. In this one-day event, we will harness our collective resources to work both together and in friendly competition with each other to raise money for each participating media consortium member. We are building on the successful model employed for years by public media, but enhanced with new experimental features ranging new online fundraising technology, gaming mechanics, organizational collaboration, and community fundsourcing.

The proposed Collaborative Fundraiser will involve the following components:

1) A live, one-day online and TV hosted video stream bringing the best and brightest talents from TMC members and allies together to interview each other, highlight major stories, discuss news of the day, and interact with their collective communities online via twitter, Facebook, and other online tools. All participating members and additional partners will live stream content.

2) Members’ communities will be organized to join in on a friendly competition to raise the most money for their favorite media organization. Community members will be charged with reaching out to their networks in advance of and during the day to help raise money for their favorite TMC member.

3) Fundraising will be powered by a cutting edge online tool that integrates gaming techniques and friendly competition with the ability to collect and process donations.

Each participating organization will be required to invest staff time to publicize the event and recruit a solid base of initial volunteers to engage in fundraising efforts before and during the event. TMC is providing the start up funds to support the day’s production and online tech support. It will also work to secure matching grants for members and additional sponsors and partners for the day itself.

**Background**

Journalism’s revenue challenges, especially for independent, progressive journalism, are only increasing in this media environment. Many organizations have recently dipped their toes into new fundraising opportunities, but have often had to experiment alone.

Throughout the last quarter of 2010, a group of members participated in TMC’s New Revenue Generation Lab in which they explored new strategies and tools to support and advance their individual fundraising efforts. Throughout this time, members returned to the idea of how to work together on a fundraising experiment that could be: scalable, replicable, and integrate new fundraising strategies.

In 2009 and 2010 [GiveMN.org](http://GiveMN.org" \t "_blank) an organization based in Minnesota, in partnership with the fundraising platform, [Razoo.com](http://Razoo.com" \t "_blank) brought hundreds of non-profit organizations from across the state to participate in a one day online fundraiser.  In 2010, this one-day fundraiser brought in $10 million dollars (divided among the participating groups).

The idea of using the combined power of the Media Consortiums members and communities seemed a natural fit with this model. We are now working with [Razoo.com](http://Razoo.com" \t "_blank) and consulting with [GiveMN.org](http://GiveMN.org" \t "_blank) to explore our very own collaborative fundraiser for the members of the Media Consortium.

Truthout, Colorlines, The Uptake, In These Times, Ms. Magazine, and The American Independent News Network have already signed on to engage in this unique fundraiser--and we hope you will join us!

**Goals of Collaborative Fundraiser**

* Explore an innovative, scalable new revenue generation model uniquely suited to the current independent media landscape: It combines live and online platforms, offers a collaborative approach and uses social media and other emerging networks to facilitate its promotion.
* Target new potential givers and new audiences through cross-platform and cross-organizational publicity efforts.
* Grow and strengthen our organizational communities through a fun, goal-directed competition that incorporates gaming technology and inspires a team-building spirit.
* Solidify successful partnerships that can be adapted and reactivated for future joint fundraising campaigns.
* Raise money for our respective organizations, with very low initial investment costs and the help of a seasoned online fundraising support team.
* Create live video and other promotional materials that can be recycled and/or replicated for future fundraising campaigns.

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