

# Campaign Promotion Workbook

For organizations and individuals running  
campaigns for a cause



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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><b>Who</b> 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><b>What</b> 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><b>Where</b> 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><b>How</b> 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>

# Top Tier Crowd

Who do you know that are *most likely* to contribute to your campaign?

Name	Email	Personal Detail

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# Top Tier Email #1

## 60 days to launch

Plan out the first email you'll send your top tier crowd 60 days before the planned campaign launch.

<p><b>Introduction</b></p>	<p><i>A friendly hello from you and your organization.</i></p>
<p><b>Key campaign messages</b></p>	<p><i>What is the problem you're hoping to solve with the upcoming campaign?</i></p>
<p><b>Your ask</b></p>	<p><i>Explain why you're email them – include how important it is to reach 30% of your campaign goal in that first week.</i></p>
<p><b>Call to action</b></p>	<p><i>Let them know the timeline and to look out for your future emails.</i></p>

# Top Tier Email #2

## 30 days to launch

Plan the second email to your top tier crowd, sent one month before the planned campaign launch.

<p><b>Email body</b></p>	<p><i>Make it SHORT! A quick reminder of the campaign next month and what you're asking of the recipient.</i></p>
<p><b>Exclusive content</b></p>	<p><i>Write ideas for exclusive content, such as pictures/videos, behind-the-scenes insights, free content they may find helpful (for example, a dog shelter can provide training tips, an organization for teens with mental health can share mindfulness techniques, etc.).</i></p>

# Updates

You can even prep your updates right in the platform and schedule them for the right date!

Update content idea	Posting date