The Crowdfunding Success Guide

Pre-Launch

TIP! **Make a checklist or Follow along below!**

Creating a campaign is quick and easy, but it's important to utilize all the tools available for you to optimize your results.

☑ **Title:** Motivate potential contributors with your title: show the urgency and importance of your cause.

☑ **Description**: Make sure that the 'who', 'what' and 'why' are addressed in the first 2-3 sentences of your story. Focus on how your supporters can make a difference for your cause.

☑ **Image**: Add an interesting image that identifies your cause. People respond to visuals and helps supporters get emotionally engaged in your project or cause.

☑ **Background Image:** Add a background picture to symbolize your project. Provide a visual representation of your cause; help people remember your campaign, match logos or styles.

☑ **Video**: Add a video to your campaign. Campaigns with a video get more attention and on average double their donations.
   *even a video taken on your cellphone will do the trick.

☑ **Deadline**: Set a deadline for your campaign. The deadline creates a sense of urgency, motivating supporters to donate sooner.

☑ **Funding Models**:

   Keep-It-All: Keep all funds raised even if you don't meet your goal.
      *best for charitable/personal campaigns.

   All-Or-Nothing: Need a minimum amount? Reach your goal and collect your funds.
      *best for entrepreneurial/creative

☑ **Rewards**: For certain campaigns rewards are great to include. Rewards are something you offer someone in return for their donation. They're not only just for projects, they can also be on personal campaigns.

See Examples

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FundRazr

Launch
Start – 4 weeks

Promoting your campaign is the key to success. A common misconception is that money will fall from the sky, but crowdfunding requires the following steps to secure both the trust and donations of strangers.

✎ **Launch**　　🧰 **Tools**　　📣 **Promote**　　📊 **Track**　　🎁 **Rewards**

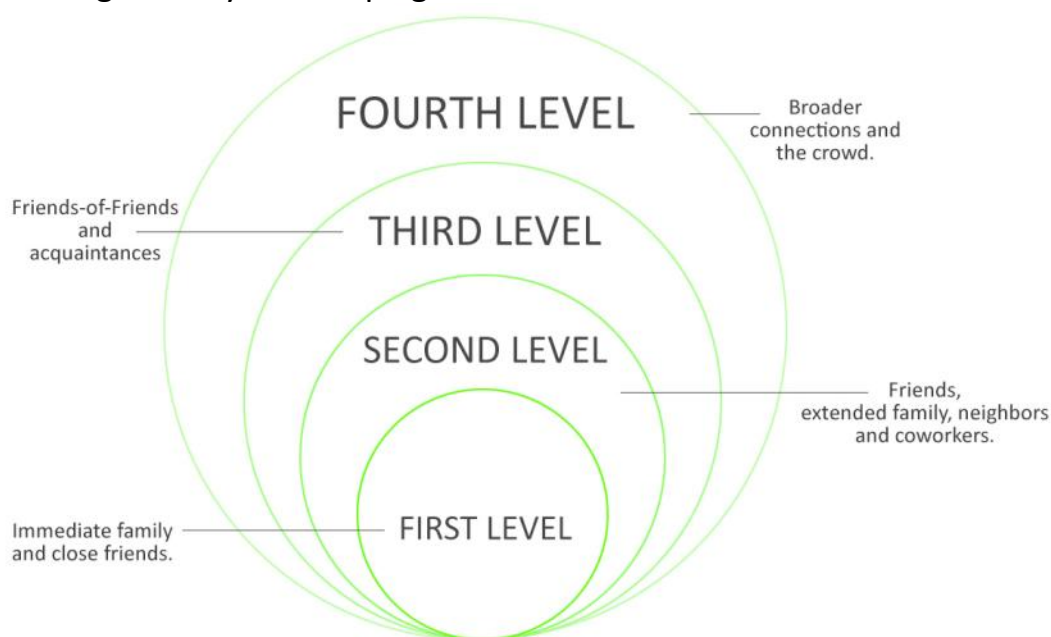## ✎ Launch

Reach out to close friends and family to receive the first crucial contributions to your campaign. People are far more likely to contribute once money has already been made. Initial donations legitimize your campaign for the rest of the world.

FOURTH LEVEL — Broader connections and the crowd.

Friends-of-Friends and acquaintances — THIRD LEVEL

SECOND LEVEL

Friends, extended family, neighbors and coworkers.

Immediate family and close friends. — FIRST LEVEL

🧰 Use The Tools

Email: Send an email from your campaign page.

- Your contacts will get an email notification with campaign details and the ability to view/share/give to your campaign directly from your email.

Widget:
- Host your campaign widget on your, or a friend's, website or blog to create more visibility and build a community on your website. How To Embed A Campaign Badge.
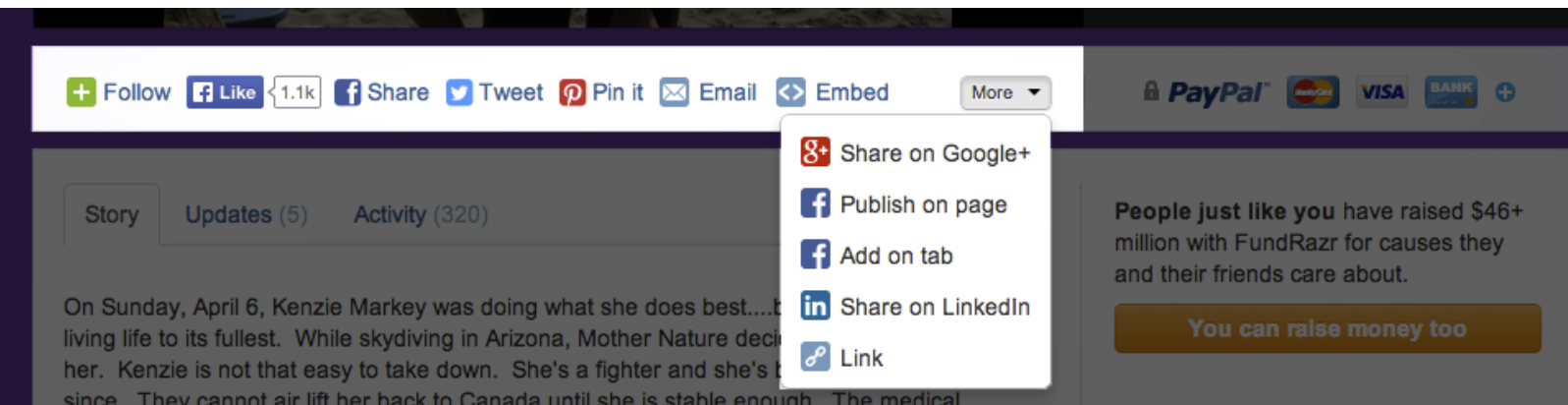
Comments:
- Engage with your contributors by commenting and thanking them for their contributions. This activity gets more people talking about your FundRazr campaign.

📢 Promote

Use your campaign's social media tool bar to share, and engage, supporters.

f **Facebook Tips:**

☑ **Regularly share your campaign** - At least 3x per week post an update and include images, links to media stories, and blog posts.

☑ **Send a Facebook "Tell A Friend" request** from your campaign page. Your friends will get a notification that drives them to your campaign. It's a great way to remind them about your campaign, and ask for help.

☑ **Create a Facebook page**. It's like a mini-website where people can connect with your cause, get regular updates, images, and see your campaign. Use our "Add on Tab" feature so your visitors can contribute directly from your Facebook page.

See more Facebook tips.

t **Twitter Tips:**

Tweet your campaign at least 1x/day, include relevant hashtags, images, and some compelling details of your cause. Ask your followers to retweet.

See more Twitter Tips.

g+ **Google+ Tips:**

Share your FundRazr campaign on Google+. Don't forget to include names, circles, or email addresses. Be sure to engage with people and post regularly.

P **Pin It:**

Post your FundRazr campaign on Pinterest. 'Pin' the campaign photo, add hashtags and story details for friends and others to discover.

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FundRazr

📊 Track Activity

FundRazr analytics dashboard gives you the following insight:

- Number of times your campaign has been shared.
- Total money raised, number of contributors, and length of campaign.
- Downloadable CSV of all contributors, their locations, amount contributed.
- Contributor list with contribution amount and reward claimed.
- Reward fulfillment progress.
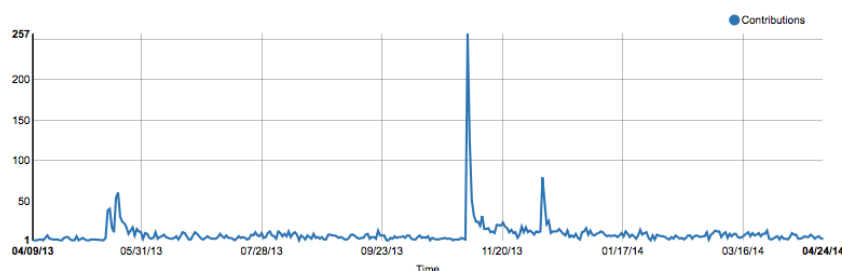
🎁 Perk It Up

- **Stick to 6-8 rewards.** Make them easy to claim and appealing to your audience.
- **Get creative!** Offer a unique experience that could only result from being involved in your campaign.
- **Project-Based Campaign?** Offer pre-orders OR involve them in your project (i.e. name in the credits).
- **Personal Campaign?** Offer a personal thank-you or social media interaction.
- **Price your rewards** to sell! Most popular price for perks is $25.

Need some ideas?
Take a look at our blog post regarding creating great perks for your campaign.

Boost
4 weeks - finish

When excitement for a campaign slows down, as do the contributions. Give your campaign a boost during this lull by creating a sense of urgency and letting your supporters know time is running out.

☑ **Story Updates**: Story updates will notify everyone who has previously donated. From letting them know there are only a few days left to donate, to uploading new photos/videos and progress.

☑ **Outreach to Local Media**: Once you've tapped into your 'social equity' (close friends and family) and received contributions from their networks, it's a good time to reach out to local media for extra attention. How To Reach Out To Local Media.

☑ **Outreach to Bloggers**: Contact local bloggers or bloggers that cover topics similar to your campaign. You can ask them to host a widget on their website or blog as a powerful way to create more visibility and build a community. How To Add A Campaign Badge.

☑ **Send a Facebook Notification**: Send a 'Tell A Friend' notification from your campaign page. This will send a notification to your Facebook friends who may have wanted to contribute but haven't yet. It's a great, yet subtle, reminder to let them know time on your campaign is running out.

☑ **Take It Offline**: Reach out to your community by holding fundraising offline. You can add offline contributions to your FundRazr so people know how close you are to your goal.
Plus: More contributions = more attention!

☑ **Add A Reward:** Replenish rewards that were most popular on your campaign. Consider reaching out to local businesses to sponsor a reward. A new reward can really add excitement to your campaign and give it that much needed boost.

Post

Your campaign has come to an end and you've finished collecting contributions. Whether you reached your goal, or not, your contributors want to be updated on your next steps.

☑ **Thank Everyone** – Thanking everyone will ensure them that their contribution made a difference. Every time you thank someone they will be notified. The notification could draw enough attention to get some last minute donations.

☑ **Provide An Update** – Providing an update on how your campaign went, and photos of where the money was used, will engage your contributors.

☑ **Transparency** – Contributors would like to know how much was raised at the end of the campaign and how it will be used! Be open and honest. If you exceeded your goal – where will that extra money be used? If you didn't meet your goal – will you be creating another campaign?

☑ **Fulfillment** – If you had rewards for your campaign, you now have to go through and fulfill those orders. All their contact information is made available to you. See how to fulfill perks.

☑ **Timeline** – If you plan to do another campaign, let your donors know the general timeline so they can stay up to date.

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Create Your Campaign Today!

FundRazr