

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 progress toward the goal 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 one minute)
 - Photos
 - A description of your campaign that includes details explaining your project, why it's important, and what you will accomplish with the funding.
- Plan for communications at each stage of the campaign and assign responsibilities.

Campaign Launch

- Announce your campaign on social media and through email. Make requests for support from your network.

Halfway

- Send email updates to donors to 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 is approaching.

Campaign End

- Personally thank the donors who contributed to your campaign. E.g., If fundraising for a trip or conference, send a message with a 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 the ability to reach your goal.

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 their support will make a difference.
- 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, TikTok, or Instagram accounts, 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 giving link or button to make it easy for donors to give to your project.

