Crowdfunding Marketing Guide

Donor outreach on a personal level is the key to crowdfunding success. Publicizing the campaign goes beyond just setting up the project and launching it to the platform. Projects are most successful when there is a strong communications plan in place and you have advocates on your team willing to spread the word.

Crowdfunding projects are live for a limited time, so it is important to utilize every stage of the process to market for your cause. Tailor your message to your project’s current status and provide updates along the way that appeal to potential donors.

Project Communication Timeline

Before Launch
- Prepare for your campaign by populating the platform with:
  - Short video (up to 1 minute)
  - 1-2 minute description that explains your project and the things you will accomplish with the funding
  - Short, itemized budget of project expenses
- Plan for communications at each stage of the campaign, and assign responsibilities

Campaign Launch
- Announce your campaign and request support from your network

Halfway
- Report on fundraising progress to date and request additional support

Final Push
- Call any of your remaining, prospective donors to action and create a sense of urgency by clearly communicating the deadline

Campaign End
- Personally thank the donors that contributed to your campaign.
  i.e. If fundraising for a trip, contest, or conference send a message with photo or video from your trip and let your donors know how it went. Write handwritten thank you notes to the people whom you personally solicited.
Communication Channels

By sharing your project through various communications channels, you will maximize visibility and return.

Personalized Emails and Texts
- Solicit your close friends and family by writing a personalized note about why the project is important to you and why you need their support
- Make it as easy as possible for them to give by directly sharing the link to your campaign

Social Media
- If your group has public facebook/twitter/LinkedIn account(s), communicate the campaign to followers at each stage of the project’s timeline, and encourage those who donate to share the campaign with their followers
- Set expectations with your team members to share the campaign on their respective social media accounts before the campaign begins

Website
- Talk to your sponsoring organization (college/department/unit/etc.) about publicizing your project on any web publications or communications they have during the time your campaign is running
- Always include a link or button to give to make it easy for donors to give to your project

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