This workbook is designed to help you identify, understand, and connect with potential supporters before and during your crowdfunding campaign, as well as acknowledging your donors during and after the campaign.

Crowdfunding is not a "post it and forget it proposition." It requires that you be fearless in getting out and spreading the word about your project/need. If you do not use e-mail and other tools to lead people to your campaign, you have a 1 in 1 million chance of actually getting funding/donations. E-mailing/outreach is the most critical component!

Following is an overview of what to expect when promoting your live campaign:
Why Promote Your Campaign

Before you begin planning your campaign outreach, consider the following:

✓ Campaigns that are shared fewer than 2 times have a 3% chance of success
✓ Campaigns with videos under 3 minutes are 25% more likely to reach their goal than those with videos that are longer
✓ The $25 reward is the most frequently claimed. The $100 reward raises the most money and makes up nearly 30% of total funds raised
✓ The average Facebook timeline post has a conversion rate of 12%, similar to other social networks, whereas e-mail has an average conversion rate of 53% (meaning direct e-mail brings in the most donations)
✓ Campaigns with teams of more than four people actively promoting the campaign raise almost double that of a team of one promoting the campaign
✓ Campaigns that update supporters every 5 days or less raise around 3x more
✓ Visitors stay on your page 35% longer and are 24% more likely to donate once you've raised over 40%. Get your closest friends and family to contribute first

Source: JustGiving Insights
**Who to contact / Where to promote your campaign**

There are many potential supporters out there, but you have to contact them or else they will never know of your project. Consider three tiers of contacts: your family and close friends (i.e. personal network), your CU campus community, and social media/external communities.

Now, consider ways to promote your campaign. Direct e-mails have the best results, but there are many other outlets that you can use in addition to e-mail. What platforms will you use? Which audiences will benefit more from a direct e-mail than being tagged on Facebook?

- E-mail
- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- Posting flyers
- Bloggers
- Local businesses
- Snail mail (letters)
- Other ____________________
- Other ____________________
How will you promote your campaign?

There are various ways to call your contacts to action (i.e. asking them for support). Following are various ways to engage with your audience to ask for support:

1. **Background**: Telling your project story and what your project means to you without directly asking for funding. You will want to touch on the background of your project in your campaign video, and elaborating on the story behind your work in your e-mail outreach will reinforce the human element of your campaign. Donors are more inclined to invest in you and your experience than a general topic/concept.

2. **Direct Ask**: Asking contacts/networks to support your campaign by giving a gift – “Any little bit helps!” Your outreach and updates do not always have to be rhetorical. Asking your network for monetary support of your project is at the root of crowdfunding.

3. **Project Update**: Sharing new project information and your progress to date, while also thanking supporters in the aggregate. Be sure to include images and/or video. You will need to send at least one update for each week of your campaign. Tip: ask donors to share the campaign as one version of the e-mail, ask contacts that haven’t given yet to donate in a second version of the e-mail – both sent in the same week with similar update content but a different “ask”.

4. **Almost There (Soft Ask)**: Sharing the percent of funds raised to date and asking for their help in reaching your campaign goal. Teams can also create smaller Facebook events that only last a few days or a week that focus on reaching a specific smaller goal. An example could be: "Help us reach 40% funded by this weekend. Let's keep the momentum going!" These events can be done via personal or project Facebook pages.

5. **Spread the Word**: Asking your contacts/networks to share your campaign with their contacts they think would be interested the topic and/or supporting you. This does not include direct asks for funding, but can be sent to current and potential donors.

6. **Appreciation**: Thanking donors for all of their support in helping you reach your goal. Teams should send thank you e-mails to each donor immediately upon receiving their donation (no later than 24–48 hours after). These letters should contain heartfelt thank yous as well as calls to action to ask them to share the project with their friends and networks. You can also find ways to thank donors publically through general thank you posts on social media accounts that thank all or recent donors and/or public thank yous on donors’ personal Facebook and/or Twitter accounts (pending anonymity). Thanking donors publically on their social media pages not only adds a personal touch to the thank you, but it also gives the project added visibility on a network that it would have not otherwise had access to. The donor's friends can then see that they donated to the project, which in turn might encourage further interest.
### When: Developing Your Outreach Calendar

You will use an outreach calendar to plan your campaign promotion prior to launch. Below is a glimpse of the spreadsheet, and your campus crowdfunding representative will walk you through editing and utilizing the Excel document provided to you electronically.

<table>
<thead>
<tr>
<th>Phase in Campaign</th>
<th>Audience/Community</th>
<th># of contacts</th>
<th>Medium or Platform</th>
<th>Call(s) to Action</th>
<th>Marketing Points</th>
<th>Assigned To</th>
<th>Send By</th>
<th>Completed?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Before Launch</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Festval Event (Tabling)</td>
<td>500</td>
<td>Flyer</td>
<td>Save the Date</td>
<td>Save the Date of the campaign launch; hope you can help!</td>
<td>Cathy/Jennie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Contact List</td>
<td>250</td>
<td>event reminder email</td>
<td>Leads to website; save the date</td>
<td>Save the Date of the campaign launch; hope you can help!</td>
<td>Cathy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>Website</td>
<td>Campaign/project details</td>
<td>Support our Campaign</td>
<td>Save the Date of the campaign launch; hope you can help!</td>
<td>Jennie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 1</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Colleagues</td>
<td>E-mail</td>
<td>Donate</td>
<td>We've launched! Help us achieve</td>
<td>Suzanne - 10/3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends and Family List</td>
<td>E-mail</td>
<td>Donate</td>
<td>We've launched! Help us achieve our goal</td>
<td>Suzanne - 10/5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Audience Contacts</td>
<td>E-mail</td>
<td>Donate</td>
<td>We've launched! Help us achieve our goal</td>
<td>Suzanne - 10/4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>Facebook posting; twitter; Instagram</td>
<td>Support our Campaign</td>
<td>Please share via Facebook and follow the link to donate</td>
<td>Cathy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>Facebook posting; twitter; Instagram</td>
<td>Donate/share</td>
<td>Status Update</td>
<td>Cathy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New to contact list</td>
<td>E-mail</td>
<td>Donate</td>
<td>Help us reach our goal!</td>
<td>Suzanne</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donors</td>
<td>General Campaign update email</td>
<td>Thanks + Update</td>
<td>Thanks for giving; please share campaign with your networks.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not yet donated</td>
<td>E-mail</td>
<td>Join Us + Update</td>
<td>You can help us reach our goal!</td>
<td>Cathy (Jim)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New to contact list</td>
<td>newsletter</td>
<td>Donate/Share</td>
<td>Help us update this space</td>
<td>Cathy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donors</td>
<td>E-mail</td>
<td>thanks/share/update</td>
<td>Only two weeks left to donate</td>
<td>Suzanne</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not yet donated</td>
<td>General Campaign update email</td>
<td>thanks/share</td>
<td>help us get to the finish line by sharing our campaign!</td>
<td>Sharon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>Facebook posting; twitter; Instagram</td>
<td>Donate/Share</td>
<td>share press coverage + update</td>
<td>Cathy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 4</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Those that have not given yet on select lists (TBD)</td>
<td>E-mail</td>
<td>donate</td>
<td>There is still time to donate!</td>
<td>Suzanne</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donors</td>
<td>General Campaign update email</td>
<td>thanks/share</td>
<td>help us get to the finish line by sharing our campaign!</td>
<td>Sharon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>Facebook posting; twitter; Instagram</td>
<td>donate</td>
<td>last chance to donate!</td>
<td>Cathy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends and Family Lists</td>
<td>E-mail</td>
<td>donate</td>
<td>last chance to donate!</td>
<td>Suzanne</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Campaign Outreach Checklist

Pre-Launch Tasks

Step 1: Advocates + Contacts
- Build team of campaign advocates/promoters
- All team members create contact lists
- Create “Other Audiences” List

Step 2: Outreach Planning
- Chose outreach channels/options for campaign promotion
- Continue brainstorming outreach content, strategy, and update ideas

Step 3: Gain Early Support
- Talk to your personal contacts about what you’re doing. Ask them to:
  - Donate in the first 3 days
  - Share share share!
  - Stay tuned for updates!

Launch Prep

Step 1: Outreach Calendar
- Assign roles to team members for promotion (i.e. everyone e-mails, but not every contacts “other audiences”.)
- Finalize outreach calendar and plan

Step 2: Outreach Development
- Draft launch outreach content and campaign update drafts/outlines

Live Campaign Tasks

- Stay active (~15 minutes every day of campaign)
- Send scheduled outreach
- Thank supporters as donations are made
- Finalize updates each week and send to two groups: donors and not-yet-donors (contacts). Also post on campaign page.
- Rally supporters towards the end of the campaign!

Post-Campaign Tasks

- Send final thank you to all donors and post to campaign page
- Post-trip update: How was everything?
Launch E-mail Outline + Template

Required Components:

1. **Attention-grabbing Visual Content (Photo/Video/.gif)**

   Open your message with visual content that brings readers face-to-face with your project and its impact. In addition to quickly capturing your reader’s attention, visual media can help connect potential donors to your cause on a deeper emotional level and invoke action.

   Present photos from the field to reinforce the narrative in your text, or include a short video teaser of your campaign. Because videos tap into all of a viewer’s senses, they quickly create an emotional connection and can inspire further action. One marketing study found emails that included video content had 2–3 times the click-through rates than those that didn’t.

2. **The more personalized, the better the results.**

   To the best of your ability, take time to personalize your e-mail communication. The more personalized the message, the better results. Avoid sending the same e-blast message to all of your different audiences. An easy way to personalize a mass e-mail is to emphasize why they should care about what you’re doing based on their touch point to your project.

3. **A Direct Message. What is your project and what challenges are you facing?**

   Develop a specific message that creates a deep connection with the reader. In the following example, Rob Shearon presented the challenges of his journey in recovery and the ways in which he was inspired to give back to the CU--CRC. Notice that he introduces a particular beneficiary of his cause: sober students at CU. This is just one option to your email appeals, however. Get creative. You can also try:

   -- A direct message from the field that demonstrates the work you accomplish on the ground;
   -- A personal note from a staff or team member about the progress you’ve made towards your mission so far, and what you hope to achieve in the next 6–12 months;
   -- A beneficiary’s personal story that highlights your program/project’s success or need

4. **Potential Impact.**

   I.e. what is the impact of their gift to your campaign? Describe what a donor’s support will enable you to accomplish. What are the donations going toward and how will your donor’s support enable you to accomplish your goal?

5. **Call to Action**

   You’re providing background and creating an emotional connection to your story, but what are you asking the reader to do specifically? Make your ask clear and direct, but polite. Calls to action include: “Any little bit helps, please donate today!” “Join us in reaching our goal by giving to our campaign!” “No gift is too big or too small to create impact; please join us!”
Dear Professor K,

I always remember the sports writing class I took from you two summers ago. I never wrote about any conventional sport, and it was one of the most difficult classes I ever took at CU. I still refer to the notes I printed off and any time I write a cover letter I dig those notes up. I wanted to share this Journey I am about to embark on with you.

I am about to leave on my journey of a lifetime -- I am driving from Vail, CO to Alaska on my scooter over the next 2 months. On my way I am stopping at different schools and treatment centers to share my personal story of recovery from drugs and alcohol.

During this trip I am raising funds through the University of Colorado’s crowdfunding page in order to create scholarships for sober students at CU. I would not have found my way into recovery if it wasn’t for the students that make up the Collegiate Recovery Center at CU.

So, this Friday May 8th I will be launching the crowdfunding campaign and have set my goal at $1/mile for my 4,600 mile trip. This will provide scholarships for two students and the more money we raise, the more kids we can help. I want to start this campaign off strong, to prove that this cause is something that people believe in and is worth contributing to.

Would you be willing to make a contribution of ANY size? This friday the campaign will go live at www.colorado.edu/crowdfunding

It would be even more AWESOME if you could share my campaign with your network, anyone you think can relate whether that be, their sense of adventure or if they know someone who is moved through stories about recovery.

Thank you more than you know!

Best wishes,
Rob
Notice that Robert actively promoted his upcoming campaign on social media and created a count down to launch. Not only were his followers anticipating his campaign, but also they were prompted to visit the page on launch date.

Another tactic is to create a Facebook event for the whole project that uses the final day of the campaign as the end time of the event. Not only can you “invite” supporters to the launch of your campaign, but can post updates and additional info in the event as well.
Examples of Calling Your Contacts to Action

1. Background

To: All Contacts
Subject: Guess What I’m About To Do?

I remember last year when I gave a class presentation about this dream I had, and now it's actually coming to life!

Here's what I'm doing:

I am about to leave on my journey of a lifetime: driving from Vail to Alaska on my scooter over the next 2 months. On my way I am stopping at different schools and treatment centers to share my personal story of recovery from drugs and alcohol.

During this trip I am raising funds through the University of Colorado’s crowdfunding page in order to create scholarships for sober students at CU. I would not have found my way into recovery if it weren’t for the students that make up the Collegiate Recovery Center at CU.

Here is a link to a video that explains what exactly I am doing and why:

https://www.youtube.com/watch?v=_BkQBYqD0mU

Please help get the word out and share with anyone you think would find this trip to be AWESOME! Whether they or someone they know have been affected by addiction or alcoholism, or if they just love adventure- believe me this will be one hell of a CRAZY adventure!

Thank you so much for checking this out!

Best wishes,

Robert :)

Follow My Trip: CU-CRC Campaign | My Blog | Facebook | Instagram | Twitter
We are pleased to announce that we have named our first Droplet after one of our donor’s granddaughters!

We are currently experimenting with the 3D printing part of the robot (the lower shell) in order to bring overall costs down and have purchased a Makerbot Replicator 2x. While the Makerbot allows us to print in two colors (which looks great), it is not clear if it is precise enough for creating the intricate inner structures.

We would be more than happy to name and emboss 167 Droplets! That is all it takes to make a precise injection mold that is good for tens of thousands of Droplets. Instead of 3D printing, we will then name the Droplets by laser engraving using our laser cutter.

*Want your logo or signature embossed on all the shells that will be ever made using the mold? Consider gifting the mold itself!*  

We are close to our goal, but still in need of funds. Please give a gift and share our project page on behalf of the Droplet team – *any little bit helps!*

Thanks so much for all your support thus far,

The Droplet Team
Nikolaus, Anshul and John
To: All Donors  
Subject: What's more cinematic than HotPockets?

Hello UNDER supporters!

We have successfully shot three scenes of the script this past weekend. We shot at the homes of two generous friends and supporters of the film, and got some nice shots of HotPockets along the way… because what's more cinematic than HotPockets?

We have also made some amazing progress on some of our practical effects. Paul has finished the skeleton for the *animatronic octopus tentacle*, and with the help of Jen our visual artist, we cast a mold of our actor's face to be put on the wax head we are sculpting.

It has been so much fun working with such a talented crew, and it is amazing to see these things jump off the paper into real life. I can't thank you all enough for being a part of this project.

We still have several days of shooting to go which means more catering, more equipment rentals, more batteries, and more HotPockets. We also need to finish these tentacles with a foam material sculpted to replicate octopus skin. We are doing things as cheaply as we can, but there are still costs that lie outside of what we’ve already raised. We have until the end of the month to reach our goal. Help us finish strong by sharing this page with someone interested in supporting local film talent!

Thank you!
4. Almost There (Soft Ask)

To: All Donors  
Subject: Five Days Left to Support Colorado Communities!

The Colorado Communities, 1914-2014 team wishes to thank all the supporters who have made contributions and raised awareness about this project.

Thanks to you, we have raised $1,465 from 22 contributors. We’re only $71 away from funding one roadshow! Please take a moment to tell a friend or family member about this great project and let them know of the great work we’re doing.

The Colorado Communities, 1914-2014 digital collection will not only support educational activities, but also a variety of other uses. We’ve gotten positive feedback from the genealogy community that this collection will be a helpful tool for those wishing to trace their family history. In fact, the project was recently featured on Olive Tree Genealogy, one of the most widely followed blogs on the topic. Read the post here:  [http://http://olivetreegenealogy.blogspot.ca/2014/05/colorado-communities-1914-2014.html](http://http://olivetreegenealogy.blogspot.ca/2014/05/colorado-communities-1914-2014.html)
To: All Donors  
Subject: Thank You For Your Support So Far!

Thank you to everyone who has donated to our campaign. We appreciate your support!

We found out what our projects will be this year while the students are in Sontule. Students will be repairing the lid to the water tank at the school (this will involve mixing cement), and students will be repairing the fence around the water container, and helping re-start the school garden.

Know that your funds will go directly to supporting local, community initiated projects while our students are in Nicaragua. A participant from last year had this to say about the trip,

“Nicaragua changed my whole outlook on the value of family and community. I was able to create bonds and recreate old ones, and not only learn about a new culture but learn more about myself. It is not just about making a difference, but rather each experience making a difference on you.” – Maya

Please consider donating or sharing our campaign with 3 of your friends today.
To: Donor that just made a gift to your campaign  
Subject: We Can’t Thank You Enough!

Dear M***,

Thank you so much for supporting CU Bridges to Prosperity! We are humbled by your generosity, and we would not be here without you. Your donation will help fund the purchase of critical bridge materials including cement, wooden decking, and metal crossbeams. This year’s bridge in Villa Guadalupe, Bolivia will provide the community access to healthcare, education, and local markets year round. We would appreciate your continued support by spreading the word about our mission and goals with others. Thank you again!

Cheers,

The CU Bridges to Prosperity Team
6. Appreciation (During Campaign) – Template

From: Project Leader
To: Donors (no later than 36 hours after receiving their donation)

Subject line recommendations:
- Thank you so much _(name of supporter)_!
- _(name of supporter)_, I can’t thank you enough!
- You rock!

Dear _(name of supporter)_,

This is _(project creator first name)_ from _(organization/project name)_. I just wanted to say THANK YOU SO MUCH for your support of the _(project name [link to your campaign])_. I am humbled by your generosity; we would not be here without you – thank you.

Right now we have _(days remaining)_ days left in our campaign and we still need to raise $_(funds left to raise)_ of our $_(goal amount)_ goal. This means we are currently at _(percent raised)_% from _(number of supporters)_ supporters, including you!

If it’s not too much to ask, I’d like you to think of a few people that might be interested in this project and encourage them to contribute.

I have created some text below that you can personalize and send to your family and friends to ask for support of our efforts. Let them know why you donated, why you care about this project, and how they can offer their own support.

We are very excited to get this project off the ground! We are determined to meet and hopefully even exceed our goal, but we can’t do it without you. Please pass our project on to as many people as you can and help us reach our goal.

Again, we truly can’t thank you enough for your support. We so deeply appreciate it!

Sincerely,

_(project creator name)_

Text to send to friends and family:

Hi _(friend)_,

How are you? I hope you are doing well!

I recently supported a project on the University of Colorado – Boulder crowdfunding site called _(project name)_ . I really believe in what they are trying to do and I thought you might be interested in checking it out.

Here is a link to their project: _(direct link to project page)_ . Check it out and consider making a small donation or sharing it with your friends!

Have a great day!
To: All Donors  
Subject: THANK YOU

Our students are on their way!

The Alternative Break program wanted to take a moment to thank all of our donors for supporting our very first crowdfunding project. Our students just took off 5 minutes ago and are en route to Nicaragua! Thank you for believing in our project and helping students give back abroad. Follow us on Facebook to see photos and stories from the trip once the students return.

From All of Us!

Sincerely,

The Alternative Breaks program