Campaign Promotion Workbook

For organizations and individuals running campaigns for a cause

FUNDRAISER HUB by
connectionpoint

fund**razr**   **coco**pay   **pet**fundr

Promotional Timeline

Add as many rows as you need and keep this page handy to remind you of important dates.

Due date(s)	Task	Owner
	Identify top 100 supporters	
	Top Tier Email #1 send date	
	Top Tier Email #2 send date	
	Top Tier Email #3 send date	
	Launch landing page and ads	
	Newsletter #1 send date	
	Newsletter #2 send date	

Determine your crowd

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

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

Top Tier Crowd

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

Name	Email	Personal Detail

Name	Email	Personal Detail

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.

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

Example

Hi there, John!

Shannon from ConnectionPoint here, reaching out to you with an important question.

You have been one of our top supporters for a few years. We cannot express how grateful we are for the help you've provided over this time, whether monetary, your time, or your help sharing our various fundraisers.

I hope you'll bear with me as I ask you for something more.

On June 1, we will launch a new crowdfunding campaign to fund an important project. The details will come later; I'm asking now if you'd consider being one of our first contributors as soon as it launches.

Early contributions are essential to this campaign's success for a few reasons:

1. It provides a form of 'social proof' to those viewing the campaign who may not be familiar with us. If they see many people contributing right away, that builds trust in us as an organization.
2. The farther away from '$0' our campaign gets on the first day, the more likely we will succeed!
3. Readers unfamiliar with our organization won't want to be the first contributor to a crowdfunding campaign.

With your history of support, we thought we'd ask that *if* it is within your means to help us again, would you consider going the extra mile and contributing as soon as the campaign launches?

You don't have to decide right now. We still have plenty of time before the campaign, and I will send a reminder beforehand. Of course, please let me know if you would like me to remove you from those reminders.

Thanks, John, and we'll chat soon!

Shannon

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.

Email body	*Make it SHORT! A quick reminder of the campaign next month and what you're asking of the recipient.*
Exclusive content	*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.).*

Example

Hi again, John,

Our new crowdfunding campaign launches in ***one month!*** We're spending quality time preparing for this one because many of our plans rely on it.

We're only revealing this to our top supporters, like yourself, so please refrain from sharing this news around on social media.

We're looking to build a new shelter for our rescue cats!

Check out the blueprints (attached)!

I wanted to remind you of my last email about supporting this campaign as soon as it launches if you can. Since this is a crucial campaign with a large goal, we're doing everything possible to set ourselves up for success.

And that includes you.

More details will come, so look out for my next email the day before the launch, which will have more exclusive content.

Again, thank you for everything you've done to help us in the past. We couldn't do what we do with people like you!

Cheers,

Shannon

Top Tier Email #3

1 day to launch

Keep this email short with a link to your campaign.

Example

It's time, John!

Our campaign, **[Campaign name with embedded link]**, starts at 8 am PST tomorrow!

Just a reminder of why I'm emailing you a day early: we must get as many early contributions as possible.

We've done a lot of early promotion to build our email lists with new potential supporters, and we hope to create an inviting atmosphere for donations by showing our current supporters' belief in us.

If you plan on supporting this campaign, perhaps set a reminder on your calendar to contribute as early as you can. You'll receive another email with the campaign link from **[platform you are using: FundRazr, Petfundr, or CoCoPay]** tomorrow as soon as the campaign launches.

Thanks so much, John. Feel free to ask any questions you may have!

Let's do this!

Shannon

Landing Page Planning

Plan out your landing page sections here.

Above the fold	**Opening line/Tagline –** **Value-add/gift –** **Call to action –** **Image –**
Section one	**Header –** **Focus –** **Content –** **Image –**
Section two	**Header –** **Focus –** **Content –** **Image –**

Section three	**Header –** **Focus –** **Content –** **Image –**
Bottom section	**Closing line/Tagline -** **Call to action –** **Image –**

Ad planning

Ad #	Opening tagline	Image	Closing tagline	Platform to advertise	Budget	Owner
1						
2						
3						
4						
5						

Updates

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

Update content idea	Posting date