

## Sonder Capital Campaign

### September 2022

#### Purpose

The purpose of the Sonder mini-capital campaign is to raise funding that will sustain the community and its services until a revenue stream can be established and maintained. The Sonder Capital Campaign seeks to raise at least enough funds to maintain this community for at least one year and hopefully enough to develop and grow into the community and resources we envision.

#### Details

Four tiers of campaign funds are being sought, with each level including the items of the previous level plus the additional services identified.

	<u>Foundational</u>	<u>Building</u>	<u>Developing</u>	<u>Growing</u>
<b>Goal (cumulative)</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$20,000</b>	<b>\$30,000</b>
<b>Funding allocation</b>	Current level of services for one year, including: <ul style="list-style-type: none"> <li>• Circle: Professional account with five total admins</li> <li>• Zoom: Pro account with seven total licenses</li> <li>• Squarespace</li> <li>• Google Workspace</li> <li>• Canva</li> <li>• Quickbooks</li> </ul> Emergency funds	Content stipends Accounting services Minor tech upgrades Organizational insurance	Marketing expertise Content expertise	Membership platform Tech services an retainer for tech handy services Grants expertise
<b>Allocated funds for each tier</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$10,000</b>

### Foundational Level

**\$5,000.00**

**Description:** this level provides funding to sustain current level of services for one year, including basic technology and capability needs

Item	Annual Cost	Reason for Expense	Potential Use
<b>Current level of services for one year, including:</b>			
Back office / tech support	\$1,500		
Squarespace	\$1,200		
Zoom: Pro account with seven total licenses	\$600		
Squarespace	\$400		
Google Workspace	\$360		
Canva	\$160		
Quickbooks	\$150		
Emergency funds	\$630		

### Building Level\*

**\$10,000.00**

**Description:** this level provides funding to begin paying content creators and to establish essential organizational infrastructure

Item	Annual Cost	Reason for Expense	Potential Use
Content stipends	\$3,000		
Accounting services	\$1,000		
Organizational insurance	\$1,000		

*\*includes items in Foundational Level*

**Developing Level\***

**\$20,000.00**

**Description:** this level provides funding to develop strategy and action related to marketing and content

<b>Item</b>	<b>Annual Cost</b>	<b>Reason for Expense</b>	<b>Potential Use</b>
Marketing expertise	\$5,000		
Content expertise	\$5,000		

*\*includes items in Foundational and Building Levels*

**Growing Level**

**\$30,000.00**

**Description:** this level provides funding to establish the infrastructure that will support sustainable membership growth

<b>Item</b>	<b>Annual Cost</b>	<b>Reason for Expense</b>	<b>Potential Use</b>
Membership platform	\$5,000		
Grants expertise	\$5,000		

*\*includes items in Foundational, Building, and Developing Levels*

## Sources of funding

- Direct requests / fundraising letters to [groups and individuals] (*need to create shared list*)
- Social campaign
- Tell a friend
- Event: telethon
- ??

## Action Plan

📅 Capital Campaign - Action Plan

Create list and process for requests