

CU Crowdfunding: Campaign Planning + Development

CU Crowdfunding is the campus digital platform for students, faculty, and staff to raise money for their academic projects and initiatives. Individuals and/or groups plan, develop, and execute campaigns to ask for philanthropic support from a wide community of supporters within their own personal networks and beyond.

Campaign Planning

1. Campaign Idea + Plan
2. Determine Your Goal
3. Tell Your Story/Develop Campaign Page
4. Create Campaign Video

Campaign Outreach

1. Photos and other campaign assets
2. Audience Lists
3. Campaign Outreach Strategy
4. Outreach Calendar

Launch Campaign

1. Thank Donors
2. Weekly Campaign Updates
3. Continue Outreach

End Campaign

1. Close Campaign
2. Thank All Donors
3. Share Next Steps for Project

Close Campaign

1. Post---campaign Update(s)
2. Highlight Impact
3. Final Thank You to Donors

Your Project

To the best of your ability, tell us more about your team and your project:

Who are you and your team/group?

What is the problem you want to solve in the world (globally, locally, personally)? (I.e. what is your project, vision, and end goal?)

What are you raising money for?

Why is this project important to you?

What have/will you gain from your experiences on your trip and with your group/team?

If you did not receive the funding you need, how will it impact your project/trip?

Campaign Video

Your campaign video is the first thing potential donors see on your campaign page. Your goal is to pull viewers in and prompt them to join you in your efforts by donating once the video ends. Your campaign video does not have to be extremely professional in look and feel to accomplish this – above all, it’s about telling the [your] story. A story leaves donors with a lasting message that humanizes your campaign – i.e. pulling the heartstrings.

Consider the following when developing your video:

- **Make your issue relevant.** Why is it that the person watching the video should care, and why now?
- **Be brief.** The attention span of viewers has changed a lot due to social media. It is proven that viewers drop off after the first 30 seconds. As such, think about ways you can get your message across in a concise and eye---catching way. Put the audience first, and the project second – which means tell the viewer what you need from them right at the beginning, don’t make them wait to find out.
- **Don’t forget the call to action.** There are a lot of great videos that are well produced, that are engaging, and then they just end and the viewer doesn’t really know what to do next. Empower your viewer to get involved. Whether it is “Support our campaign so we can accomplish_____.” or “Share this video with your network to help us reach our goal;” make it explicit, you have their attention and you really want to leverage that.
- **Video is one of many tools.** Don’t put all your eggs into the video basket and say, “This video has to go viral. This is what we are counting on for the success of fundraiser.” That is too much pressure on the video, and cramming everything there is to know in a 30---90 second video will hurt your efforts.

Visit one of the following CU crowdfunding pages and view at least three past campaign videos before you complete your video outline.

CU Boulder: www.colorado.edu/crowdfunding

CU Denver: <http://www.ucdenver.edu/advancement/crowdfunding/>

UCCS: <http://www.uccs.edu/crowdfunding/>

CU Anschutz: <http://supportcuanschutz.ucdenver.edu/crowdfunding/>

Video Outline

Cover the Basics:

1. Who are you/your team? (10 seconds)
2. What are you doing and why do you need support? Why should this happen now and not later? (15 seconds)
3. How can supporters or the public help and stay involved? (donate (!), campaign updates to donors, follow on Facebook, share campaign with their network, etc.) (10---15 seconds)

Tips, Tricks + Don't Forgets:

- Film your video at a *relevant* location on campus. Make sure it's well---lit and voices can be heard clearly
- Make your call to action (the "ask") clear, carefully worded, and create a sense of urgency and action. Tell your audience what you want them to do, don't leave it up to them to figure it out.
- Keep your video short and to the point. You have an entire campaign page to house more details and photos to supplement the video.
- Thank everyone for supporting your project. Appreciation goes a long way, and even if they don't donate, hopefully they'll at least share your project or video with others!
- For ideas, visit a campaign on any of the CU crowdfunding pages.

Revise the following table for your video plans and use it to construct your video outline:

<u>Main Message</u>	<u>Audio/Script/Messaging</u>	<u>Visuals</u>
<i>Example: Intro + Team</i>		
<i>Example: Project Description</i>		
<i>Example: The "Ask"</i>		
<i>Example: How to Contribute</i>		

Why Promote Your Campaign

To drive traffic to your project, you'll want to start your campaign outreach with those who you know will support you right away. Every team member should e-mail no less than 20-25 personal contacts. Then as you gain momentum you can begin to send the project link to others in your network and beyond. As mentioned above, it's important that your page reflect some funding success before you start to reach outside your network – especially to CU-campus departments and other outlets (bloggers, industry contacts, etc.).

Remember that you need to be actively promoting the campaign during its entire duration. A campaign's impending deadline tends to make a campaign team drum up the urgency of their messages, but there's no reason to wait until the end of your time frame to intensify your efforts.

It's OK to Ask for Support

It's common to feel uncomfortable asking for financial support. Some crowdfunding teams boast that they'll "shout from the rooftops" about their project/event and promote their fundraising efforts far and wide, but later, when asked how many friends and family members they went to for support, their response is, "Oh, I don't feel comfortable approaching my own contacts."

If that sounds like you, here are two important considerations to help you get over that discomfort:

1. Be honest about your passion and excitement for what you're doing. Is it enough to drive you to tell everybody who'll listen? If not, then why are you doing it at all? It has to be a passion that will sustain you through the project's challenging times.
2. If you're not going to get the buy-in from your own inner circle ---- the people who know you and most believe in you ---- why would you expect strangers to give you money?

How Not to Conduct Outreach

One of the approaches some campaign owners take that can hurt them is broadly-addressed emails such as "Dear Family" rather than the more individualized "Dear Uncle Bob," or sending out an e-newsletter via a Constant Contact or Mail Chimp service to introduce their campaign. Sending personalized e-mails not only strengthens your relationships and keeps the connections genuine, but it really does have an impact on your funding success. It's been shown that people are less likely to do something when asked as a group than they are when they're singled out individually.

How many contacts will it take to reach your goal?

1. What is your campaign goal? \$ _____
2. Divide that amount by \$50: _____ (this is the number of \$50 **donations** you will need to reach your goal)
3. Divide that number by .25: _____ (this is **the number of people** that will need to **visit** your campaign page)

Assuming that 25% of the people who are driven to your page will donate an average of \$50. Note that actual conversion rates are around 4% for twitter clicks, 10% for Facebook click, and 50% for personal e---mail appeals to friends and family.

4. Divide that number by .85: _____ (this is the number of people your marketing plan must **drive** to your campaign page)

80---90% of the funding a campaign receives if from donors who are driven there by the direct marketing efforts of the campaign team. Only about 10---20% of donations come from users who find out about the campaign from other sources ("the crowd").

Looking at your results above, create a list of contacts and potential audiences using the following Contact List spreadsheet. You will develop your marketing plan in the next class segment. For now, just list your contacts and other audiences to reach out to.

Create Your Contact List

Name	Relationship	Contact Method (e---mail address, Faceboo , etc.)
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Name	Relationship	Contact Method (e---mail address, Facebook, etc.)
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Name	Relationship	Contact Method (e---mail address, Facebook, etc.)
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49		
50		

Notes/Ideas:

The purpose of this exercise is to brainstorm potential contacts and audiences. You will use a Contact List spreadsheet that will be provided by your campus crowdfunding representative electronically.

Campaign Development Checklist

Team/Page Setup

Step 1: Roles + Responsibilities

- Identify your campaign team
- Define responsibilities for page component development: campaign video, page content, photo gathering, etc.

Step 2: Create platform account

- On www.communityfunded.com, create your admin account using the account setup directions
- Review campaign components and begin drafting page

Step 3: Video and Description

- Complete workbook and video script
- Review campaign components and begin drafting page

Contacts + Outreach Pre--Prep

- Develop contact and audience lists needed to reach goal – use “How Many Contacts...” worksheet
- Begin brainstorming outreach ideas and strategy (more on this in Outreach materials)

Campaign Readiness

- Meet with your crowdfunding representative in-person at least twice before campaign launches
- Complete Outreach Packet and Checklist