**2016 #PP10K People Movers Power-Up**

Last year’s #PP10K, **you joined 57 individuals** to be People Movers who fundraised over $14,000**.** However, the most inspiring aspect of the challenge was hearing from People Movers like you how fundraising **pushed your leadership development** *(“Greater confidence in asking people not interested in social justice.”)* and what **improvements you think we can make** for 2016’s #PP10K *(“I think we should have been told to ask people for a range of money more explicitly. I realize in retrospect that some people could have given more than $10.”).*

**The 2016 #PP10K is coming up soon!** And it couldn’t be at a better time. CAAAV is staffing up our own capacity so we can win the victories our low-income Asian immigrant communities need. Our campaigns for language access and equitable rezoning are at critical points where we are meeting with city agencies to demand institutional change.

That’s why we need your help! **As we step up our organizing, we ask:**

* Can you join us in making our social justice movements more leaderful by returning as a People Mover to fundraise?
* Can you take your efforts to the next level and volunteer for at least one “People Mover Power-Up” challenge to make your second #PP10K more purposeful and successful?

|  |  |  |
| --- | --- | --- |
| **Champion** | **Contributor** | **Coach** |
| Grow CAAAV’s Mass Support | Grow CAAAV’s Resources | Grow CAAAV’s Collective Leadership |
| Commit to taking 3 past/ potential donors on coffee dates where you learn about their vision for social justice and encourage them to give to CAAAV if they support our mission.  Commit to getting 1 donor to become a sustainer who contributes $10/month or $120/year.  Bonus: Get 1 other donor to mobilize for action or event. | Commit to raising $300 or more and solicit larger donations or more donors. | Commit to becoming a #PP10K fundraising coach.  As a fundraising coach, you will support fundraisers by motivating them, holding them accountable to their goals, and helping them problem-solve.  You will be assigned 8 People Movers to conduct 3 personal check-ins with throughout the course of the campaign. |

The “Power Up” idea is an answer to past People Mover’s feedback for more **growtth opportunities**. You will receive all the types of support you received last year (e.g. personal check-ins). Plus, if you volunteer to be a Champion or Coach, you will receive **tailored trainings** for your roles. Training options will also be available for fundraisers not based in NYC.

So what do you say? **Can you be a People Mover AND Power-Up for grassroots Asian immigrant power?** Join Us Now: <http://bit.ly/2bscNpN>