

# PROMOTING YOUR CAMPAIGN

# Promoting your project – what's your plan?

**Congratulations, you are about to embark on your crowdfunding journey!**

There are two distinct parts to every crowdfunding campaign:

1. Campaign creation
2. Campaign promotion

Here, we outline some ideas for promoting your project at the various stages of your campaign. It is important to be aware that in order for your project to be successful, you will need to dedicate a considerable amount of time to promotion – keeping your supporters engaged and on board throughout.

## **Rally the troops**

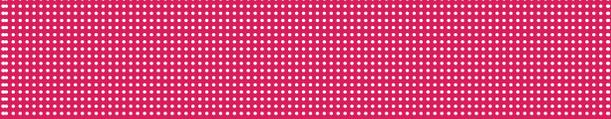
The most important aspect of your campaign is building a tribe of supporters. The average individual has 170 people in their social media networks – assuming you get your pitch right, for every person you tell, you will very quickly reach thousands more.

Get your teachers, students and parents on board and actively engaged pre-launch – and make sure that they understand that campaign promotion is a group effort.

Aim to secure the first 10 donations – or 30% of your goal – prior to the campaign going live. Challenge your core team to secure one pledge each. Once you have some pledges more will naturally follow.

Ask your core group to write a personal email to at least five people in their network, asking for support – sharing with their networks or making a donation (or both!). This initial support will help give your campaign momentum.

On the day of launch get your core group of supporters (school leadership team, teaching staff, school governors, PTA committee members) to sign up as 'helpers' on your campaign page and begin sharing with their networks.



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before you launch your campaign

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## MID-CAMPAIGN

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## FINAL DAYS

With your deadline looming, have a final push!

# Who?

**Use mind mapping to brainstorm your network (see example on next page).**

Think about who you are going to reach out to: parents and carers, extended family members, local businesses, local press, local community groups/clubs, and organisations with an interest in the topic of your campaign.

Shortlist a group of people you can rely on for ongoing support during your campaign. Let this group know about your campaign pre-launch and ask for their help in promoting your campaign.



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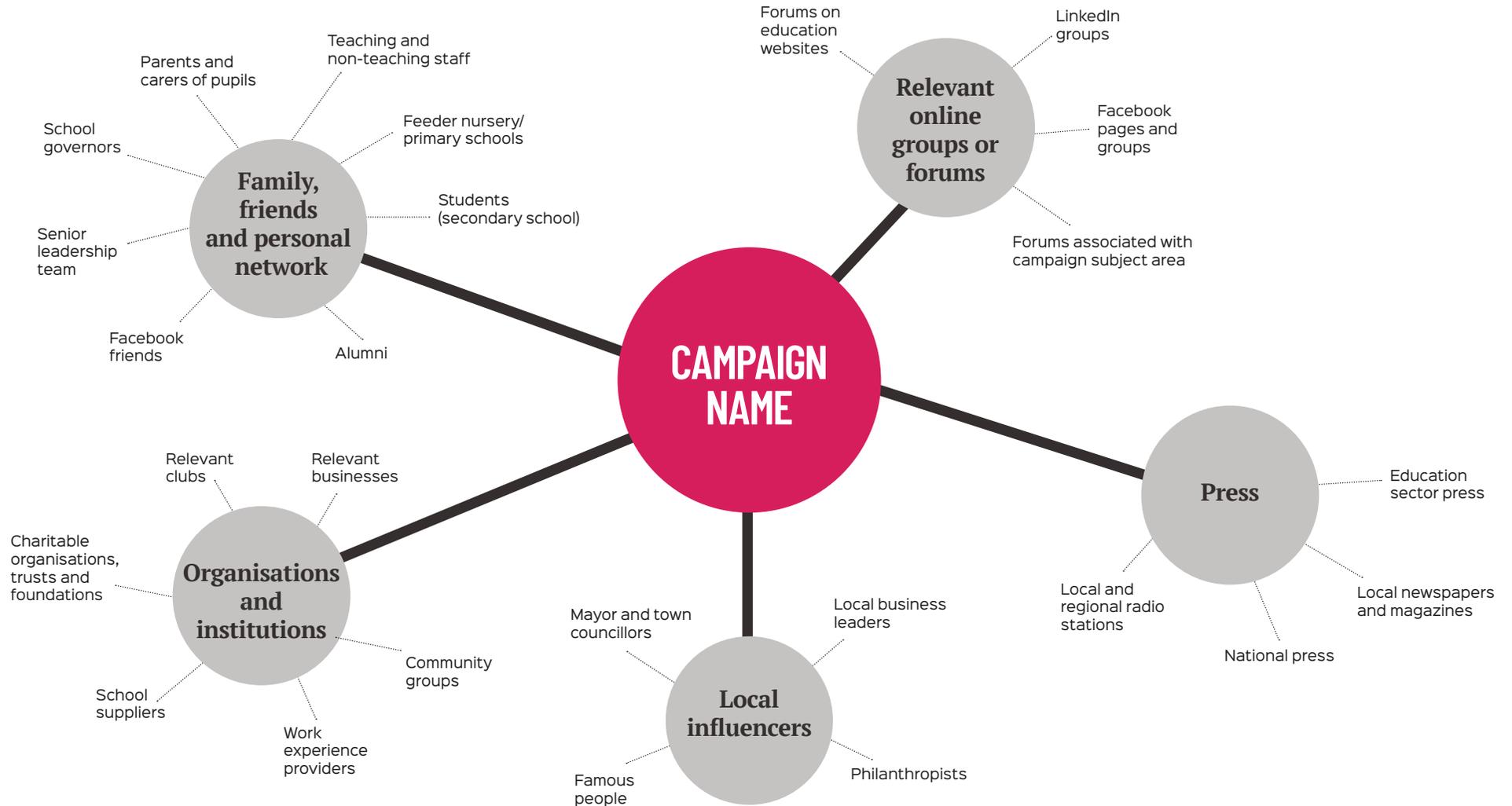
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# Mind map

A mind map is a diagram used to visually organise information. This is a helpful starting point for brainstorming the network you will reach out to for your crowdfunding campaign.



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# Where?

### Identify the channels you will use to reach your network:

- Word of mouth
- Personal emails
- Social media: Twitter, Facebook, LinkedIn
- Press: local, national, education, newsprint, radio and online
- Events and meetings
- Noticeboards

### Updates and news

- What interesting updates will you share during the campaign?
- Testimonials e.g. 'The theatre club was the highlight of my school life, I'd love to support this project' Jane Smith, local theatre manager and campaign donor
- Interesting facts about your project
- Behind-the-scenes photographs or video clips
- Let people know when you reach a milestone e.g. we've achieved 25% of our target, we've reached the minimum needed, we've had our 20th donor, etc

### Checklist

- Use the mind map to brainstorm your network
- Agree which channels you will use to reach your network
- Do you want to set up social media accounts to reach more people?
- Create your shortlist and let them know your campaign is coming soon, invite this group to become part of your core team, helping to share your campaign
- Brainstorm ideas for updates and news to share throughout your campaign
- Collect photos, testimonials and video clips that you can share during your campaign to maintain momentum
- Prepare emails and social media posts to send on the day of your project launch



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# You're live!

The first week is the most important for getting your campaign off the ground. It's time to reach out to your network, build excitement and support, and get those donations coming in!

### Messaging

Mind mapping helped you identify your network. From this map you can create a contact list. Break down your list into smaller groups and tailor the messages you send to each audience sector.

### Personal

It doesn't matter if you call, text, email, tweet, or send messages on Facebook – the messages just have to be personal and positive.

### Helpers

Sign up as many helpers as you can, and ask that they share your campaign on social media and engage with the content you share. Hype! Hype! Hype!

### Twitter

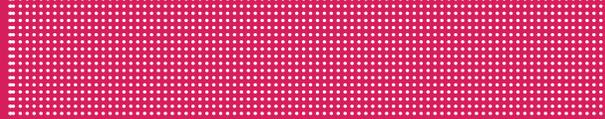
Mention @funded4schools in your tweets and we'll retweet to our network. Include hashtags, share images and videos – get people excited about your campaign and give them content they will want to share.

### Video

Everyone loves video! You don't need to be a pro. Use mobile apps such as Vine or Instagram, etc. This is a great opportunity to get your students involved!

### Checklist

- Organise a gathering to celebrate the launch and invite potential supporters along
- Be creative: can you organise a newsworthy stunt to draw attention to your campaign?
- Update your school email signatures to include information and a link to your campaign
- Send personal emails to friends and family
- Update your website and social media profiles with information and a link to your campaign
- Share your campaign across all of the channels you identified
- Ask potential supporters to share your campaign on their Facebook pages
- Thank all of your donors – let them know how much their support means



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# Chin up, the slump is normal!

**A mid-campaign slump is common in crowdfunding. Don't lose heart, this doesn't mean your campaign is going to fail. There is plenty to do to keep your campaign alive.**

### Updates

Stagger your updates. When the launch hype dies down, keep momentum going with interesting facts, behind-the-scenes images, video clips and testimonials. Keep your core message the same but mix up your communications by adding news about your school or your campaign to engage and re-engage your crowd. Keep all your channels regularly updated.

### Press

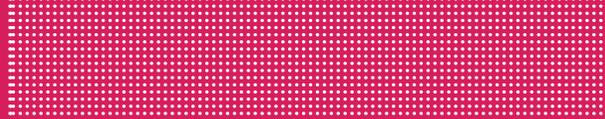
Do you have a hook? Is there something about your campaign that is particularly newsworthy? Contact your list of local or specialist newspapers and radio stations that might be interested in your story. Find their Twitter details and send them a tweet asking for their email so you can send them details of your campaign.

### Personal emails

Follow up with individual emails focusing on things about the project you think each individual might find most relevant.

### Checklist

- Create and share content that will keep your audience interested
- Celebrate each milestone on social media e.g. 'We've just reached 10% of our target – thank you to all our supporters!'
- Show gratitude and thank your donors on social media
- Ask your donors for their continued support by circulating the content you share with their networks
- Contact press with your story
- Prepare messaging for the final days of your campaign – emails, posts, tweets, press releases



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# The final countdown

**Create a sense of urgency in the final days of your campaign and contact everyone you have reached out to so far for one last push. Often people have every intention of donating, but they leave it until the last minute.**

### Create hype

With just a few days left to get more funds in, thank your supporters for everything they have done so far and ask them to share your campaign to get maximum exposure in the final days. Ask that they take a few minutes to think of anyone else they know who might be interested in your campaign – can they send a personal message or share details on social media?

### Push it on paper

Print flyers with 'Countdown to DD/MM/YY' and provide brief details of your campaign. Simple, text-only, black and white flyers will be fine, or ask an artistic student to help out for more impact. It might just take one flyer to win you the donation that takes you across the finishing line.

### Already over target?

Before your campaign launches, agree a contingency should you exceed your target (or fall short). Let people know what you will do with any additional funds raised.

### Checklist

- Email everyone you contacted at the beginning of your campaign with a specific and clear request e.g. please post on Facebook, could you retweet this (and include the link!)
- Explain how important achieving your goal is and how much you would appreciate support in the final few days
- Update your social media images, e.g. Twitter header, Facebook cover photo with an image which says 'final days of our crowdfunding campaign' and include a link to your campaign
- Create a sense of urgency across all of your channels – social media, word of mouth and emails. e.g. 'Three days to go to get the playground of our dreams'
- Make flyers to distribute amongst friends and in local shops and cafes, as well as to go home with pupils
- Thank all your donors

# Promotion plan

Create a schedule for the entire project – detail who you will contact, when you will contact them and with what content, and via which channels. A simple spreadsheet, like the example below, is ideal for getting your plan together.

	DATE 1	DATE 2	DATE 3	DATE 4	DATE 5
<b>WHY?</b> Launch, milestones, updates, news, nearing the end					
<b>WHO?</b> Which group/s of people					
<b>WHAT?</b> Story, photos, testimonial, video, update					
<b>WHICH CHANNELS?</b> Email, newsletters, press, Facebook, Twitter, Vine, Instagram					