



# Crowdfunding Campaign

## Marketing Accelerator

This workbook is designed to help you understand and connect your community before, during and after your crowdfunding campaign.

### Part 1: Your Community Connect & Collaborate

#### A) List ten or more individuals who will act as “Campaign Champions.”

- Champions should be personally **invested** in your campaign and committed to its success.
  - Ask Champions to contribute **before** the public launch to help build momentum.
  - Estimate each member’s monetary contribution amount. These donations should total 15-30% of the total funding goal.
- Champions should actively **promote** the campaign through their own networks throughout the duration of the campaign.
  - Identify networks they are part of and who they can reach out to.

	Name	Network	\$ Amount	IN
1				
2				
3				
4				
5				
6				
7				

	Name	Network	\$ Amount	IN
8				
9				
10				

## B) Early Supporter Donor List:

List individuals outside of your Champions who you **know** will donate to the campaign.

- List their relationship to you, how you can contact them and the estimated amount they will donate.
- These donations should total **30-50% +** of your funding goal.
- Each member of your campaign's team should do this exercise!!

	Name	Relationship	Contact Method	\$ Amount
1				
2				
3				
4				
5				
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11				
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13				
14				
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16				

	<b>Name</b>	<b>Relationship</b>	<b>Contact Method</b>	<b>\$ Amount</b>
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
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42				
43				

	Name	Relationship	Contact Method	\$ Amount
44				
45				
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48				
49				
50				

### C) Business & Organizational Supporters:

- List the businesses and organizations that will be interested in your campaign.
- Think about how your campaign affects them and what they might gain from your efforts. What can you offer them? (Sponsorship opportunities, co-branding, matching donations opportunities etc.)
- Think about what direct contacts you may have at each organization, but don't be intimidated by the size of the organization... shoot for the moon!

	Business/Org	Why Passionate?	What's in it for them	What's in it for you	Contact
1					
2					
3					
4					

	<b>Business/Org</b>	<b>Why Passionate?</b>	<b>What's in it for them</b>	<b>What's in it for you</b>	<b>Contact</b>
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

	<b>Business/Org</b>	<b>Why Passionate?</b>	<b>What's in it for them</b>	<b>What's in it for you</b>	<b>Contact</b>
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

## D) “MyCommunity” Email Lists:

- Prepare for your campaign updates/email marketing by creating segmented email lists using the MyCommunity tool built into your crowdfunding platform.
- Begin with your Success Team and work outward into your “first” and “second degree” connections. Here are the default lists, but you can add more:

1. Family
2. Friends
3. Press & Promoters
4. Businesses
5. General Solicitation



[Click Here to learn how to set up your MyCommunity email lists!](#)

## Part 2: Communications Planning Checklist

Now that you have clarity on who your community is, let's focus on connecting with them. Use the lists in Part 1 to help you complete the following:

### Pre Launch:

Goals: 1. Build an army of advocates. 2. Reach 30% of goal in first 3 days.

- Ask Your Success Team:**
  - Be on the team (be an advocate)
  - Please contribute early
  - Please reach out to your network
  - Provide them with boiler-plate copy to share (emails, tweets, FB posts)
- Ask Early Supporters:**
  - Please donate ahead of time or in first 3 days
  - Share share share!
  - Stay tuned for updates!
  - Provide them with boiler-plate copy to share (emails, tweets, FB posts)
- Business & Organizations:**
  - Share vision & impact
  - Explain value to them (co-branding, high visibility philanthropy, marketing & new customers)
  - Tell them what they can do: (sponsor rewards, matching donations, share with their networks)
  - Provide them with boiler-plate copy to share (emails, tweets, FB posts)

### Launch Prep:

Goals: 1. Schedule your posts to make life easier. 2. Be prepared to communicate major milestones.

- Build MyCommunity email lists**
- Create a Facebook event for your campaign's launch day**
- Draft your communications:**

- Pre launch update/email/social
- Launch Day (morning & evening) update/email/social
- 30,50,75,90% etc Emails/Update/Social**
- Final Push Updates/Emails/Social**
  - 3, 2, 1 days left
  - Final day (all day long!)
  - Campaign End (We did it!) Update/Emails

### Live Campaign:

Goals: 1. Execute your plan. 2. Stay active and engage your donors. 3. Turn supporters into advocates.

- Stay active every day**
- Send scheduled drafts**
- Thank supporters as donations are made**
- Create new updates with behind the scenes photographs and stories from the campaign**
- Respond to all comments on fundraising page**
- Rally supporters at the end!**
- Focus on stretch goals after initial goals are passed!**

### Post Campaign:

Goals: 1. Thank Supporters. 2. Demonstrate Impact. 3. Tell them what to do next!

- Victory/campaign end communication**
- Rewards fulfilment**
- 30 Day follow up: Show impact**
- "Donor hand-off" ("Please support other great campaigns on this platform!")**



## Part 3: Attracting a Crowd Take it to the n<sup>th</sup> Degree

If you're planning to break outside of your first degree connections, you'll need a specific plan to do so. Let's think about how to spread your message even farther!

### E) Local Media Outlets:

List influential publications, blogs or organizations that would be interested in covering your story:

	Publication/Org	Why Interested?	Contact Info	Date of Contact
1				
2				
3				
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### Pro Tip:

**“If you post it, they will fund” = WRONG.**

To attract interest from groups outside of your first degree you need to have your core community of supporters *actively* engaged and then specifically target influencers who stand to benefit from your campaign's *obvious success*.

**F) National Media Outlets:**

List publications, websites or organizations that would be interested in covering your story at a national level:

	<b>Publication/Org</b>	<b>Why Interested?</b>	<b>Contact Info</b>	<b>Date of Contact</b>
1				
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**G) Influential Bloggers:**

List bloggers might be interested in sharing your story:

	<b>Blogger</b>	<b>Why Interested?</b>	<b>Contact Info</b>	<b>Date of Contact</b>
1				
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**H) Influential Tweeters / Social Media Figures:**

List Tweeters or Social Media Personalities who might benefit from your campaign:

	<b>Social Star</b>	<b>Why Interested?</b>	<b>Contact Info</b>	<b>Date of Contact</b>
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## Part 8: Pre-Launch Checklist

Let's put the rubber to the road!

Congratulations! You now have focused your vision, identified your team, determined your audience, crafted your message/goals and discovered your communication channels!

Now it's time to turn your passion into action. **Let's do this!**

### Week 1: Foundation

- Assemble Your Campaign Team**
- Complete the *Campaign Planning Accelerator***
- Research your topic**
  - Who cares about this topic?
  - Look at other crowdfunding campaigns online for inspiration
- Complete the *Campaign Marketing Accelerator Workbook***
  - Finalize your Marketing Strategy
- Start your campaign application**
  - Title, Summary, Story
  - Goals & Timeline

### Week 2: Community

- Create / update social media accounts.** (Facebook, Twitter, LinkedIn etc.)
- Contact your Campaign Champions\***
- Identify and follow relevant influencers on social media.**
- Create your MyCommunity Email Lists**
- Create an Email Outreach Schedule**
- Extra Credit: Write 10-15 different 3-sentence descriptions of your project.**
- Storyboard your video**
  - Review Video Creation Guide
- Create a Facebook Event scheduled for your launch day and send invites**

### Week 3: Content

- Design your campaign's rewards structure (if applicable)**
- Finish campaign video**
  - Upload it to YouTube or Vimeo
- Finish your campaign application**
  - Add images to story section
  - Photos, infographics, headers etc.
  - Get all green "check marks"
- Draft pre-campaign emails**
- Draft thank you emails**

### Week 4: Communications

- Write press releases for local media**
- Schedule your social media posts**
- Draft social media posts for your Campaign Champions to share**
  - 10 Tweets
  - 5 Facebook Posts
  - Short Template Emails
- Email your Campaign Champions\* & Early Supporters\***
  - Give them instructions (fund/share)
  - Provide draft emails, tweets, FB posts
  - Have them create their own email list to share the campaign with.
- Start executing marketing plan**
- Launch your campaign when ready!**

\*This is a copy of the checklist from the Campaign Planning Accelerator Workbook