

Build, Buy, & Borrow a Crowd Workbook

For organizations and individuals running
campaigns for a cause



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fundrazr

cocopay

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Determine your crowd

Brainstorm each point in this table to determine those people most likely to contribute to your campaign.

<p>Who is my crowd?</p>	<p><i>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?</i></p>
<p>What can I discuss with my crowd?</p>	<p><i>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?</i></p>
<p>Where is my crowd?</p>	<p><i>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. Also consider in-person avenues: flyers on community boards, to your neighbourhood, at trade shows or conferences, or local establishments willing to help.</i></p>
<p>How can I engage my crowd.</p>	<p><i>Email, newsletters, forum chats, social media posts, blog comments, etc. Get creative here! Can you provide free information, rewards, an event, etc?</i></p>

Landing Page Planning

Use this table to brainstorm and plan your landing page content.

Aspect	Ideas
Before the fold: Headline	
Before the fold: Value propositions	
Before the fold: Call to action line	
Section 1: About you/organization	
Section 2: Campaign key message	
Section 3: Explain why you brought people to this page and what you want them to do	
Bottom fold: Call to action repeat	

Advertisement planning

Plan out a few different ads and see which ones convert best. Fill out these table for *each ad* you design.

Goal of ad	<i>I.e. Get people to click and view your landing page and enroll in your newsletter.</i>
Value proposition	<i>What benefit does the view get by clicking? For example: rewards, first chance for something, free offer (ebook, digital background, etc.).</i>
Tagline	<i>In our example: "Adopt an orphaned animal & watch it grow!"</i>
Media	<i>Photo or video ideas.</i>
Where to post	<i>Which social media, search engines, or sites will you advertise on?</i>

Build a crowd

Social media calendar

Plan your content and where it will be posted for the month, and you will spend less of your day-to-day worrying about it.

What to include:

- Date and time of post
- Media (pictures, video, audio)
- Key message
- Tags
- Account(s)
- Anything else you find useful

Example:

Monday	Tuesday
<p>Stories – teaser image</p> <p>Post – teaser image</p> <p>Key message = new project starting</p>	<p>Post – Specific story about beneficiary</p> <p>Post – Specific story about beneficiary</p> <p>Tweet – Announcement and link to site</p> <p>Key message – announcing campaign starting soon</p>

FACEBOOK

INSTAGRAM

LINKEDIN

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

FACEBOOK

INSTAGRAM

LINKEDIN

TWITTER

TIKTOK

Borrow

Influencer list

Brainstorm ideas for influencers with large crowds to borrow.

Local media outlets	
Online influencers/groups	
Local influencers/groups	

Buy

Paid advertisements

You have defined your audience, so you know where they are; use that knowledge to fill in the following table and price out your options.

Platform	# to be reached	Price-per-click	Estimated cost
Meta Ad-Manager (Facebook, Instagram, Messenger)			
Twitter Ads			
Google Ads			
TOTALS			