Format for crowdfunding campaign plan

1. Campaign title

Remember: be clear, not clever: your campaign title should reflect your project name, what your project is in plain terms and/or what’s unique or attractive about it. Now put those all together with as few other words as possible

1. Target group

Shortly describe your target group, that you found most suitable in your market research

1. Aim

Set a reasonable goal that is ambitious but realistic.

1. Campaign materials

Written pitch or video? What are your best photos and quotes? What is unique about your project and how does it reflect in your materials?

1. Promotion plan

Which strategies do you choose: ask you current donors and supporters, paid advertising, regularly maintain your microsite with news and snippets of interesting background, build an email list, encourage your current backers to inform and ask their friends and family or get press?

1. Planning timetable

Please use this format to make your own planning.

|  |  |  |  |
| --- | --- | --- | --- |
| **month/week** | **activity** | **result** | **write your own planning** |
| 1 | Is crowdfunding for you? | Make an organisational decision if you are fully going for it. Identify the risks and opportunities |  |
|  | Market research: who else is doing this and what has been successful? | Analysis of feasibility of your crowdfunding |  |
| 2 | Choose your platform | Well balanced and informed decision of advantages and disadvantages of the several available platforms, such as costs, target groups, data availability etcetera |  |
| 3 | Write a case for support.  | Have a look at the content in the plan above: description of project, photos, videos, updates, what does success look like, what is unique about your project, title etcetera. |  |
| 4 | Promotional plan  | How to promote your crowdfunding campaign? Ask your stakeholders to promote it. |  |
| 5 | How to keep it fresh and alive | This is your main key to success! Regularly maintain your campaign with updates, pictures etcetera. |  |
| 6 | Last push: deliver and celebrate | Your last weeks are very important: make sure your reach everyone with interest and encourage them to be part of your success. |  |