

fundrazr

Campaign Success Toolkit

6 proven success indicators of FundRazr campaigns

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Introduction

One of the most common question asked of our strategists is
what makes a campaign successful???

Many factors are involved, but unfortunately, we can't help you with them all. If we could, we would! So we decided to do what we could and look at FundRazr's campaigns to gather solid data showing what factors successful ones share.

We analyzed thousands of campaigns and curated a list of the **6 most common success indicators**. This toolkit will take you through our findings and give you some actionable steps to apply these indicators to your campaign.



1. Images

Campaigns that add an image are 21% more likely to meet or exceed their goal.

Which of these campaigns are you more likely to contribute to?

Help us raise funds in our FUND RUN! Subscribe



\$895 raised

9% of \$10k goal

4 contributors

49 weeks running

[Register](#)

[Contribute](#)

Gallery (1)

Help us raise funds in our FUND RUN! Subscribe



\$895 raised

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Gallery (1)

1. Images

Anatomy of a Campaign Image

- ✓ High-quality
(Dimensions $\geq 1280(w) \times 720(h)$ pixels)
- ✓ Indicates beneficiary (children)
and problem (medical issue).
- ✓ In-context (relevant)
- ✓ Yours (i.e. not a stock photo)



Subject looking toward the 'Contribute' button, drawing the eye to it & the rest of the campaign

Smiling, which elicits positive emotions (avoid negative and distressing images, which elicit guilt)

2. Videos

Campaigns with videos are 13% more likely to meet or exceed their goal.

These do NOT have to be professionally created, or very long. Simple, candid videos created using a free app (if you don't mind the company's watermark), stock music, and images or videos from your mobile device are just as powerful.

Explore these video examples from FundRazr users:

- [International Women Writers Guild](#)
- [VIATEC](#)
- [Thrive for Kilimanjaro](#)
- [Hearts for Music](#)

2. Videos

Best practices

- 1-3 minutes *maximum*
- Be authentic and personal
- Strong beginning - this is the same principle as your story; an opening 'hook' will keep the viewer interested beyond the first few seconds
- Define your tone (energetic, sentimental, etc.) and *stick to it*
- Ensure the most important details of your core story elements are included (view these on page 11 of our [Strategy Toolkit](#))
- [Simplify your link](#) and make it the prominent call-to-action at the end

3. Default Contribution Amounts

Campaigns that set their own default donation amounts are 12% more likely to meet or exceed their goal.

FundRazr campaign owners can choose the contribution amounts that supporters see when they click the 'Contribution' button. They will always have the option to choose their own amount, however, we can subtly encourage larger contributions by customizing what amounts they initially see.

FundRazr does have defaults already set (next page), but you - the campaign owner - should tailor these amounts to fit your specific needs.

3. Default Contribution Amounts

Contribute to Help us raise funds in our FUND RUN!
Funds managed by ConnectionPoint Systems Inc.

Your contribution (in CAD)

\$5	\$10	\$20	\$50	\$100
\$200	\$500	\$1,000	\$2,000	Other

FundRazr's default contribution amounts

3. Default Contribution Amounts

Steps to choose your best options

1. What is your current average donation? (Example: \$50 USD)
2. Add 10% (\$55 USD)
3. Make that your second and **pre-selected (green)** option
4. Subtract 30-40% from that amount ($\$55 - 35\% = \text{approx. } \35)
5. Make that your first option
6. Double your pre-selected option ($\$55 \times 2 = \110)
7. Make that your third option
8. Double again and make that your last option ($\$110 \times 2 = \220)
9. Feel free to 'round' out these numbers. For our example, we would suggest choosing \$30, **\$55**, \$100, \$200

3. Default Contribution Amounts

Steps to choose your best options

- If you do not know your average donation, or are a new organization/fundraiser, these are good starting points (in CAD):

\$15	\$30	\$65	\$100	Other
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- 'Other' will always be an option
- The goal is to make the lower amounts close enough to your target **pre-selected (green)** amount that it doesn't seem like too much more to go with the pre-selected one
- You also want to ensure the higher amounts are not prohibitively high
- If you have data for your top 3-4 donation amounts, choose those (or go 10% higher on each)!

4. The 'Contribute' Button

Campaigns that customise their 'Contribute' button are 22% more likely to meet or exceed their goal.

This one surprised us!

Perhaps there are other factors at play, here, that we can't yet decipher. However, there is one thing that rings true: **creativity is a massive success factor.**



Contribute

4. The 'Contribute' Button

Suggestions

There are so many possibilities here, depending on what your campaign is about. Get creative, **use action words**, and try to land on a word or phrase that highlights your cause. Here are some examples we've seen over the years:

20 character limit (including spaces)

- Gift a dream
- Save a life
- Bring hope to _____
- Spread some love
- Share a smile
- Feed the hungry
- Shelter a survivor

- Donate
- Give
- Plant a tree
- Save our city!
- Save this _____
- Give some hope
- Come forward

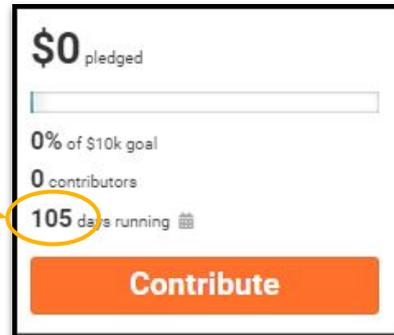
- Provide a _____
- Lend a hand
- Bring joy to _____
- Spring to action
- Make a difference
- Let's save the world
- [Tell us your ideas!](#)

5. Timing

Campaigns that receive their first payment within a day of starting are 6% more likely to meet or exceed their goal.

Essentially, the longer it takes to receive the first payment, the less successful campaigns are. We want to avoid situations like this:

Long-running campaigns with zero-to-minimal contributions don't inspire confidence!



Don't feel bad, this is a demo campaign!

5. Timing

There are two ways to avoid staying on '0' for too long:

1. **Target your 'top tier' audience first.** These are people you know are likely to contribute: friends, family, board members, volunteers, etc. Ask them to contribute *before* your major social media and email launch so when your average supporter sees the campaign, they see multiple contributions within the first day of launch. This is an example of **'social proof'**, which suggests that humans are more likely to do something when they see others doing it first!
2. **Set a target launch date and stick to that date!** Our data also shows that the longer the time between campaign creation and launch, the less successful the campaign. This hints that enthusiasm wanes, and leaving too much time might result in rushing through prep and customization. Then, a less-than-ready (and therefore less-likely-to-be-successful) campaign is launched. The next two pages include a checklist and timeline from our [Campaign Strategy Guide](#) that may help you with your preparation.

5. Timing

Campaign Creation Checklist

- Create your campaign. Don't focus on getting everything perfect at this stage, you can edit everything before you launch. Note: you cannot change between AON or KIA after the campaign has been launched.
- Write down your launch date here and work towards that date: _____
- Select the right layout for your campaign.
- Craft your campaign's story.
- Insert any Reward items (if applicable)
- Upload your campaign video, plus any additional photos or videos to make your page visually appealing.
- Set up sub-campaigns (if applicable)
- Ensure your payment processor (PayPal and/or Stripe) is connected to your account.
- Customise your email receipt that will be sent to your supporters when their contribution is completed.
- On launch day, double-check everything on your campaign, and hit "Launch".

5. Timing

Timeline

Due date(s)	Task	Owner
	Create initial campaign layout	
	Complete video/picture edits and upload	
	Complete campaign story	
	Pre-launch/launch campaign	
	First social media share	
	First update	
	Additional social media shares	
	Change campaign to 'Finished' once goal or deadline is reached	
	<i>Space for additional key tasks and dates</i>	

6. Updates

Campaigns that produce at least 1 update are 1% more likely to meet or exceed their goal.

Campaigns that produce at least 2 updates are 20% more likely to meet or exceed their goal.

Campaigns that produce at least 3 updates are 33% more likely to meet or exceed their goal.

This one did NOT surprise us. The fundraising world (whether digital or otherwise) has always known that updates bring success (for some outside proof, [see this article](#)). Not only are you inviting supporters back to your campaign to possibly donate more, you are also providing more content for yourself and your supporters to share and entice more people to the campaign!

The trend doesn't continue forever... it starts to flatten out after 3 updates, then plateaus around 10. However, the message is clear: updates bring success. The next page is a table from our [Campaign Promotion Toolkit](#) to help you plan out your updates in advance, hopefully taking some work and stress off your plate.

6. Updates

Planning sheet

Update Content	Posting date

Did you know? You can pre-write your updates and schedule them to be posted at a later date!

Resources

- [Help Centre](#)
- [Fundraiser HUB](#)
- [Blog](#)

Contact us anytime at support@fundrazr.com