



## 2022 CACC Fundraiser Campaign FAQs

1. **Why is CACC asking for a list of donors?** There are two reasons:
  - a. A profile for prospective new donors will be created using the information from the current donors. CACC will share any new donor info with you at the end of the campaign!
  - b. People who have already heard of your organization are more likely to give.
2. **My organization doesn't have donors; can we still participate?** Yes! Just let Holly know that you haven't done fundraising in the past and do not have a list of donors to share.
3. **Who will have access to my donor information?** The only folks who will have access are CACC and the media company we use to prospect new donors and send letters. Your donors will not be kept as CACC contacts and will not be used in the future.
4. **What information about donors is needed?** We will need first name, last name, address, email (if possible), last donation date, last donation amount, and the sum of all donations made.
5. **What if I am in a county with multiple CACCs?** If all CACCs decide to participate, the profits will be split equally between the centers.
6. **What if I'm in a county with multiple CACCs, but I do not want to participate?** That's okay! Simply share the zip codes that your organization exclusively serves, and CACC will be sure not to reach out to anyone in those areas.
7. **How many people in my county will receive the letter?** CACC is finalizing the total number of contacts in the state. Once we know how many counties are participating, we will divide the contacts between each county.
8. **What if I want my county to have more contacts?** If you wish to have more letters sent to your county (i.e., increase the potential for more donations), your organization may donate money to the campaign. Once we finalize the number of contacts and the number of counties participating, we will share more information about how much a donation would be needed.
9. **Will I find out who donated and how much?** Yes! After the campaign ends, CACC will give you the list of donors from your county.
10. **How much money will my center get?** We can't predict how much money will be raised. However, of the funds raised, you will receive 30%.
11. **How will my organization get the money?** The money will be mailed by check in June.

More questions? Email [Holly@calicocenter.org](mailto:Holly@calicocenter.org)