

## FORTIFY YOUR FOUNDATION

- Clarify your why.** People will be more engaged on why you are doing this work so articulate your Why.
- Identify your timeline.** Allow yourself plenty of time to be successful with 8-12 weeks in advance of launch date.
- Build your team.** Enlist your friends that are excited about what you are doing and have the time to help. Identify someone to be the social media expert.

## KNOW YOUR NUMBERS

- Identify your overall financial goal** but break it down into smaller bites. If you have a \$5000 project goal, provide incremental steps of how the money gets applied to various items. The first \$1000 goes to A, then the second \$1000 goes to B... Be specific about how you are planning to spend the money and how each increment can help you get there.
- Determine how many people** you need to drive to your campaign and think about the effort that it will take to get them there.
- Create your budget including hard and in-kind costs.** Understand the costs and time for fulfilling the rewards that are purchased (if applicable).

## CULTIVATE YOUR COMMUNITY

- Compile email databases with lists of contacts from the campaign creator and the team members.** These lists can be loaded into appropriate categories in the on-line project dashboard.
- Make a plan - know your numbers and build your network.** Look for affinity groups and other organizations that will respond to your Why.

## CREATE YOUR CAMPAIGN

- Craft your story...** Write out the who, what, why, how, etc. of the project. Pay close attention to the emotional connections and answering why people should get involved and give. You will use this story to develop your messaging and provide updates to your crowd.
- Edit your story** to include a project title and project description (300-500 words). Be creative in the title as you want your supporters to be compelled to read on. Do not exceed 500 words in the project description. Less is more.

- Create some images** for your campaign. You will want a logo and a banner image so people can quickly identify your project.
- Make a video** for your campaign. Identify a videographer (not required but if funds are available it makes sense; selfie videos can work just as well as a professional video). Either way, be sure to have a script that tells your story. Film it with the goal of creating a 1-2 minute video. Short and sweet wins the day. This video can be hosted on YouTube or some other media hosting service.
- Identify what you can offer as rewards** and what other businesses can offer as sponsored rewards. You will want to have images of all your rewards. The rewards can be from the artists, local businesses and individuals. Sponsored rewards can be creative and motivate people to offer contributions in exchange for some cool items.
- Load the campaign** (title, description, images, rewards, video, etc. on the platform (data entry)).

## GENERATE SOME PRE-MOTION (PROMOTION BEFORE LAUNCH)

- Create a communication calendar** for 60 days, to include both pre-campaign, during the campaign and post-campaign activities. Identify who will send out email updates, at least 2 a week. Who will write the press release, manage social media with daily posts about the campaign, donations coming in and artist features.
- Reach out to your first tier and secure 30-50% of the campaign goal.** Before you officially launch your campaign, you need to connect with your first tier of contacts. Let your family and friends know what you are doing and get their pledges prior to launching. Ask them to reach out to their friends and family. Contributors are 22% more likely to contribute once campaigns have reached 40% of their goal.

SEE THE:

## COMMUNICATIONS PLAN

FOR MORE HELP ON CONNECTING WITH  
YOUR COMMUNITY BEFORE, DURING &  
AFTER YOUR CAMPAIGN!