fundrazr

Campaign Promotion Toolkit

12.2022 | fundrazr.com

Table of Contents

What is a Crowd?	3
Finding your crowd	4
Promotional Timeline	6
Promotional Tiers	8
Update Planning	10

What is a crowd?

If you have come to FundRazr and this is the first time you have thought about who your audience is, then it is time to put your campaign planning hat on the shelf – temporarily! – and focus on this crucial and non-optional step of *crowd*funding… ***building your crowd.***

FundRazr does not promote or market your campaign outside of our own site. Many of our fundraisers have worked for months (and even years) to establish a following to help fund *and promote* their causes.

Our **Build, Buy, and Borrow-a-Crowd Toolkit** will take you through this in depth. However, we've included the first part - Defining your crowd - here, as that is the most important part for promotion.

If you haven't yet done so, use this table to determine the characteristics of your specific crowd. Then, take the time needed to build your crowd. We understand that you are anxious to get your beneficiary(ies) their much-needed funds, – however, it is better to wait and ensure you do this properly rather than risk failure.

Finding your crowd

WHO is my crowd?	Every cause will have a demographic it's most likely to connect with, be it residents of a certain area, people who have used your services (or their friends and families), people who have a specific pet or love for a certain animal, plant, or region, etc. Who is yours?
WHAT can I discuss with my crowd?	This is the value you bring. Is it insight into tackling the problem you're trying to solve? Success stories? Does your crowd understand what makes you and your solution(s) impactful?
WHERE is my crowd?	You can find your people in multiple places online: social media and their targeted groups, blogs, forums, and, ideally, your own website and social followers.
HOW can I engage my crowd?	Email, newsletters, forum chats, social media posts, blog comments, etc.

Finding your crowd

WHO is my crowd?	
WHAT can I discuss with my crowd?	
WHERE is my crowd?	
HOW can I engage my crowd?	

Promotional Timeline

Think about movie promotion – long before a movie is released, we see announcements about release dates, casting, filming locations, teaser trailers, and then with a few weeks to go, we'll see much-anticipated full-length trailers and reviews from critics. Even the latest iteration of Batman would have flopped opening weekend if no one knew it was coming.

How long you ramp up would depend on how established your online presence is. Well-established organizations with a loyal following of supporters might not need long at all – they can launch campaigns with no notice and still achieve funding. Newer and smaller organizations may want to consider a ramp-up period over the month before launch, teasing information and enticing interest.

Use the timeline on the next page as a guide to plan out your promotions for this campaign.

Promotional Timeline

Worksheet

Promotion	Release Date	Where will it post?
Example: Announcement of upcoming campaign	August 1	Landing page, social media posts, newsletter
Example: Teaser photo of your great new solution to an identified problem	August 4	Social media post, ask colleagues/volunteers/board members to mention in their social media, banner on our landing page

Promotional Tiers

Nobody wants to be the first person to contribute to a campaign. Humans are social animals, and the concept of **'social proof'** is imperative with digital fundraising. This is the idea that the more people are involved in something, the greater the likelihood of others joining as well. Remember from our Campaign Strategy Toolkit tips & tricks – get the amount raised off of zero before you share to your greater crowd.

Think strategically about your current network – who is most likely to least likely to contribute? Before you do a hard marketing push, consider one or two waves of 'soft launches' to build up your goal meter. Use the table on the following page as a guide, but feel free to make changes/combine tiers as needed.

Promotional Tiers

Launch Tier	Audience	Date
1	Family members, friends, and others who are most likely to support	
2	Social media followers, landing page link	
3	Email lists, blog posts, influencer promotion	
4	Paid advertisement, news media, offline sources	
5		

Update Planning

Promotion continues after you've launched your campaign. There will always be new supporters to bring in, and what better way than to use those who have already contributed? That way, you aren't only marketing to your community, but your community's community as well.

Updates provide additional content for you and your supporters to utilize, while continually building a foundation of trust and transparency in your organization. What type of content you provide will depend on your campaign, but **there is one thing that an update is not:** an additional ask for more donations. Updates should be a **continuation** of the initial story, ideally showing the impact of what funds were already donated. Always provide new and valuable content!

Update Ideas

Updates can include:

- Behind-the-scenes pictures/videos
- Progress on projects.
- New rewards (if applicable)
- Mentions in media outlets
- Biographies of organization workers and volunteers
- Public posts of your cause in action
- Roadblocks, challenges, setbacks
- Calls for feedback/suggestions for changes, etc.
- Successes, celebrations
- Anything of value or interest!

Not all updates can be planned; however, it's a good idea to plan ahead and produce content that you can use for your updates sporadically through your promotion. Use the table on the next page to outline your update schedule.

Update Ideas

Worksheet

Update Content	Posting date

fundrazr

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