



fundrazr



Calling all crowd members!

How to promote your campaign and increase your supporter base

2023 | fundrazr.com



Hello!



Host: Kemble Barrett-Crossan
Presenter: Shannon Reeb

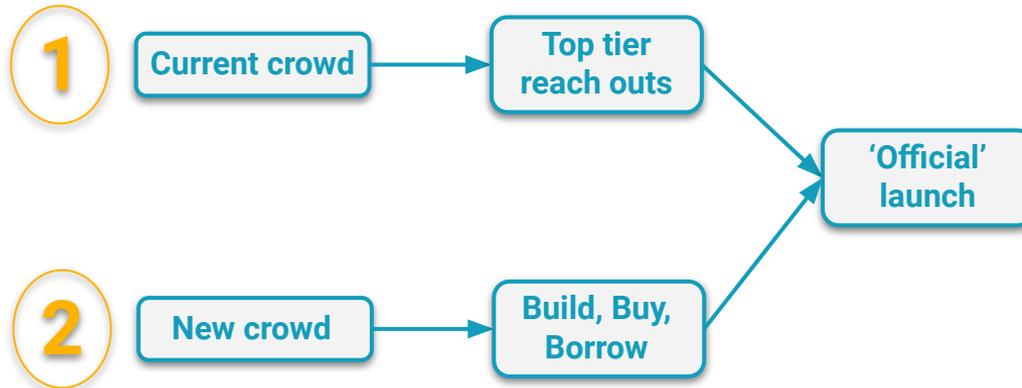
Agenda

- The dual paths of promotion
 - Engage your current crowd
 - Grow your crowd
- Tips & Tricks
- Q&A

The dual paths of promotion



The dual path of promotion



Path 1: Engage your current crowd



**URGENT!
SUPPORT NEEDED!**

Engage your current crowd

1-2 days before your 'major' promotional push:

- Top tier = those you *know* will donate. Super-supporters, volunteers, board members, your mom, that guy you helped move...
- Reach out *personally*. Text, email, Whatsapp, Facebook Messenger, etc.
- Goal is to get the meter off 0.
- 1-2 days before 'major' launch to the rest of your crowd.

Engage your current crowd

NEW

Launch campaign? ✕

Launch New Organization Campaign?
Launching enables payments.

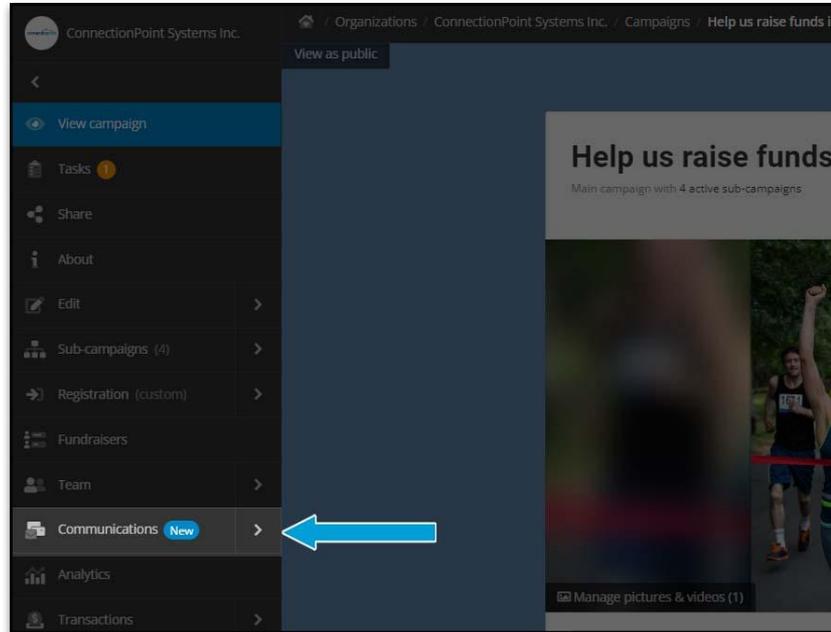
Notify your organization's supporters (4).

Cancel Yes, launch

Engage your current crowd

Day of main launch:

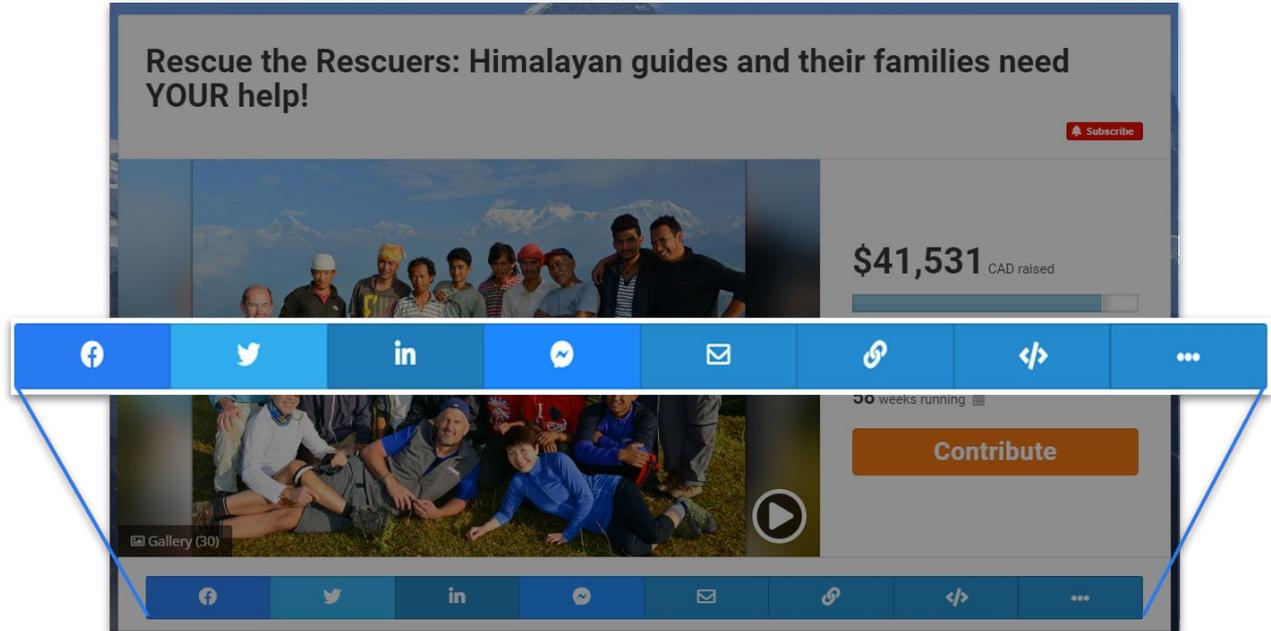
- Upload contact list



Engage your current crowd

Day of main launch:

- Upload contact list
- Social sharing



Path 2: Grow your crowd



Grow your crowd

Understanding who your crowd is

Donor profiles

1. Age, income levels, any identifying characteristics that might be helpful
2. How do they stand to benefit from your campaign?
3. What is the best way to communicate with them?
4. Who can they influence?



Reference 1: <https://prosper-strategies.com/nonprofit-donor-profiles/>

Reference 2: <https://www.thebalancesmb.com/stakeholder-2502118>

Grow your crowd

The 3 B's of growing a crowd:

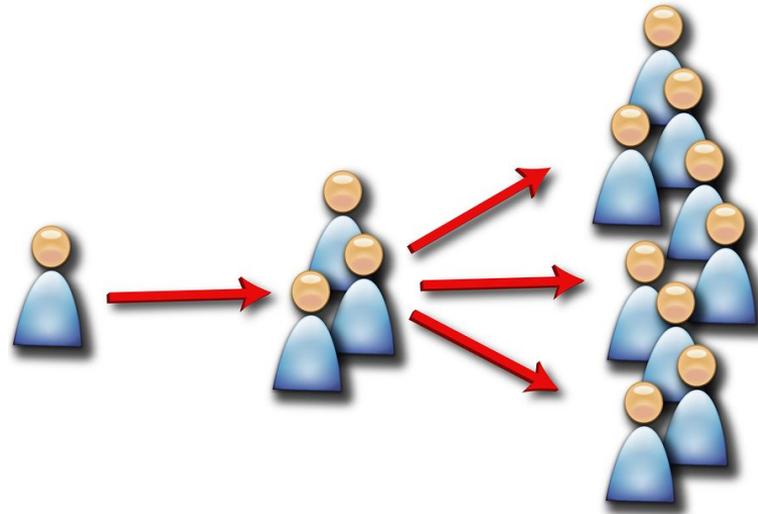
1. Build
2. Borrow
3. Buy



Grow your crowd

Build

Mobilize your
current crowd!



Grow your crowd

Build

Keep the fire burning!

- Update with new content
- Engage supporters



Grow your crowd

Borrow

Influencers

- Social media
- Local celebrities
- Popular stores, restaurants, cafes, etc.
- Politicians, public figures
- News media



Grow your crowd

Borrow

Sponsors



Grow your crowd

Buy

Adspace

- Instagram/Facebook
- Google
- Local news



Grow your crowd

Buy

**WE DO NOT ALLOW BOUGHT
MARKETING LISTS**



Tips & Tricks



Tips & Tricks

1. Other targeted social media



Tips & Tricks

2. Optimize the times you share

Facebook: Wednesday morning (8-9am)
Thursday morning (10am)
Friday morning (8-10am)

Instagram: Wednesday afternoon (2pm)
Monday afternoon (2pm)
Tuesday afternoon (1-2pm)

Reference:
<https://sproutsocial.com/insights/best-times-to-post-on-social-media/#times-fb>



Tips & Tricks

3. Have a 'hook



Recap

- The dual paths of promotion
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Thanks!

Questions?