



organizers' collaborative

Technology and training to advance and sustain social change

"Over the last four years my organization has grown from 16 riders to a database of over 1,400 cyclists, volunteers, sponsors, venues, media people and others. OC is a tremendous service, and ODB is an amazing resource. I would not be able to run my business without it, and I can't wait for version 1.0 to be officially released!"

– Mat Mendel, organizer, Tri-State trek for ALS research

December 15, 2005

Dear Friend:

I am writing you this holiday season to ask for your help in giving a present to the entire social change movement.

Organizers' Collaborative (OC), the nonprofit group I founded six years ago, is going to provide a present worth millions of dollars to thousands of community groups. This gift is free software that enables these organizations to effortlessly manage their social change activities.

As you may be aware, OC has assisted hundreds of grassroots groups by providing them with the Organizers Database (ODB) software, plus lots of technical training and support. While we are pleased with helping hundreds of groups, we really want to help thousands.

In order to do that, we spent the last 6 months making the ODB software even better. We made it much faster, we added 50 new features suggested by our users, and we made it even easier to use.

Most of the organizations already using ODB value the software as a critical component of their social change work. Each group that uses it is able to dramatically increase its fundraising or organizing capacity. For example:

- A nonprofit community-based professional theatre company used ODB to organize a major celebrity fundraising event in just six weeks, which raised \$150,000 in June towards construction of a new theatre in Cambridge, MA.
- An environmental education organization in Olympia, WA used ODB's import capabilities to quickly set up a database so they could spearhead the development of a comprehensive environmental education plan for Washington State.
- A community action agency in Somerville, MA that hadn't raised much money from individual donors prior to 2004 used ODB's mail, e-mail, and donor tracking capabilities to send a series of newsletters and appeals, resulting in \$3,500 in gifts just in October and November of 2005.

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- A grassroots reform organization comprised of front-line medical caregivers used ODB to build an email list of 1,200 and a traditional mailing list of 1,000 as part of groundbreaking campaign for universal healthcare legislation in Massachusetts.
- A community organization in Dar-es-Salaam, Tanzania used ODB to register and track 200 members who are contributing part of their savings to fight poverty by providing loans to youths and women in the community.
- A community-based anti-eviction project in Cambridge, MA used ODB to build its annual individual donor base from under \$1,000 to over \$9,000, and to turn out 200 people for a housing justice rally at the Massachusetts State House in April 2005.
- A startup organization hosting a charity bike ride from Boston to New York used ODB's sort and search capabilities to raise \$200,000 in its first three years.
- A statewide children's advocacy organization used ODB's list management capabilities to mobilize 690 people for a fall event kicking off a campaign to ensure that Massachusetts schools will provide safe and supportive environments for children traumatized by violence.

I am very excited to announce that we are now ready to release the new 1.0 version of Organizers Database at no cost to tens of thousands of additional social change nonprofits - as free, open source software.

In order for us to bring the gift of open source software and related services to grassroots groups who most need our support, we need YOUR support.

A gift of \$500 will enable us to provide subsidized setup assistance to five underserved community groups.

A gift of \$100 will enable us to respond to technical inquiries from ten organizations.

A gift of \$30 will cover the annual cost of setting up an online forum to allow the one hundred nonprofit organizations who downloaded the ODB software in November 2005 (see enclosed list) to share tips and strategies with one another.

Your gift to Organizers' Collaborative will enable us to give thousands of groups working for peace, equality, and social welfare a much better chance of improving life for all of us.

Thank you for your support and have a great holiday season.

Sincerely,



Rich Cowan

Founder and President

P.S. Contributions to Organizers' Collaborative are tax deductible to the full extent of the law. More information on OC, including software download links and financial information, is available at our web site at www.organizerscollaborative.org.