

- Introduce your audience to your campaign. Include: who, what, when, where, why + how can they help?
- Announce your campaign launch time. Provide details about what's to come. Be energetic!
- On launch day link to your The Local Crowd campaign page so your excited audience can explore what you have to offer!
- Share your campaign video. Don't forget to tag any businesses involved!
- Post about your rewards. Tag participating businesses and organizations and provide photos to show contributors what they can get!
- Post weekly updates about campaign performance. Express gratitude to those who have contributed and don't forget to include a link for new contributors to follow and support your project!
- Announce successes! For example, when you reach half your goal, post about it!
- Keep your audience informed of approaching deadlines. For example, when only a week remains in the campaign, post about it!
- Keep energy high and post the final day of your campaign. Provide information for last minute contributors and let your audience know how your campaign is doing!
- Once your campaign closes, post a message of gratitude to your audience.
- Continue to post updates about the project, how you are using the funds and how your audience can get involved!

CONTENT CREATION TIPS:

- 1) Answer who, what, when, where, why and how in your posts
- 2) Re-share content from connected people and organizations
- 4) Show your personality

Remember: it doesn't have to be perfect!

BEFORE YOU LAUNCH!

- 1) Invite friends and colleagues to follow you!
- 2) Collect quality visuals for sharing - photos, graphics, videos
- 3) Make sure your profiles have thorough, up-to-date contact information and attractive, branded profile and cover photos

