



Crowdfunding Success Resource

Sample Agenda for a 30-Minute Measurement-Driven Weekly Crowdfunding Status Meeting

Prepared by Community Funded Enterprises

Importance of a Weekly Status Meeting

If you manage Crowdfunding on your college campus you probably already interact with key stakeholders, including campaign creators and administrators, on a regular basis. However, in working with campuses of all sizes we have discovered that a brief weekly meeting with core team members is a critical way to ensure coordination, focus, productivity and results.

Done right, a weekly meeting can also save you time by consolidating information and conversation into one managed encounter.

Following is a Sample Agenda for a 30-minute Measurement-Driven Weekly Crowdfunding Planning Meeting that you can use as-is or modify for your organization. The key is to make sure these meetings are focused on data and as action-oriented as possible, with an emphasis on identifying and resolving obstacles to the growth of your crowdfunding program.

We hope you find it helpful.

Community Funded
Crowdfunding Success Team
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Sample Meeting Agenda

High Level Data Review (5 minutes)

- Review quarter target goals for number of campaigns, dollars raised and net new donors
- Review quarter-to-date number of successful vs unsuccessful campaigns
- Review quarter-to-date total dollars raised
- Review quarter-to-date total donor and net new donor count

Campaign Pipeline Review (10 minutes)

- Review new campaigns submitted for review in past week
- Review key metrics for top performing campaigns still in progress
- Review key metrics for lowest performing campaigns still in progress

Platform Marketing and Campaign Volume Review (10 minutes)

- Review quarter-to-date number of new campaigns submitted
- Discuss new sources of new campaigns
- Troubleshoot crowdfunding platform promotion and campaign pipeline issues

Troubleshooting (5 minutes)

- What outreach to individuals and orgs will make crowdfunding goals easier to achieve?
- What resources or support do you need to grow awareness and crowdfunding results?