



Crowdfunding Campaign MARKETING PLAN

This workbook is designed to help you understand and connect to your community before, during and after your crowdfunding campaign.

PART 1: **Your Community** Connect & Collaborate

List ten or more individuals who will act as “Campaign Champions.”

- Champions should be personally **invested** in your campaign and committed to its success.
 - Ask Champions to contribute *before* or during the public launch to help build early momentum.
 - Estimate each champion’s contribution amount. These donations should total 15-30% of the total funding goal.
- Champions should agree to actively **promote** the campaign and re-share campaign updates and social media posts throughout the duration of the campaign.
 - Identify networks they are part of and who they can reach out to.

	Champion	Contribution	Network	In?
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Early Supporter Donor List:

List individuals outside of your Champions who you **know** will donate to the campaign.

- List their relationship to you, how you can contact them and the estimated amount they will donate.
- These donations should total **30-50% +** of your funding goal.
- Each member of your campaign's team should do this exercise!

	Name	Relationship	Email Address/Phone#	\$ Amount
1				
2				
3				
4				
5				
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7				
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11				
12				
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19				
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21				
22				

	Name	Relationship	Email Address/Phone#	\$ Amount
23				
24				
25				
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34				
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50				

Business & Organizational Supporters:

- List the businesses and organizations that will be interested in your campaign.
- Think about how your campaign affects them and what they might gain from your efforts. What can you offer them? (Sponsorship opportunities, co-branding, matching donations opportunities)
- Think about what direct contacts you may have at each organization, but don't be intimidated by the size of the organization... shoot for the moon!

	Business/Org	Why Passionate?	What's in it for them?	What's in it for you?	Contact
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

“MyCommunity” Email Lists:

- Prepare for your campaign updates/email marketing by creating segmented email lists using the MyCommunity tool built into your crowdfunding platform.
- Begin with your Campaign Champions and work outward into your “first” and “second degree” connections. Here are the default lists, but you can add more:
 - Champions
 - Friends (Close & Extended)
 - Family
 - Press & Promoters
 - Businesses

**Use the templates on the next two page to
help draft your email messaging...**

CROWDFUNDING EMAIL TEMPLATE

Below is an email template for Campaign Creators and Teams to send to friends and family members about the campaign.

Emails work best when they are personal, so everyone who uses the template should edit it to be from their own voice.

EMAIL STRUCTURE

1. Personal salutation and opening comments
2. Introduction to the campaign and why it's important to you
3. Include a link to campaign
4. The Ask — asking to contribute
5. Introduction to rewards and instructions for purchasing
6. Photo of campaign page with guiding arrows
7. Closing and gratitude
8. Asking to share

1

Hi George,

It was great to see you last week! Thanks for giving me a tour of your community.

2

I have exciting news to share. My entrepreneurial venture, The Local Crowd has launched a new project! It's A Creative Space for Artists — a project of the Women's Business Center that will renovate a room for artists to use as shared workspace and training. It's led by my good friend Debbie Gorski.

I'm thrilled about this, because it's a great example of the Spirit of Community that I so believe in — people coming together to make the community better — and more artful and beautiful, too! Laramie Main Street and the Women's Business Center team have worked hard to create the campaign.

3

Take a look at it here.

https://thelocalcrowd.com/communities/laramie/?cfpage=project&project_id=11421

4

Watch the video. Check out the rewards. I hope you'll offer your support. There are several ways to do so. One is a simple contribution and the other is the purchase of a reward in exchange for your cash. The rewards for this campaign are artful and creative! You will find information about them in the Rewards Section on the right side of the campaign page — and also in the Marketplace, which shows contributions from other businesses that are available as rewards. (See the attached photo.) Start shopping! Every dollar you spend will support the Creative Space for Artists project and Laramie's artistic community.

5

Image

Let me know if you have any questions. I really appreciate you and your support of my work.

7

Thank you!

Diane

PS: Please share with your friends! Thank you!

8

6

NOT PICTURED



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EMAIL TEMPLATE FOR SPONSORED REWARDS

Here is a sample of an email that can be used for those who have offered rewards to a project.

The artist or business offering the reward should send to friends, family members and customers. It is intended to be a personal communication, letting people know that they can purchase the product AND help a local project.

EMAIL STRUCTURE

1. Begin by introducing the reward donated
2. Description of project with any newsworthy updates — (Like you have already raised more than \$4,000!)
3. More information about rewards — particularly those offered by the artist/entrepreneur writing the letter.
4. Link to website for contribution and an “ask to contribute”
5. Instruction for accessing the rewards
6. Photo showing how to access rewards
7. Thank you!
8. Invite them to share

Dear Mary,

I am writing to let you know that I am offering copies of my book and play as rewards for the project described below. That means you can get a copy of *Return of the Yin and Bring Back My Body to Me* – at the same time you are supporting a great local project in Evanston. It's a way to leverage your spending to really make a difference!

The Evanston Campaign, “Floor the Past” is 24 hours and \$751 away from meeting its goal. If they can make it happen, this will be the first project to raise more than \$5,000 on The Local Crowd Platform. Wow! That would be so cool!

The project is a coffee shop and bookstore in Evanston (Serendipity) that is run by my friend, Kayne, and her daughter, Candi. (Teenage granddaughter Aysha helps out too!) They are raising money to put in a new floor—the old carpet is just not appropriate for the food service portion of the shop. Kayne and her daughter have worked very hard to build this business up from scratch. They have turned an old run down building in downtown Evanston into a nice bookstore and gathering place for folks. Kayne makes wonderful food, great coffee and world famous quiche (pictured below coming out of the oven!)

Here's the really cool part. When you make a \$25 contribution, I will mail you a copy of my book and play. Because I have donated these items to the project, all funds will go to the Serendipity project.

Below is the link to the The Local Crowd crowdfunding site. To access these items, click on the Marketplace button (See Illustration below) and scroll down to the reward of your choice. Any contribution you offer will be greatly appreciated and make a big difference to this project and my friend Kayne.

https://www.thelocalcrowd.biz/projects/?cfpage=project&project_id=10753

Thank you! I appreciate your interest in my work!

Cheers!

Diane

PS: Check out the other rewards offered by the campaign and fill your shopping cart. Share this email with your friends! Thank you!



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PART 2: **Attracting a Crowd** Take it to the nth Degree

If you're planning to break outside of your first degree connections, you'll need a specific plan to do so. Let's think about how to spread your message even farther!

Local Media Outlets:

List influential publications, blogs or organizations that would be interested in covering your story:

	Publication/Org	Why Interested?	Contact Info	Date of Contact
1				
2				
3				
4				
5				
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PRO TIP:

“If you post it, they will fund” = WRONG.

To attract interest from groups outside of your first degree you need to have your core community of supporters *actively* engaged and then specifically target influencers who stand to benefit from your campaign's *obvious success*.

National Media Outlets:

List publications, websites or organizations that would be interested in covering your story at a national level:

	Publication/Org	Why Interested?	Contact Info	Date of Contact
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Influential Bloggers:

List bloggers who might be interested in sharing your story:

	Blogger	Why Interested?	Contact Info	Date of Contact
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Influential Tweeters / Social Media Figures:

List Tweeters or Social Media Personalities who might benefit from your campaign:

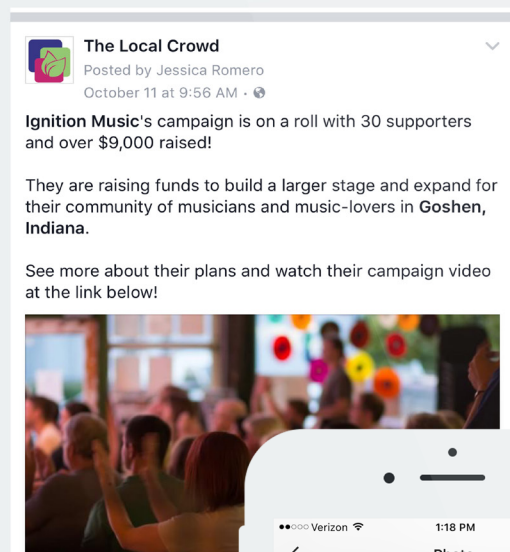
	Social Star	Why Interested?	Contact Info	Date of Contact
1				
2				
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15				

CAMPAIGN MARKETING: SOCIAL MEDIA CHECKLIST

- ☐ Introduce your audience to your campaign. Include: who, what, when, where, why + how can they help?
- ☐ Announce your campaign launch time. Provide details about what's to come. **Be energetic!**
- ☐ On launch day link to your **The Local Crowd campaign page** so your excited audience can explore what you have to offer!
- ☐ Share your campaign video. Don't forget to tag any businesses involved!
- ☐ Post about your rewards. Tag participating businesses and organizations and provide photos to show contributors what they can get!
- ☐ Post weekly updates about campaign performance. Express gratitude to those who have contributed and don't forget to include a link for new contributors to follow and support your project!
- ☐ Announce successes! For example, when you reach half your goal, post about it!
- ☐ Keep your audience informed of approaching deadlines. For example, when only a week remains in the campaign, post about it!
- ☐ Keep energy high and post the final day of your campaign. Provide information for last minute contributors and let your audience know how your campaign is doing!
- ☐ Once your campaign closes, post a message of gratitude to your audience.
- ☐ Continue to post updates about the project, how you are using the funds and how your audience can get involved!

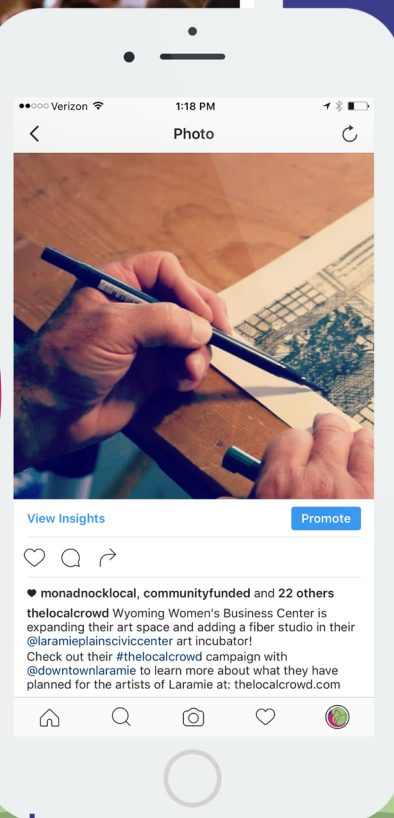
BEFORE YOU LAUNCH!

- Invite friends and colleagues to follow you!
- Collect **quality** visuals for sharing - photos, graphics, videos
- Make sure your profiles have thorough, **up-to-date** contact information and **attractive, branded** profile and cover photos



CONTENT CREATION TIPS:

- Answer who, what, when, where, why and how in your posts
- Re-share content from connected people and organizations
- Show your personality
- Remember: it doesn't have to be perfect!



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PART 3: Communications Planning Checklist

Now that you have clarity on who your community is, let's focus on connecting with them. Use the lists in Parts 1 & 2 to help you complete the Campaign Communications Plan on the next page.

CAMPAIGN COMMUNICATIONS PLAN

PRE-LAUNCH (~30 DAYS BEFORE)

Goals: Build a community of advocates & reach 30% of your goal in pre-commitments.

☐

Ask your Campaign Champions:

- Be a Campaign Champion (advocate)
- Please contribute early
- Please reach out to your network to share this campaign once live
- Provide them with boiler-plate copy to share (emails, tweets, Facebook posts)

☐

Ask Early Supporters:

- Please donate in the first 3 days
- Share Share Share!
- Stay tuned for updates!
- Provide them with boilerplate copy to share (emails, tweets, FB posts)

☐

Businesses & Organizations:

- Share the vision & impact of campaign
- Explain value to them (co-branding, high visibility philanthropy, marketing & new customers)
- Tell them what they can do: (donate, sponsor rewards, matching donations, share with their networks)
- Provide them with boiler-plate copy to share (emails, tweets, FB posts)

LAUNCH PREP (MARKETING PLAN)

Goals: Schedule your posts to make life easier & be prepared to communicate major milestones

☐

Build MyCommunity email lists

☐

Create a Facebook event for your campaign's launch day and invite contacts

☐

Plan additional events/tactics

☐

Draft/schedule your communications:

- Pre launch updates/emails/social
- Launch Day (morning, afternoon & evening) update/email/social
- 30,50,75,90% etc Emails/Update/Social

☐

Final Push Updates/Emails/Social

- 3, 2, 1 day(s) left
- Final day (all day long!)
- Campaign End (We did it!) Update/Emails

LIVE CAMPAIGN

Goals: Execute your plan, stay active and engage your donors & turn supporters into advocates.

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Stay active (~15 minutes every day)

☐

Create new updates with "behind the scenes" photographs and stories from the campaign team

☐

Send out a press release about your project. Be available for interviews

☐

Ask your contacts and team members to direct their family and friends to the website

☐

Create an event around the launch of your project

☐

Send invites to event

☐

Thank donors at event and let them know how their gifts made an impact

☐

Monitor posts and donations on website

☐

Monitor social media feeds & respond to all comments on your pages

☐

Send updates to donors and potential donors via email. Keep the energy positive!

☐

Load new rewards and provide updates about the rewards

☐

Rally supporters at the end!

☐

Focus on stretch goals after initial goals are passed!

**COMMUNICATIONS PLAN FOR
POST-CAMPAIGN CONTINUED ON NEXT
PAGE!**

CAMPAIGN COMMUNICATIONS PLAN

POST CAMPAIGN

Goals: Thank your supporters, demonstrate impact & tell supporters what to do next!

- ☐ Send victory/post campaign communication
- ☐ Send donors, both in-kind, cash, and reward providers thanks via email or mail
- ☐ Distribute the rewards.
- ☐ 30 Day follow up: Show impact
- ☐ Thank supporters and ask: "Please support other great campaigns on this platform!"
- ☐ Sit down for a conversation with your team and The Local Crowd about what worked, or didn't regarding the platform.

SHARE YOUR CAMPAIGN PROGRESS WITH US!

FACEBOOK: facebook.com/thelocalcrowd

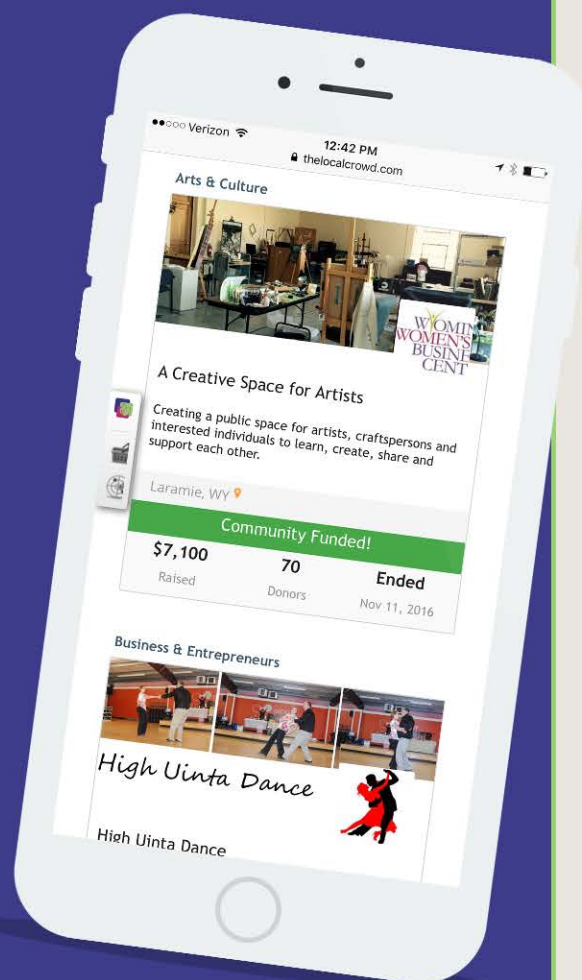
TWITTER: @TLOpower

INSTAGRAM: @thelocalcrowd

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OR SHOOT US A MESSAGE!

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