

Crowdfunding Campaign Strategy

CAMPAIGN NAME	
NAME OF YOUR ORGANISATION	
PERSON IN CHARGE OF THE CAMPAIGN	
PERSON IN CHARGE OF THE ORGANISATION	

STRATEGY OUTPUT	DESCRIPTION
<h2 style="text-align: center;">IDEA</h2>	<ul style="list-style-type: none"> • Describe what exactly do you want to crowdfund. • Take into account the context - what problem are you trying to solve and what will be your long-term impact?
<h2 style="text-align: center;">BUSINESS PLAN/MODEL</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Write a list of financial needs for making product/cause come to life. Specify everything that is necessary. • Fill in the business canvas template. <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Predetermined amount you want to crowdfund. • Any additional amount you want to raise, in case your campaign reaches goal before its end (stretch goal). • Platform, bank transaction, or any other intermediary expenses. • Reward expenses (production and transport). • Any other organisational expenses? • Business model canvas
<h2 style="text-align: center;">TARGET BACKERS</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Define your target backers <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Who are the most-likely users of your product/cause? • Are the users people who can afford to support the campaign financially? • Who is the most-likely financial supporter? • How do you reach them? (social media, offline, email, telephone...) • Specify their demographics (i.e. age, gender, interests).

	<ul style="list-style-type: none"> • Think of potential audience in your local community. • Think of potential audience outside your local community. • Think of individuals and organizations that would be willing to donate large sums
<h2>STORYTELLING / CONTENT</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Write a textual pitch that will present the project on the crowdfunding platform. • Be precise about your goal and costs. • Make infographics, people are more likely to receive your point. • Plan the updates for your platform page.
<h2>PITCH</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Imagine you have 30 seconds to attract a potential campaign supporter. What would you tell them? Write down your 30-seconds pitch.
<h2>PERKS</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Define rewards (perks), their prices and their delivery schedule. <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Include a perk that offers backer a unique, once-in-a-lifetime experience or a chance to participate in your project. For example, if you are making a movie, offer a possibility of getting a small role in it. • Include a digital perk (i.e. a photo, game, book, movie). Delivery of digital perks will cost you nothing. • Include a perk that will serve as a promotional material (i.e. t-shirt with your logo). • Make sure that one of your perks has a value of \$25. (Researches show that \$25 tiers is the one most contributed to by the backers.)

	<ul style="list-style-type: none"> • Make sure that one of your perks has a value of \$100. (Researches show that \$100 tiers raise the most money.) • Ask yourself would you give the amount you've specified for the perk you are offering. • Include the total cost of final perks to the amount that will be the goal of your campaign. • Limit edition, time availability or enable early access for some of your perks. This will prompt a feeling of exclusivity when it comes to your perks.
<h2>PROMO VIDEO FOR YOUR CF CAMPAIGN</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Create a 2-minute-long video scenario. <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Campaign video has to portray the team and the campaign in an interesting and engaging way and send out a clear call to action (donation). • Check if your video storyline includes your team members. • Check if your video storyline includes your products'/causes' benefits and features. • Check if your video storyline includes a call to action. • Check if your video storyline includes users' testimonials.
<h2>CROWDFUNDING PLATFORM</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Define which platform will you use in your campaign. <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Which are the most-used platforms in your country? • Which are most-used platforms for your type of product/cause? • Consider flexible and fixed funding. Check platform fees of the targeted platforms. • Check platform's paying options and bank account requirements. • Consider which paying options are most common for your target audience (i.e. platform

	<p>that allows for credit card payment, if that is what your target groups use)</p>
<h2>COMMUNICATION PLAN</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Define your communication plan <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Target groups • Core campaign message • Communication channels • Communication timetable
<h2>SOCIAL MEDIA</h2>	<p>TO DO:</p> <p>Define your social media plan by describing:</p> <ul style="list-style-type: none"> • Which social media sites will you use in your campaign. • Which pages/groups/profiles will you use in social media promotion. • Which type of content will you use (videos, events, hashtags...) • Give an example of your social media campaign post. • Define a budget for social media promotion. <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Use social media sites that are most used by your target audience.

<h2 style="text-align: center;">VISUAL IDENTITY (BRANDING)</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Provide an example of a visual that presents a recognisable visual identity of your campaign (for example, campaign logo).
<h2 style="text-align: center;">VISUAL CONTENT</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Make a list of at least 5 visuals that will present different aspects of your campaign at the campaign platform. (I.e. product/cause, team, timeline, financial plan, product/cause benefits, product/cause features etc.) <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Make a list of visuals through which you will update your backers about the campaign progress and share at your social media pages. For example, visuals through which you will thank your backers, bring in new perks, inform about collected amount or days left until the end of campaign. • Mention visuals that are in different forms. I.e. photographs, infographics, graphs, diagrams, Gantt charts, gifs.
<h2 style="text-align: center;">OFFLINE CAMPAIGN</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Define up to 3 activities that will contribute to campaign promotion off the internet – donation dinners, guest appearances, public events etc.

<h2>CAMPAIGN LAUNCH</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Define potential launch date and duration of your campaign. • Keep in mind summer breaks, major holidays and other relevant public happenings.
<h2>PROJECT SUSTAINABILITY</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Describe how will your project remain sustainable after the crowdfunding campaign? <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • Financial sustainability (securing the long term financial resources) • Organisational sustainability (long term responsibility for project application, ability to handle raised amount of money)
<h2>RISK MANAGEMENT</h2>	<p>TO DO:</p> <p>Define potential risks by taking into account:</p> <ul style="list-style-type: none"> • Reputational risk of your organisation in case campaign fails • Risks linked to human resources (campaign team changes) • Financial risks (transaction problems etc..) • Risks linked to production and shipment of the rewards (perks) (delivery problems) • Communication risks (politically incorrect messages)
<h2>TEAM</h2>	<p>TO DO:</p> <ul style="list-style-type: none"> • Describe your team and explain each team member's responsibility during campaign. <p>TAKE INTO ACCOUNT:</p> <ul style="list-style-type: none"> • It is preferable for you to have at least 3 team members (project coordinator, social media and PR manager, designer)

REMINDER

To-do list

TASK	DEADLINE	PERSON IN CHARGE