

fundrazr

Help! My campaign has fizzled...

3 Techniques to revamp a stale campaign

2023 | fundrazr.com



Hello!



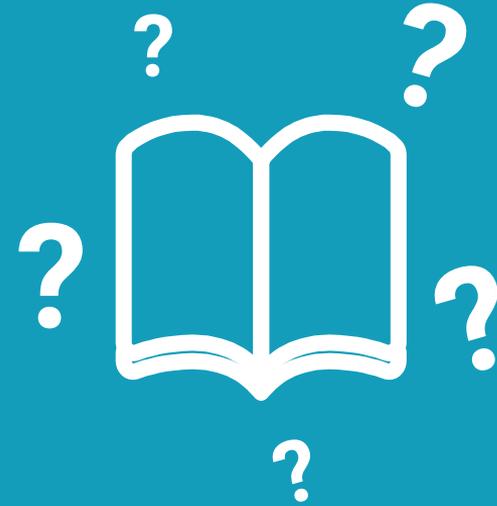
Host: Kemble Barrett-Crossan
Presenter: Shannon Reeb

Agenda

- Campaign content
- Marketing
- Strategy overhaul
- Q&A

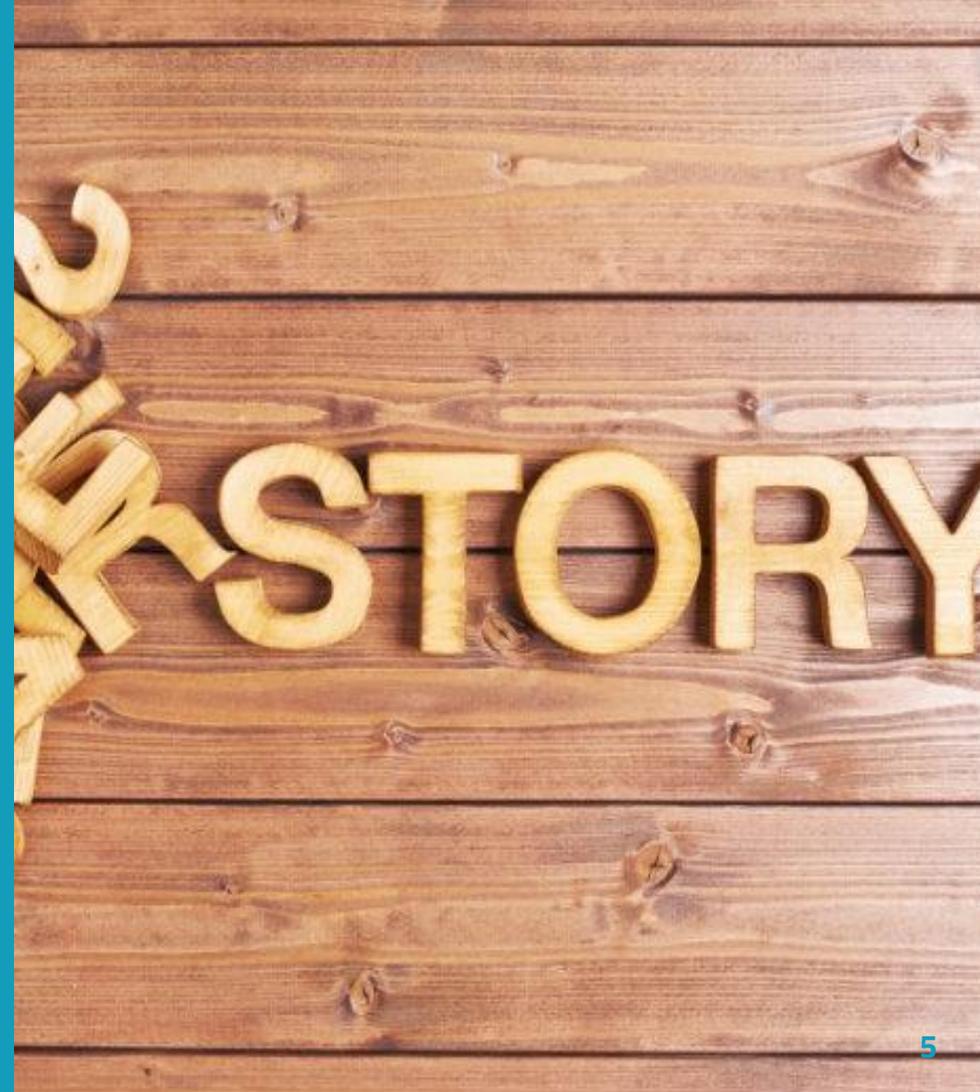
1. Let's look at the campaign content

Are you communicating effectively?



7 points of storytelling

1. Agreeable statement or rhetorical question
2. Clearly defined problem
3. Clearly defined solution
4. Identify the gap
5. Make your supporters the hero using 'units of impact'
6. Quid-pro-quo
7. Call-to-action





Donors expressed a greater desire for nonprofit organizations to communicate the impact of programs and services and to be informed in more engaging and personal ways.

*Understanding how donors make giving decisions
The Lilly School of Philanthropy*

UNITS OF IMPACT

Time to get creative!

THE WORRY MONSTER CAMPAIGN



FRESH ROOTS: MAKE IT SOW



QUID PRO QUO

What are you giving your donors in return?

CRUSOE



RESCUE NEPAL



Payments volume



**2. Now, how are
you sharing?**



Direct social media



Indirect social media



Email lists

Organizations / Rabbits Rescue Society / Campaigns / Help Rabbits get a beautiful

Story Highlights Updates · 15 Activity · 340 Team · 1

tundraise and look for additional partners, investors and grants.

A place to call your own can be the ultimate comfort

This holiday season, Rabbits and our colonies are hoping for a place to call **OUR** fur-ever home!

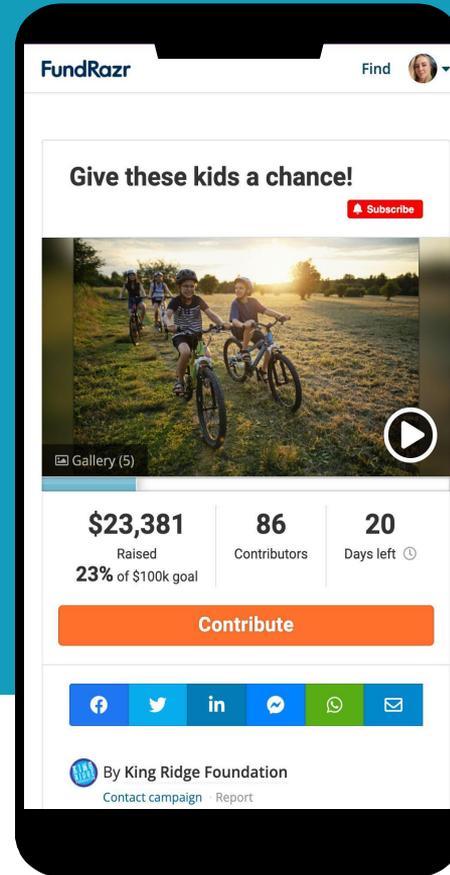
WAIT, ARE WE MOVING?

I HOPE SO! LOOK AT THIS PLACE!

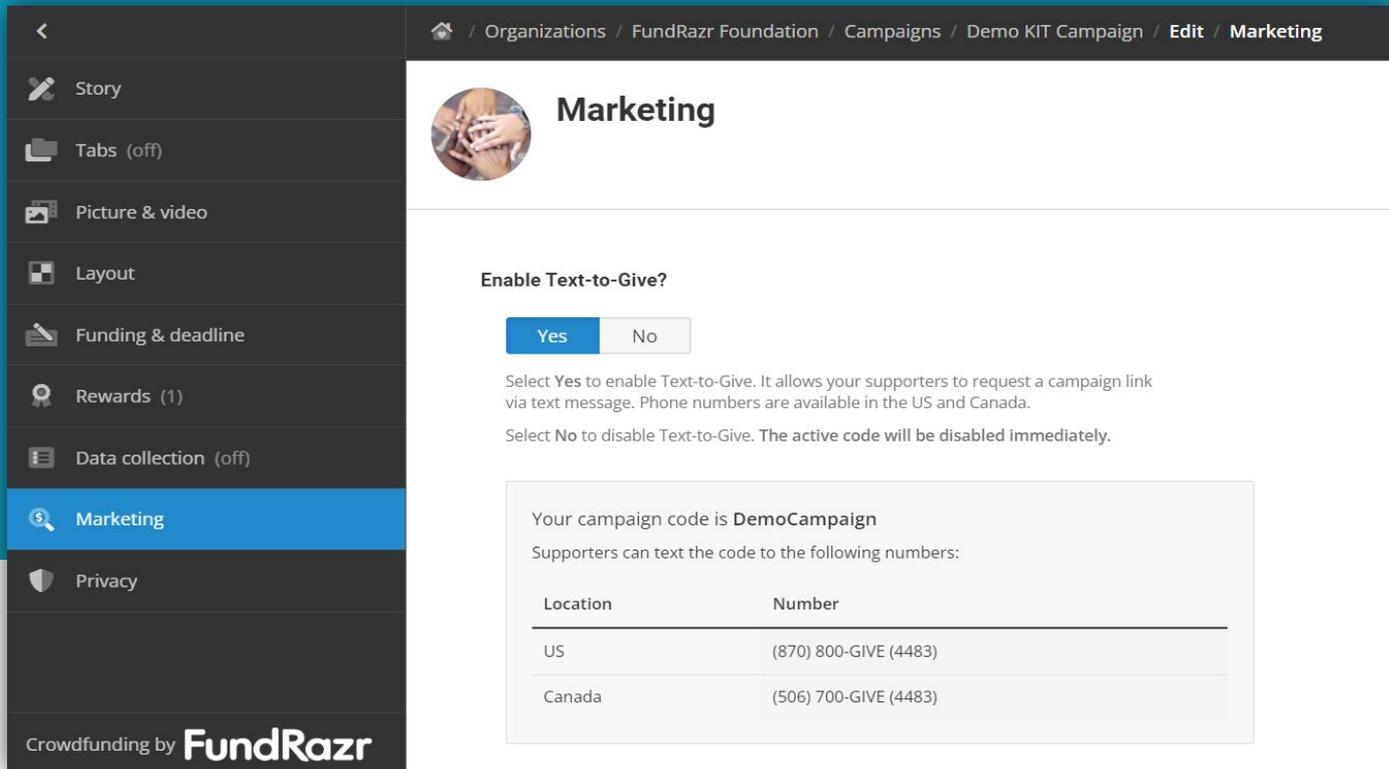
Email lists



Text-to-give



Text-to-give



The screenshot shows the FundRazr interface for editing a campaign's marketing settings. The breadcrumb trail is: Organizations / FundRazr Foundation / Campaigns / Demo KIT Campaign / Edit / Marketing. The left sidebar contains menu items: Story, Tabs (off), Picture & video, Layout, Funding & deadline, Rewards (1), Data collection (off), Marketing (selected), and Privacy. The main content area is titled "Marketing" and features a toggle for "Enable Text-to-Give?". The toggle is currently set to "Yes". Below the toggle, there is explanatory text: "Select Yes to enable Text-to-Give. It allows your supporters to request a campaign link via text message. Phone numbers are available in the US and Canada." and "Select No to disable Text-to-Give. The active code will be disabled immediately." A light gray box displays the campaign code "DemoCampaign" and lists the text-to-give numbers for the US and Canada.

Organizations / FundRazr Foundation / Campaigns / Demo KIT Campaign / Edit / Marketing

Marketing

Enable Text-to-Give?

Yes No

Select **Yes** to enable Text-to-Give. It allows your supporters to request a campaign link via text message. Phone numbers are available in the US and Canada.

Select **No** to disable Text-to-Give. The active code will be disabled immediately.

Your campaign code is **DemoCampaign**

Supporters can text the code to the following numbers:

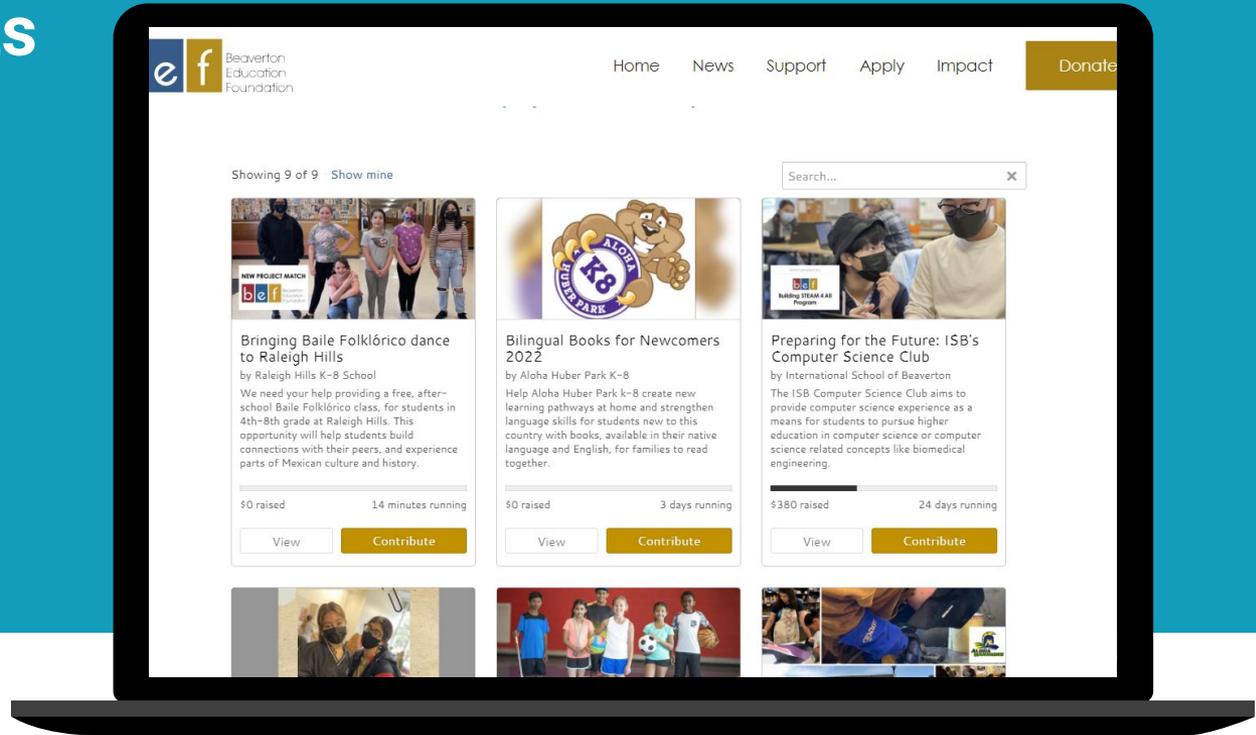
Location	Number
US	(870) 800-GIVE (4483)
Canada	(506) 700-GIVE (4483)

Crowdfunding by **FundRazr**

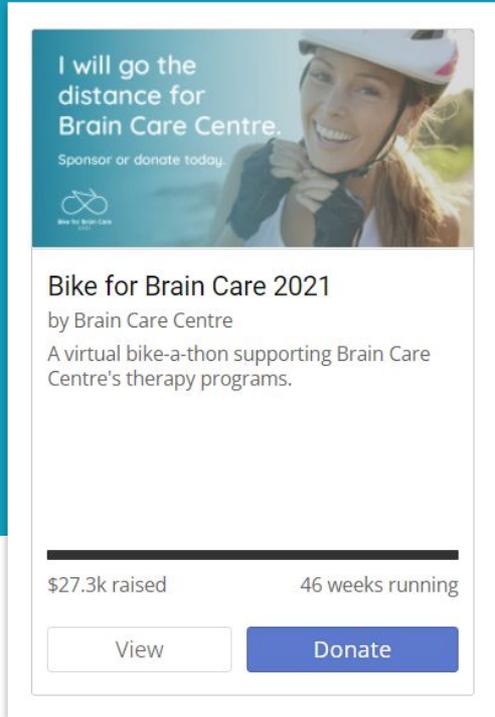
QR Code



Smart-Widgets



Smart-Widgets



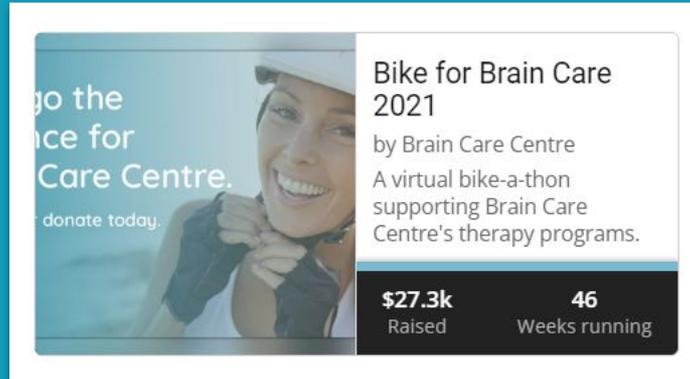
I will go the distance for Brain Care Centre.
Sponsor or donate today.



Bike for Brain Care 2021
by Brain Care Centre
A virtual bike-a-thon supporting Brain Care Centre's therapy programs.

\$27.3k raised 46 weeks running

[View](#) [Donate](#)



go the distance for Brain Care Centre.
donate today.

Bike for Brain Care 2021
by Brain Care Centre
A virtual bike-a-thon supporting Brain Care Centre's therapy programs.

\$27.3k Raised **46** Weeks running

[Donate](#) or [Donate](#)

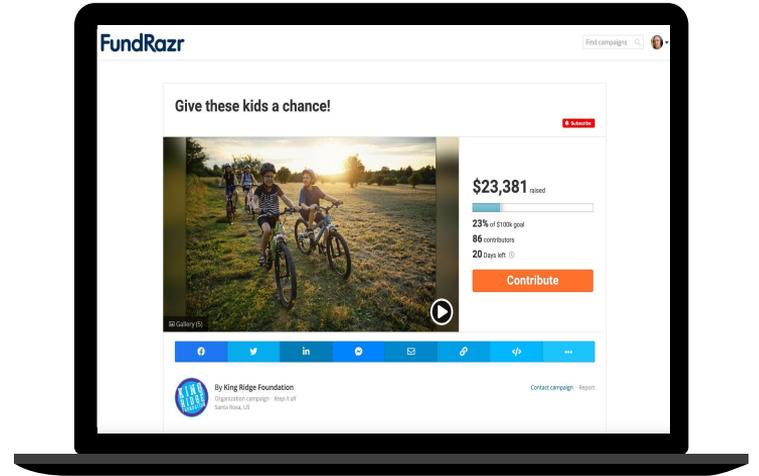
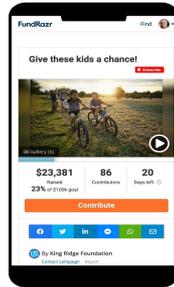
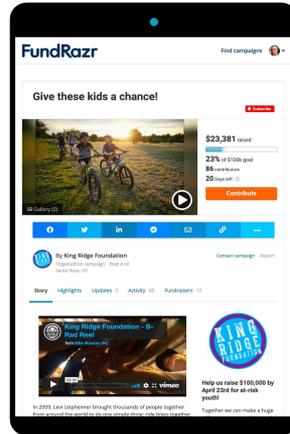
Influencers



News Outlets



Adspace



Engage

Story Highlights About Sun Life Updates 7 Activity 77

 **Anonymous contributed**
Apr 22, 2021

 Like 1  Comment  Share

 **Michelle Begin** · Apr 22, 2021

Thank you!!!

 Like

 Write a comment ...

 **Greycliff Manor Niagara contributed**
Apr 21, 2021

 Like 1  Comment  Share

 **Michelle Begin** · Apr 22, 2021

We are so grateful for your support - Thank you!!

 Like

3. Review your campaign plans

Is it best to start fresh?



DIVIDE BY 5

We're going to do some math!

(sorry)

MICROPROJECTS



GROW YOUR CROWD



PEER-TO-PEER



Recap & Resources

- Campaign content
- Marketing
- Strategy overhaul
- ConnectionPoint Help Center
- Fundraiser Hub
- FundRazr Blog



Thanks!

Any questions?