

fundrazr

cocopay

petfundr

Crafting a comprehensive
campaign promotion strategy
from
pre-launch to post-launch

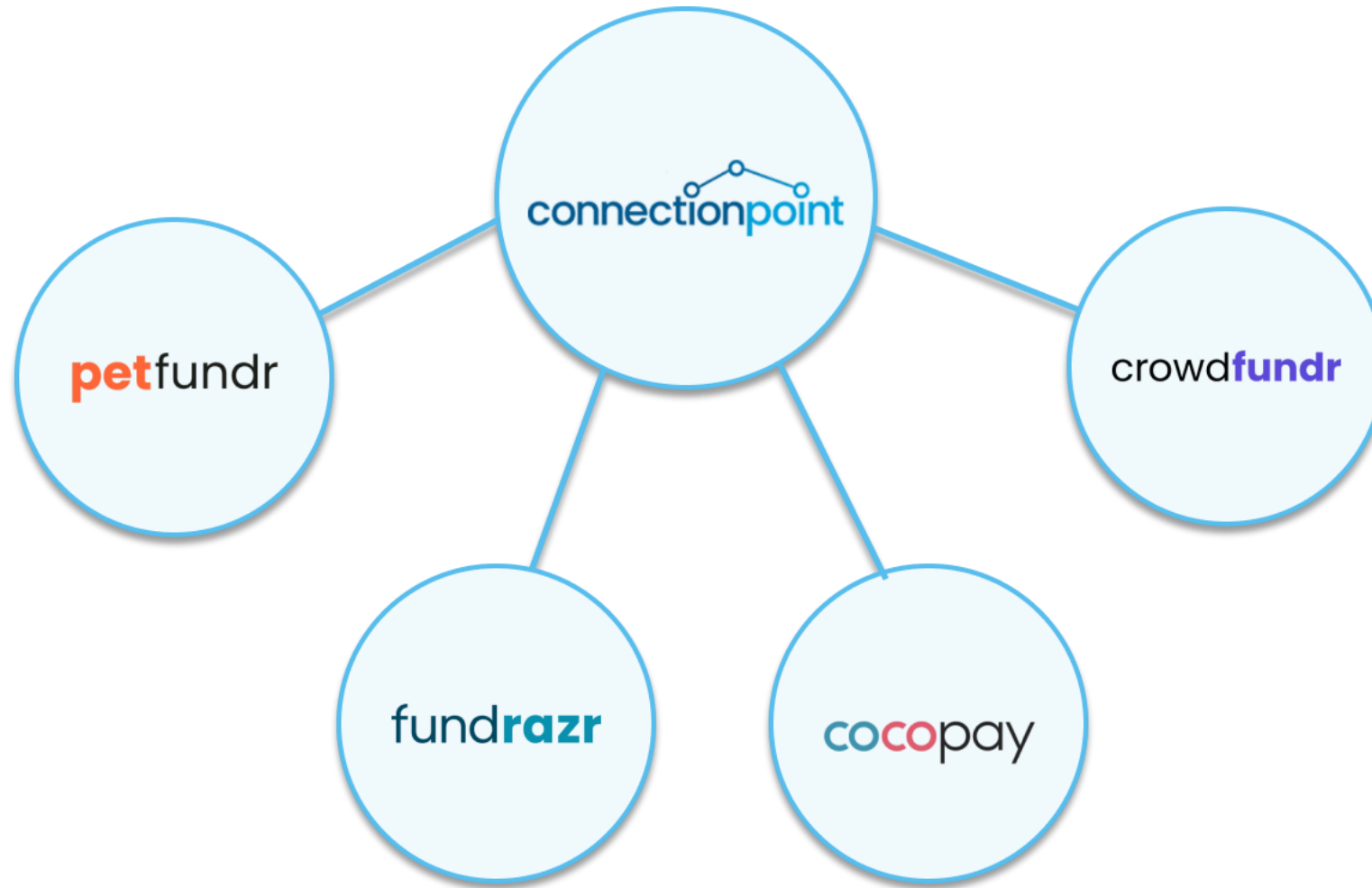
FUNDRAISER
HUB by 
connectionpoint

Welcome!



Host: Shan Reeb

Coach and Copywriter



Agenda

- Defining your audience
- Pre-launch promotion strategies
- Build, Buy, and Borrow strategies for growing your crowd
- Engagement plans for the mid-campaign slump
- Analytical tools for testing effectiveness

Defining your audience



Defining your audience

- WHO is your crowd?
- WHAT can you discuss with them?
- WHERE will you find and promote to them?
- HOW will you engage them?
- WHEN is the best time to engage with them?

Pre-launch strategizing



Pre-launch strategizing

Goal

To grow and prepare your audience to contribute as soon as you launch

and get the goal meter as far away from '0' ASAP

Pre-launch strategizing

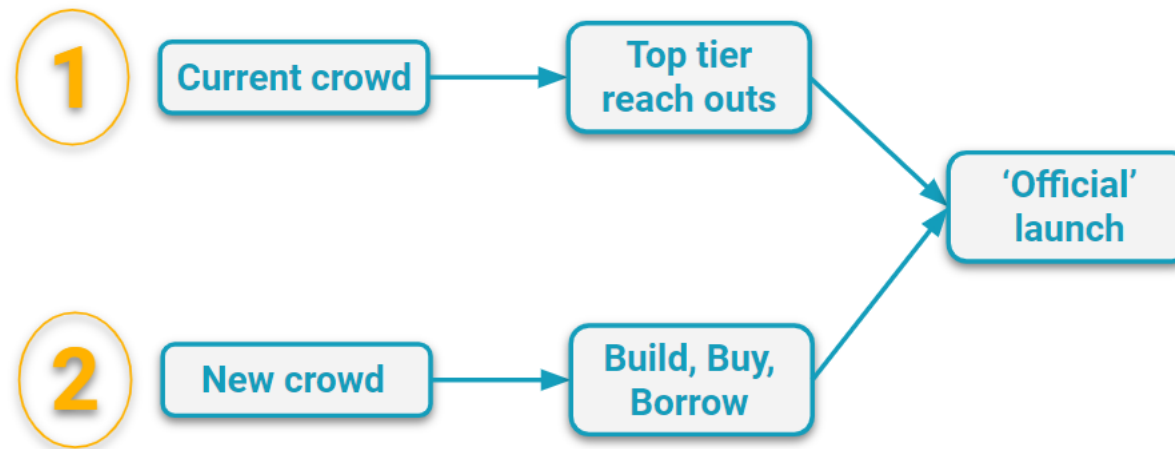
Why?

Campaigns that **reach 30% of their goal in the first 24 hours** are more successful.

“Social proof” – people are **more likely to support a campaign** when they see other people supporting it first.

Pre-launch strategizing

The dual path of pre-launch promotion



Pre-launch strategizing

1 Rallying your top-tier crowd

1. Identify the top 100 people in your network
2. 30-60 days before launch, send personalized emails to each person, introducing your upcoming campaign
3. 14-30 days before launch, send a second email outlining **exactly how they can help you and why**
4. Day before launch – 3rd email reminding everyone tomorrow is the big launch
5. LAUNCH DAY – Remind everyone why contributing early is important & thank anyone who has already supported

Pre-launch strategizing

2 Building your email list

Ads/Posts



Landing Page



Email subscriptions
for newsletter

Adopt an orphaned animal
& watch it grow!



[Learn more](#)

Be among the first to join a revolutionary
new fundraising initiative.

Pre-

2

zing

ist

a new and exciting way to help orphaned animals in Africa!



Misty Meadows
Animal Rescue

Our new fundraising campaign begins soon!
Contribute and receive:

- one-of-a-kind footprint painting
- regular updates about your chosen species

Join the herd!

Register for our newsletter and be the first to choose your 'baby' when the campaign opens!

Email address*

Submit

Who are we?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



How will this campaign help?



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Why are we here?

This campaign will be a turning point for our nonprofit. We're gathering interest from the community for who might be interested in being part of our 'herd' and joining the campaign from the start. You will get to choose your own baby to 'adopt'!



Register to our newsletter and get notified right at campaign launch!

Misty Meadows
Animal Rescue

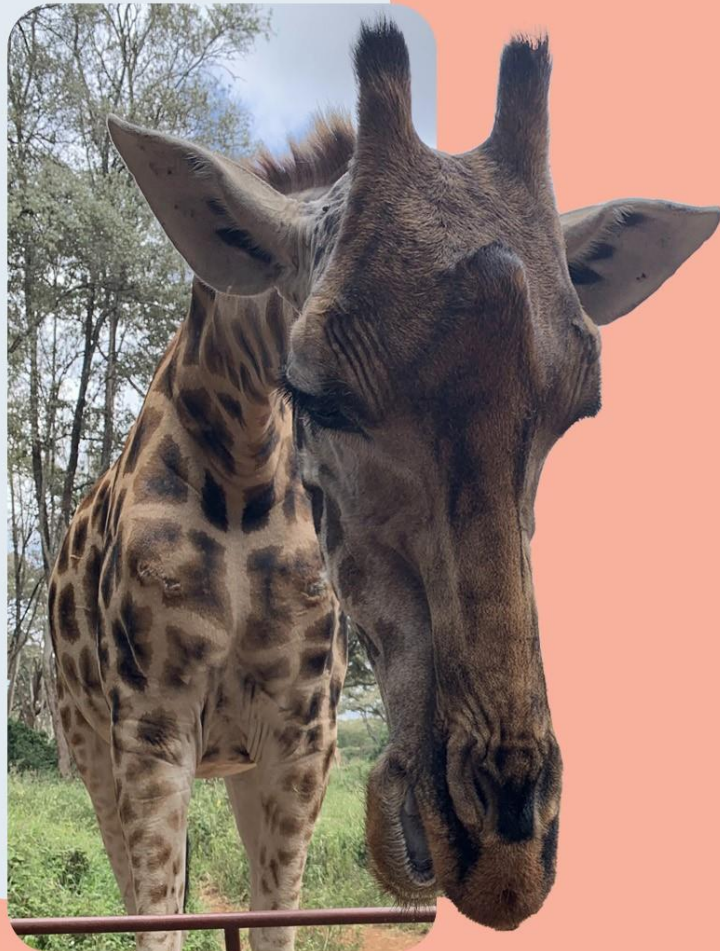
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How will this campaign help?



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Pre-launch strategizing

2 Building your email list

1. Run ads/posts/etc. to direct people to your landing page
2. Landing page includes signup to your newsletter
3. Email this list on the same schedule as top-tier emails, again reminding them you hope they'll contribute ASAP on launch day to propel your goal meter away from 0

Build, Buy, and Borrow a Crowd



Build, Buy, and Borrow a Crowd

These actions can apply to your pre-launch email-list-building activities AND post-launch promotion!

Build, Buy, and Borrow a Crowd

BUILD



2022 Social Media Content Calendar	January-June				
	Q1			Q2	
	JAN	FEB	MAR	APR	MAY
OUR CONTENT PILLARS	Education + News			Content Pillar 1	
	Cultural Moments			Content Pillar 2	
	Encouragement			Content Pillar 3	
	Entertainment			Content Pillar 4	
Key Dates			International Women's Day		Mental Health Awareness Month
Social Media Holidays		Valentine's Day	National Employee Appreciation Day (03/06)		Mother's Day
Our Marketing Campaigns		Valentine's day adoption campaign			Companion Animal awareness campaign
CORNERSTONE CONTENT					
Blog Posts		Key dog adoption stats			7 Ways to tell if your dog likes you
Promotions					
Events	2/14: Adoption fair at the farm				
Contests					



Instructions ▾

Strategy ▾

Monthly view ▾

Weekly view ▾

Evergreen content library ▾

Build, Buy, and Borrow a Crowd

BUILD

What to include:

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

Build, Buy, and Borrow a Crowd

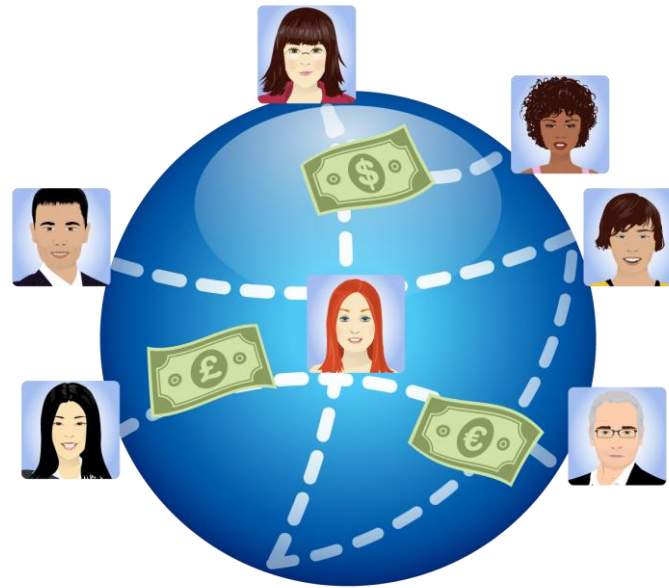
BUILD

Don't share the same thing over and over!

Campaign updates provide ample new content
to share.

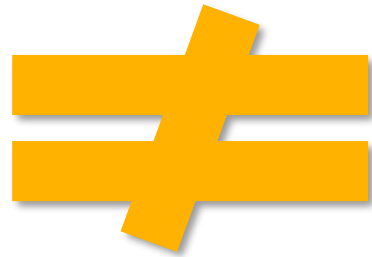
Build, Buy, and Borrow a Crowd

BUY



Build, Buy, and Borrow a Crowd

BUY



Bought marketing
lists!!!!

Build, Buy, and Borrow a Crowd

BUY



Paid advertisements

Facebook, Instagram, Twitter,
TikTok, Google, etc.

Schedule and duration ?

 Start date Jan 4, 2024	 Start time 3:07 PM
---	---

Run this ad continuously ?

Choose when this ad will end

Days 7  	 End date Jan 11, 2024
---	--

Your ad will be published today and run for 7 days ending on Jan 11, 2024.

Daily budget ?

Actual amount spend daily may vary. ?

Country, currency
CA, CAD

Change

Estimated 143 - 412 [Accounts Center accounts](#) reached per day

\$ 3.00 

\$2.00  \$200.00

Build, Buy, and Borrow a Crowd

BORROW



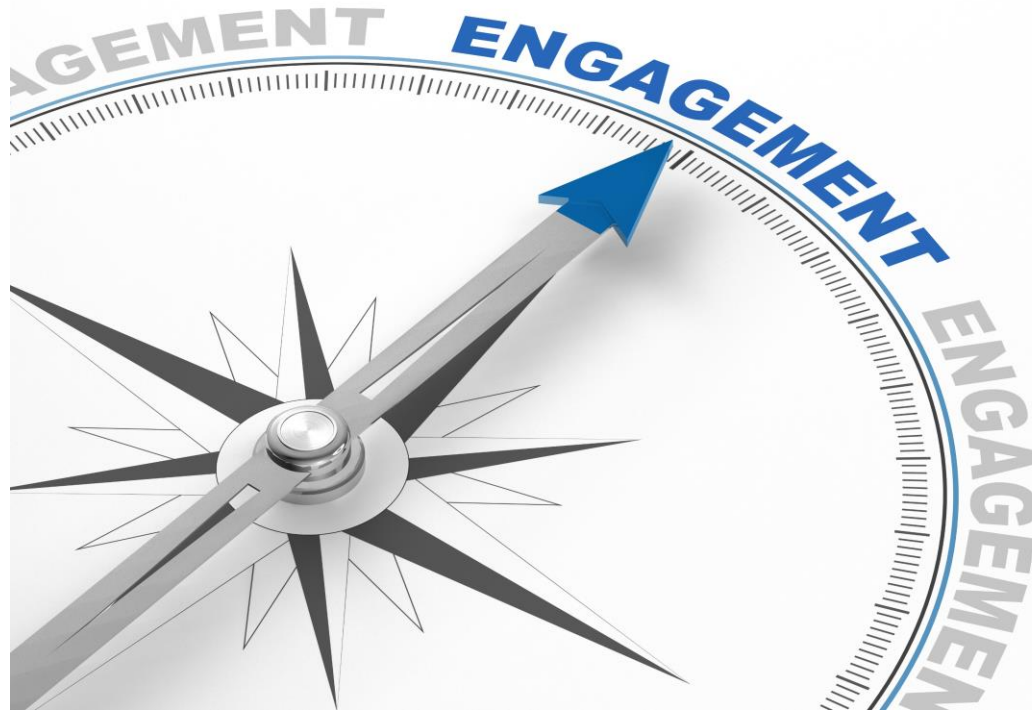
Build, Buy, and Borrow a Crowd

BORROW

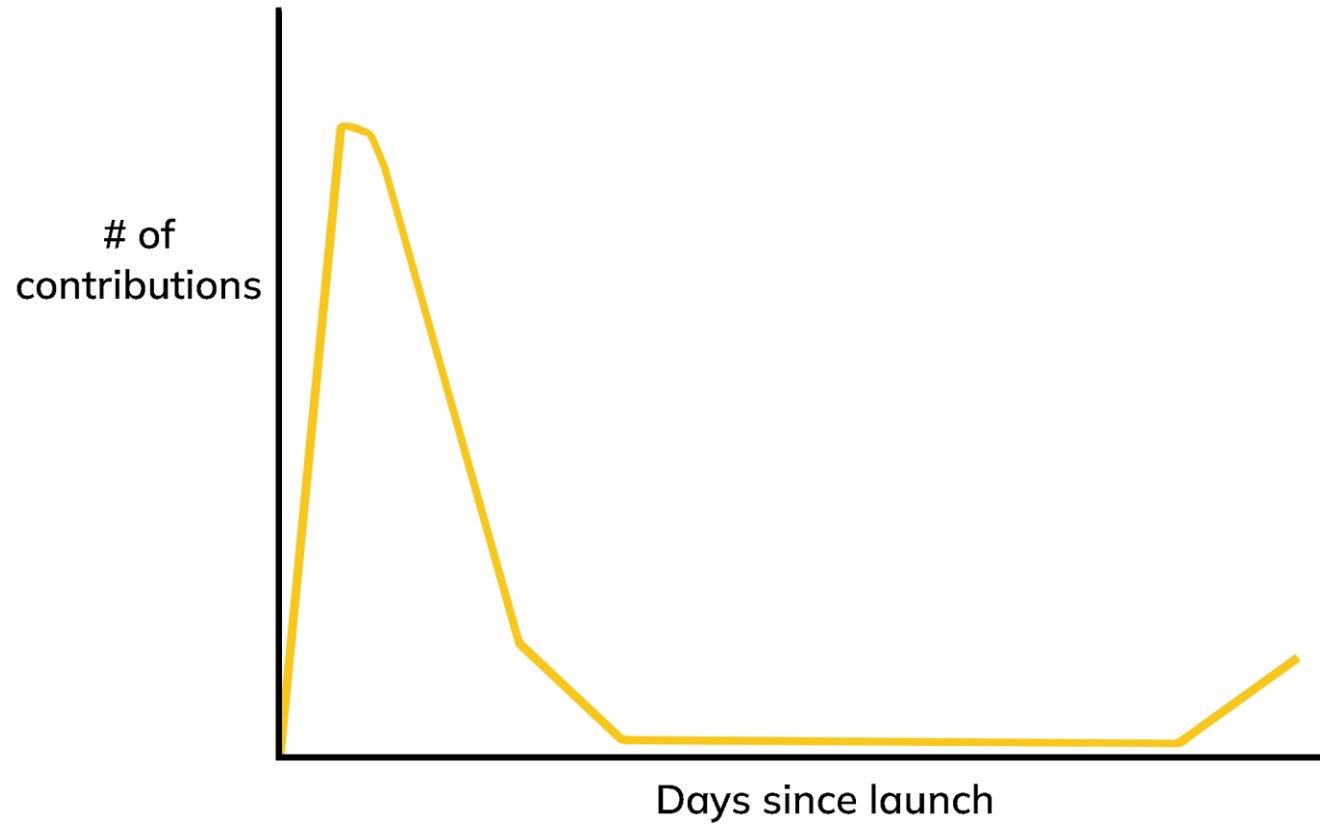
May include:

- Local media (TV, radio, newspaper)
- Local influencers/celebrities (popular businesses, associations, politicians, artists, etc.)
- Online influencers

Mid-Campaign Engagement



Mid-Campaign Engagement

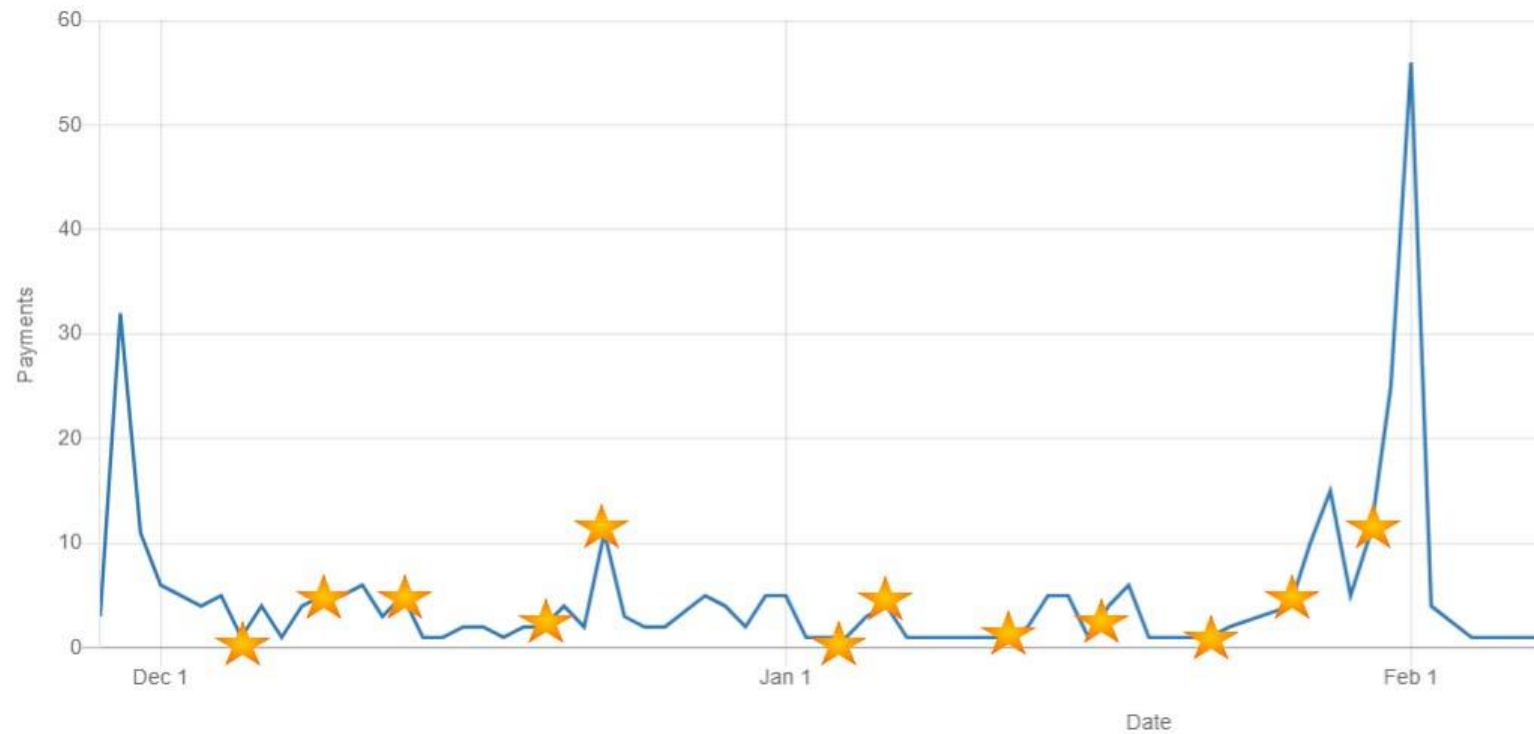


Mid-Campaign Engagement

Updates!

Mid-Campaign Engagement

Payments volume

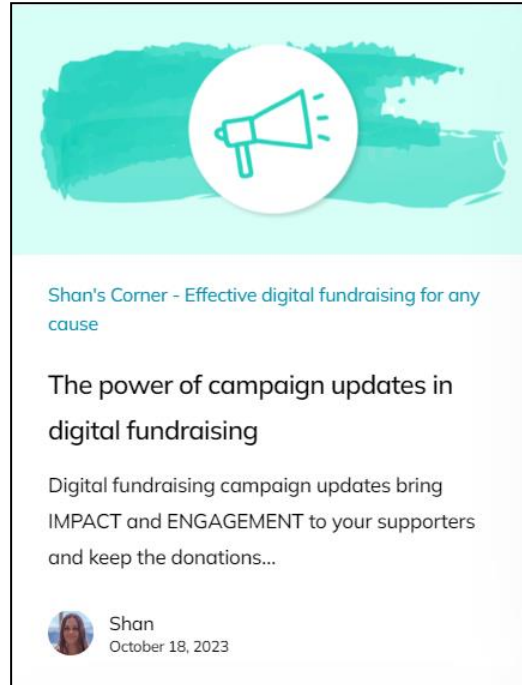


Mid-Campaign Engagement

Updates ARE anything new, relevant, and of value to your supporters.

Updates ARE NOT asks for more contributions!

Mid-Campaign Engagement



<https://connectionpoint.com/fundraiserhub/the-power-of-campaign-updates-in-digital-fundraising/>

Campaign Analytics



Campaign Analytics

Track where your campaign audience comes from and which promotional initiatives are most successful.

ConnectionPoint Referrals

Google Analytics

Meta Pixel

Campaign Analytics

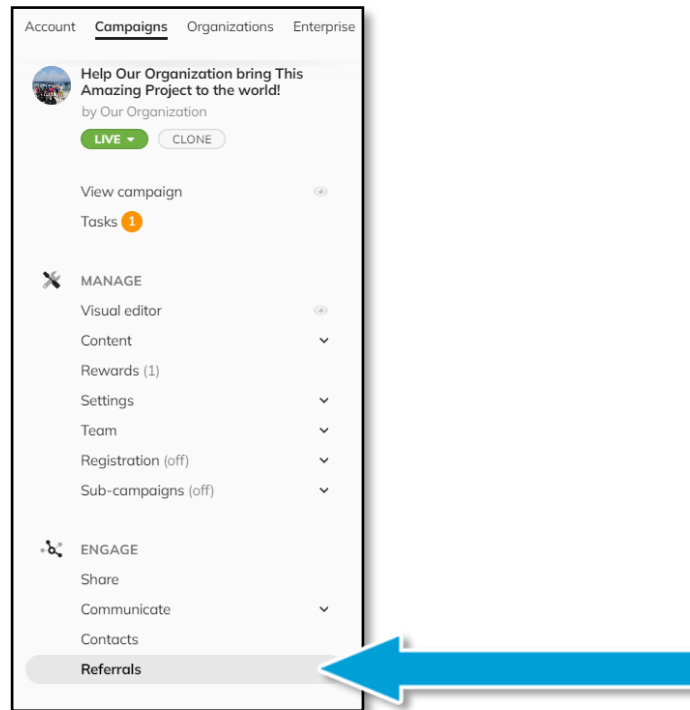
ConnectionPoint Referrals

What it does:

Creates a custom link to provide to promotional partners or for your different posts/ads/etc., so you can see which audience provides the most contributions.

Campaign Analytics

ConnectionPoint Referrals





Referrals

Help Our Organization bring This Amazing Project to the world! · f2Ccy2 ⓘ
by Our Organization



Discover your most effective promotion channels

Create referral links to analyze the effectiveness of your marketing channels, social media sharing, influencers, and more. [...more](#)

Download report ▾

Create referral

Search



Referral name	Campaign referral URL	Referred amount	Contributions	Actions
Instagram Influencer #1	https://fundrazr.com/f2Ccy2?ref=cr_dDB6t8	\$0	0	

Showing 1 - 1 of 1 total



Campaign Analytics



What it does:

- Tracks where campaign traffic comes from
- Conversion behaviour (What path did supporters take to contribute?)
- Bounce rate (How many people left the campaign without taking action and how quickly)
- Audience demographics

Campaign Analytics



Meta Pixel

What it does:

- Tracks where campaign traffic comes from
- Conversion behaviour (What path did supporters take to contribute?)
- Create custom audiences and optimize ads for conversions
- Measure ad campaign success

Campaign Analytics

Google Analytics

Tracking ID, e.g. G-A12345678B

If you have a Google Analytics account, you can enable Google Analytics 4 or Universal Analytics tracking on all your campaigns.

Facebook pixel

Pixel ID, e.g. 12345678

If you have a Facebook pixel, you can enable tracking on all your campaigns. We send the standard PageView, AddToCart and Purchase events.

Direct
integration
with all
platforms

Resources

HELP CENTER (Technical platform help):

<https://connectionpoint.com/help>

FUNDRAISER HUB (Campaign strategy help):

<https://fundrazr.com/fundraiserhub/>

SUPPORT (Any platform):

support@connectionpoint.com

Webinar
Thursday Feb 15,
2024



**GROW YOUR NONPROFIT REVENUE IN 2024: PRACTICAL
TACTICS TO NAVIGATE CHALLENGING ECONOMIC
CONDITIONS**