



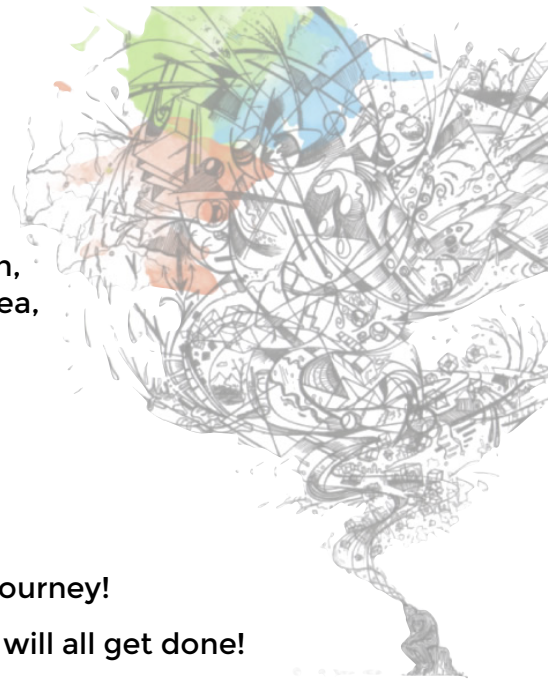
Community Funded Campaign Planning Accelerator

This guidebook will help you turn your passion, idea or project into a successful community-funded campaign.

Psst! Anything's Possible!

As of this moment you are empowered to look at the world in a new way: You are now a **Community Creator**.

A Community Creator is both a **source** of creativity within a community, and a **builder** of new communities around a passion, idea or project. When people come together in support of an idea, anything is possible. So what will **you** create?



Guiding Concepts:

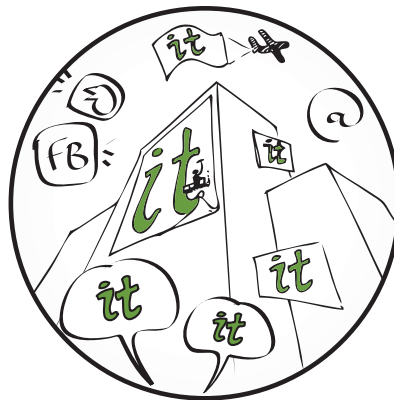
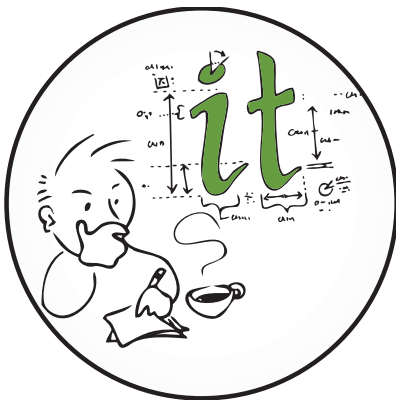
1. You can't rush success. Be patient, persistent and enjoy the journey!
2. Set aside a few minutes each day to work on your project. It will all get done!
3. Print this. No, seriously. Hold it, write on it and take it with you. It's your new friend.
4. Think, learn, scribble notes & follow your questions. Others have done this, you can too.
5. Don't be shy! Start talking about what you're trying to do - the world will open to you!
6. You're responsible for your success. Nobody is going to do this for you!
7. You're **already** doing it! Keep following your passion, let's see where it takes you!

'Nuff talk. Let's rock...

The Road Ahead

Here's the low-down on this guidebook:

- ☐ **Part 1: The Why** Focus Your Vision
- ☐ **Part 2: The Who** Identify Your Community
- ☐ **Part 3: The What** Tell The Story
- ☐ **Part 4: The Funds** Campaign Goal & Stretch Goals
- ☐ **Part 5: The When** Time is on your side
- ☐ **Part 6: The How** Plan for Success
- ☐ **Part 7: After Your Campaign is Over** Completing the Circle
- ☐ **Part 8: Pre-Launch Checklist** Let's put the rubber to the road!



Making **it** happen...

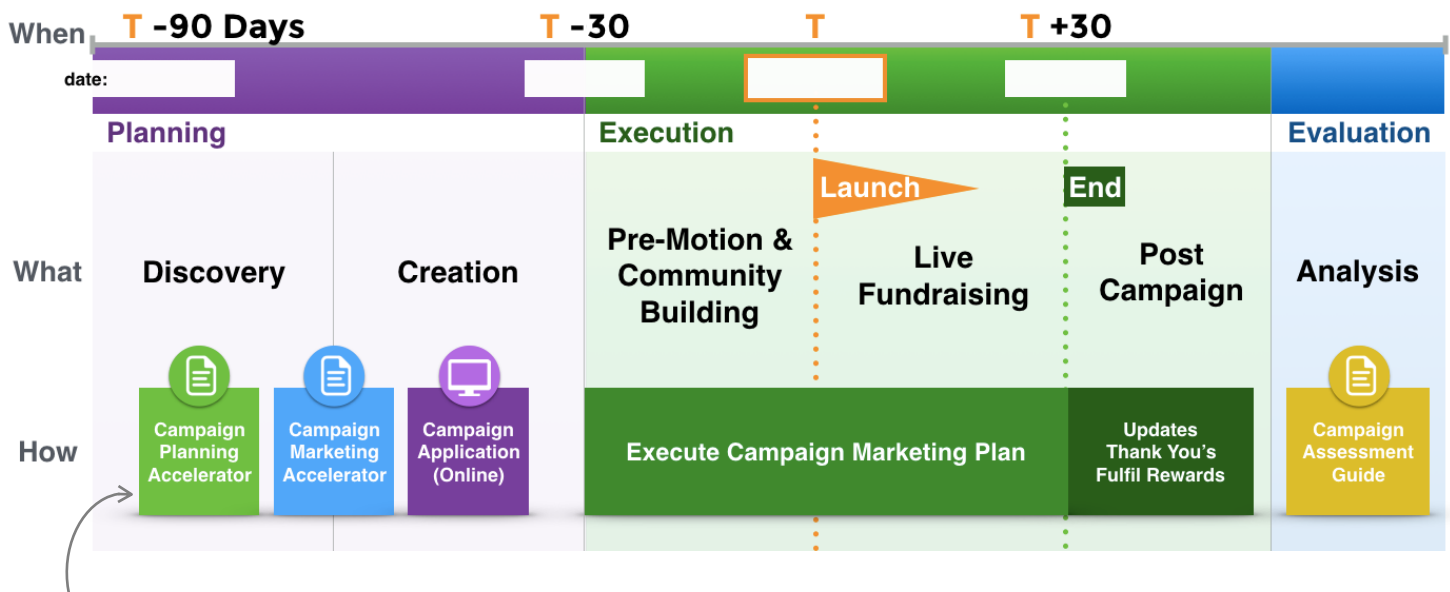
Running a successful campaign can take several months.

Sometimes you need to quickly launch a campaign to raise money for someone in need or to generate a few hundred bucks for a pet project. Go for it!

Other times, you need to raise thousands of dollars for your project or cause. **This guide is for you.**

On the timeline below:

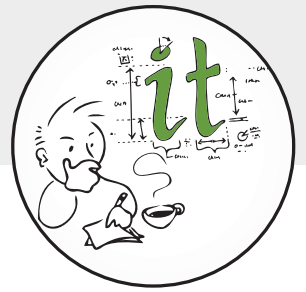
- 1) Pencil in your desired launch date **T**
- 2) Pencil in the other boxes by adding or subtracting from **T**. You now have approximate dates for the **Planning**, **Execution** and **End** date of your campaign.
- 3) Look at the “What & How” rows of the timeline:



Hey! You're already working on the Campaign Planning Accelerator! Way to go!

- 4) Refer back to this timeline if you're ever unsure what you should be doing

Now, on with the show!



Part 1: The Why Focus Your Vision

E) Here is your blank canvas of infinite possibility... what will you create?

Hint: use this space however you'd like to start making notes, sketching the moving pieces or mapping out the course of your project. There's no wrong way to do this!

F) Distill it down. What is your project for / about?

G) "Moan Session"

Before we focus on solutions, what's the **problem**? What do you hope to change? What's in the way? Go ahead, let it all out:

H) What **benefits** do you want to gain through this campaign/process?

- | | |
|--|---|
| <input type="checkbox"/> Build a community of followers | <input type="checkbox"/> Tell your story more effectively |
| <input type="checkbox"/> Market your org / group / project | <input type="checkbox"/> Centralize your communications |
| <input type="checkbox"/> Crowdsourcing ideas & feedback | <input type="checkbox"/> Presell products / rewards |
| <input type="checkbox"/> Attract sponsors / collaborators | <input type="checkbox"/> Collect funding from my network |

Check all that apply. Add others:

I) **“Solution Session”**

How will this project solve some of the problems you discovered above? What do you need? What is the bigger issue you could solve?

J) **What impact will be created when someone supports your project?**

You're off to a great start!

Now complete this check list **before** you move on:

- ☐ Tell a friend that you're thinking of doing a crowdfunding campaign. Share your ideas, get their feedback and add ideas to your thoughts in this section.
- ☐ Get a small notebook or start a digital note on your phone where you can collect ideas when inspiration strikes. Trust me... you'll be getting new ideas all the time!

Got that? Ok, let's keep truckin'...

Part 2: The Who Identify Your Community

K) Who will be **most effected** by this campaign?

L) Who else will **benefit** from this campaign?

Think outside the box! You may be looking to solve a problem, but a lot of people may benefit from that **process**. List **ANYONE** who will benefit from the promotion and success of your campaign and the project that will be made possible. (example: your accountant)

TEAM

- M) Campaigns led by **teams** are easier and **more successful!**
List people who would make good **team members** for this campaign and **why**.
Keep adding to this list as you think of more and invite them into this planning!

- N) Who cares about you/this campaign enough to be a **champion**?
Champions are personally invested in your campaign and committed to its success by actively promoting it through their own networks.

CHAMPIONS

O) **Who will give money to this campaign and why?**

Dig deep! Why would you give **your money** to this campaign?

P) **What could you offer as rewards to motivate people to donate?**

Example: Tokens of gratitude (thank you letters, name engraved on a 30ft marble statue...); “Tiered” gift levels i.e. Bronze, Silver, Gold Supporter; Products & swag; Sponsorship/promotion opportunities; Experiences only you can provide; Memberships; Event entrance; be creative!

Feel that? That's empowerment.

It's amazing when you realize the potential energy of your community just waiting to be tapped... what will you do with it?

Now complete this check list **before** you move on:

- ☐ **Reach out to the people you listed as possible team members.**
Share your ideas and excitement and ask for a commitment to stay involved. Some may move to the champion list or off the list, that's ok.
- ☐ Don't move to the next section until you have at least one team member! Your goal should be 3+ team members before you launch your campaign.
- ☐ **Download and start working on the Campaign Marketing Accelerator.**
This is the beginning of the planning for your campaign's outreach and will let you make more detailed lists of your community.

A lot of the ideas from this section can be copied right into the marketing accelerator! How bout that? Double progress for the effort!

Got it? On to the next section!...

Part 3: The What Tell The Story

Now that you are getting clarity on your vision, team and audience, let's focus on what you want people to do and the impact their support will have!

Q) Give your campaign an inspiring **title**!

Your campaign's title should be 7 or 8 words long and read like a **rallying cry** to inspire supporters to contribute and share the campaign. Here's a little exercise to help you brainstorm elements of your campaign's title:

1. Action Verbs: (What is your campaign doing?)
2. Subject / Who / What: (What is your project about?)
3. Impact: (What's the outcome? What will supporters be a part of?)

Now, put these elements together to create an inspiring campaign **title**:

example: "Building the Uncomplication Nation: Simplicity & Liberation for All!"

R) **Create your campaign's summary.**

Your summary is a short (140 character) description that builds off the title to focus on what you want people to **do** and the **impact** that will have.

1. Call to **action**: (Help/join us, support the... , engage in... etc.)
2. What the campaign/project is **doing**:
3. The **impact**/outcome:

Now, let's put these pieces together in an inspiring <140 char summary:

Rewrite your title here:

example: Building the Uncomplication Nation: Simplicity & Liberation for All! Help us launch a global community of humans overthrowing 21st century complexity!

S) Now let's tell your story.

Your campaign's description should read like a story and provide the basic details your supporters will want to know before they open their wallets and grab a credit card. Bring excitement into your writing and push people into **action**.

Here are some key tips to keep in mind:

- **If you aren't ready** to write the whole story yet, that's ok! Skip it for now and focus on your goals and community building. The more understanding of your audience you have, the better your story will be. It may evolve between now and your campaign's launch as you get new ideas and talk to more people!
- Writing a good story takes time, so don't expect to nail it on the first try. Look at other successful campaigns for inspiration and collaborate with your team to pull together ideas, images and text.
- Your story should be short enough to skim (300-500 words with lots of pictures and graphics!) and include the basics of WHY, WHAT, WHO & HOW (WHAT YOU NEED) + a DIRECT ASK for support.
- Your story should be specific to **your audience**. Avoid being overly general and address the specific people you've been listing in your Marketing Accelerator Workbook. How can you make this personal, interesting and important to them?
- Start with a skeleton (outline) and then add the meat (content).
- Here's one of our favorite formulas to get you started:
 - **Define a character** or characters. *Who's involved? What's their backstory? What are their hopes and dreams?*
 - **Present conflict**. *What's standing in the way of their dreams? What is the problem?*
 - **Inspire Action**. *"Together, we can overcome [the conflict] and help [the characters] do x, y, z."*
 - **Make The Ask**. *Tell the audience what to do. "Donate now and reach out to three other people you know will support it."*
 - **Show the impact**. *Tell the audience what impact is made in the world because of their support. "Because of your support, these children will finally be able to..."*
 - **Leave them wanting more**. *Let the audience know this is an on-going story and that they should keep checking back for updates.*
- There are lots of guides online to help you write a good crowdfunding campaign story/description. Search until you find a guide that's right for you!

Summary:

You're cruising!

Great work! Now complete this check list **before** you move on:

- ☐ Draft out your campaign title and summary
This isn't final, but it will help you talk to more people and get ideas and feedback.
- ☐ Find 3-5 other crowdfunding campaigns online for inspiration
Take notes on things you see or like. Look at successful and unsuccessful campaigns and read their titles, descriptions and videos. What do you notice? What can **you** do?
- ☐ If you still haven't, start working on the **Campaign Marketing Accelerator**.
This is the beginning of the planning for your campaign's outreach and will let you make more detailed lists of your community.

Alright Sparky, let's dig into goals & timelines!

Part 4: The Funds Campaign Goal & Stretch Goals

Realistic fundraising goals can make or break a great campaign. Let's work on setting a goal you can knock out of the park!

Exercise 1: A Stroll Down Possibility Lane

Let's do some thinking about your goal, and the resources you have ready to support it:



*Remember that for each member you add to your team, you multiply the network you can tap into! The best way to break into larger goal amounts is with a strong team.

Exercise 2: By the Numbers

Let's do some basic calculations based on industry averages to learn what kind of **marketing effort** you'll need to reach a specific goal:

1. How much do you need?

\$

Focus on the minimum you need to complete your core objectives.

Pro Tip: Make sure you account for the cost of **producing** and **delivering** rewards!

2. Divide that amount by \$50 :

This is the number of **\$50 donations** you will need to reach your goal.

Note: Average crowdfunding donations range from \$25 - \$80.

3. Divide that number by .25 :

This is the **number of people** who will need to **visit** your campaign page.

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

4. Divide that number by .85 :

This the number of people your **marketing plan*** must **drive** to your campaign page.

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

5. Reflect on the significance of box 4.

If the number of people you need to actively drive to your campaign page is beyond your marketing ability, it's a good indicator that you need to **lower your goal** or seek a marketing professional that can help you attain the traffic needed to reach your goal.

Don't be discouraged if your initial goal is too high. Higher goals just require more effort and better tactics. One of the best tactics for breaking into higher goal levels is to set a goal you **KNOW** you can hit, and then using **stretch goals** to get there. That's what the next section is all about!

Exercise 3: Fractional Fundraising and Stretch Goals

The best way to be successful is to work toward a goal you absolutely know you can reach, and then use that momentum to catapult into larger goals!

Pro Tip: Most campaigns that reach their goal end up raising **more**.

M) List the things you **NEED** to have in the next 6 months to continue moving forward with your idea / project / vision :

NEED TO HAVE:	
---------------	--

N) List additional things you **WANT** to have that go beyond your core objectives:

WANT TO HAVE:	
---------------	--

O) Go nuts: List things you **WISH** to have assuming “anything is possible”:

WISH TO HAVE:	
---------------	--

P) Now, go back and add estimated **\$ values** into the right column for these items.
Bonus: Note the **impact** each of these items would have in the world.

- Can you break these Needs, Wants and Wishes into more than one campaign? (Fractional fundraising).
- Your first campaign’s **GOAL** should cover the main **NEED TO HAVE** items.
- Create “**STRETCH GOALS**” to account for your want & wish to have items. Include these in your campaign summary + the impact each will cause.

“Our goal is to raise \$3,000 so we can cause A, B & C. Our first Stretch Goal is \$5,000 so we can cause D & E. If we can reach our final Stretch Goal of \$15,000, the impact will be enormous and we can do F, G, H & I!”

Part 5: The When Time is on your side

Smart timelines can help you do more, quicker & easier.

Pro Tip: Shorter is better. Short timelines leverage **urgency** to engage action. 30 Days is the gold standard for great campaigns.

T) Enter your key milestones/dates on the timeline below:

1) Think about important dates / events that may coincide with your campaign.

Include things like meet-ups, parties, fundraisers, travel, holidays etc:

2) Now, enter your desired LAUNCH DATE (T) in the center box below.

3) Subtract 60 days from your launch date and enter it in the box on the left.

This when you should start planning. Make sure you have at least 2 months before your campaign is planning to launch.

4) Subtract 15-30 days from your launch date.

This is when you should begin pre-promoting your campaign ("Pre-Motion")

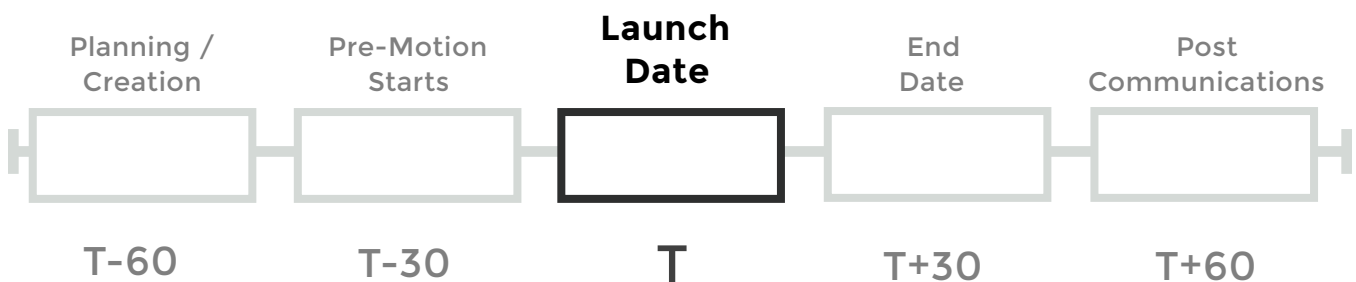
5) Add 30 days (or your campaign's duration) to the your launch date to determine your campaign's end date.

Make sure this fits with the other events you know about from step 1.

6) Add 60 days to your launch date and enter it in the box on the right.

This is when you should conclude your followups/thank-you's

7) Make sure you keep updating your supporters long after your campaign ends!



Part 6: The How Plan for Success

Now let's think about how you are going to get your message to the people who truly care about this campaign. What message are you going to deliver to each group and how will you reach them?

To help you build your master plan, we've built a campaign marketing workbook with activities, best practices and check lists that make executing your campaign easier.

You'll need a copy of the **Crowdfunding Campaign Marketing Accelerator**. You can obtain this document by visiting www.CommunityFunded.com and requesting a copy!



Part 7: The Outcome: After Your Campaign is Over

Completing the Circle

Be prepared to communicate with your supporters so they can experience how their support created real world impact!

U) How do you want a supporter to **feel** after the campaign?

V) What do you want a supporter to **do** after the campaign?

Example: Keep following our robotics team, be willing to support other great causes.

W) Now, take some time to plan / draft your post-campaign communications to thank donors, emphasizing the outcome of their support and letting them know ways to stay engaged / what's next:

- I. **At campaign end:** "We did it! Campaign has ended and here are the results!"
- II. **15-30 days after campaign (demonstrating impact):** "We are putting your funds to good use. Look at the impact you have caused!"
- III. **30+ days after campaign:** "Thank you for supporting our campaign, you have made a huge difference in the world. We hope you will continue to support the other great campaigns on this platform!"

Part 8: Pre-Launch Checklist

Let's put the rubber to the road!

Congratulations! You now have focused your vision, identified your team, determined your audience, crafted your message/goals and discovered your communication channels!

Now it's time to turn your passion into action. **Let's do this!**

1: Foundation

- ☐ **Assemble Your Campaign Team**
- ☐ **Complete the *Campaign Planning Accelerator***
 - ☐ **The Why**
 - ☐ **The Who**
 - ☐ **The What**
 - ☐ **The Funds**
 - ☐ **The When**
 - ☐ **The How (Start the *Campaign Marketing Accelerator Workbook*)**
 - ☐ **The Outcome**
- ☐ **Create an account on your community fundraising platform**

2: Community Building

- ☐ **Finish Part 1 of the *Campaign Marketing Accelerator Workbook***
 - ☐ **List your Campaign Champions**
 - ☐ **Start your Early Supporter List**
 - ☐ **List your Business & Organizational contacts/supporters**
- ☐ **Begin entering these potential supporters into your MyCommunity email lists**
- ☐ **Well before your campaign starts, begin personally reaching out to the people on your champion and early supporter list. You may even want to wait to make an ask until after you're reconnected.**
- ☐ **Grow and strengthen your connections on the social media platforms you already use**
- ☐ **Finish Part 2 of the *Campaign Marketing Accelerator***
 - ☐ **Identify relevant local and national media outlets**
 - ☐ **Identify and reach out to relative bloggers/influencers**
 - ☐ **Identify and follow relevant influencers on social media.**
- ☐ **Create a Facebook Event scheduled for your launch day and send invites**

3: Content

- ☐ Use your notes in this planning guide to help you build content for your online application!
- ☐ Complete your online campaign application
 - ☐ Personal Info
 - ☐ Description
 - ☐ Goals & Timeline
 - ☐ Banner Image
 - ☐ Video
 - ☐ Storyboard
 - ☐ Use an online tool like animoto, shoot on your smartphone or find a pro
 - ☐ Upload video to youtube
 - ☐ Categories
 - ☐ Rewards
 - ☐ Links
- ☐ Create short snippets to share with email contacts and influencers
- ☐ Draft your key campaign updates:
 - ☐ Day 1: One at launch and one at the end of first day
 - ☐ Ends of Week 1,2,3
 - ☐ Three Days Left
 - ☐ Last Day! - The “Big Ask”
Thank all your supporters and ask them to each find 2 more people to donate & share. “We can do it!”
 - ☐ Thank You Email (Post Campaign)
You should plan on doing updates as often as possible, but drafting these key updates will help you save time and understand the course your campaign should take!
- ☐ Create a short snippet that explains who you are and what you're doing (“elevator pitch”)

4: Communications

- ☐ Finish Part 3 of your *Campaign Marketing Accelerator Workbook!*
- ☐ Execute your Communications Plan using the checklist in your Marketing Accelerator Workbook!
- ☐ Stay active as a TEAM
- ☐ Be successful
- ☐ Go out and change the world
- ☐ Share that story with your supporters
- ☐ Prove that “anything is possible” =)

