

crowdfundr

Crowdfundr Campaign Build/Buy/Borrow-a-crowd Toolkit

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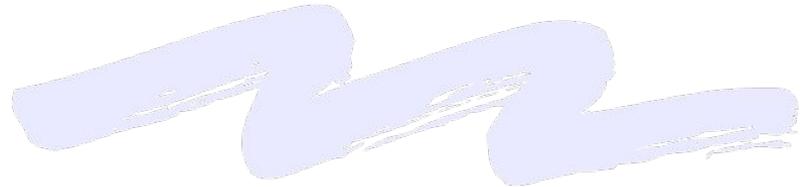
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Introduction

Success in crowdfunding comes with the crowd you bring in. Every new project or idea will need supporters willing to fund your project. So where does one get their crowd? This toolkit is designed for both creators that are just starting out and are unsure as to how to move forward and for seasoned creators that want to reach a larger crowd. Take some of these ideas – or all of them – and remember that this is a cyclical process: your current crowd, no matter how small, is going to help you grow!



Define your crowd

If you have read our [Campaign Promotion Guide](#), you'll remember this table from the section 'What is a crowd and how do I get one.' Use the worksheet on the next page and get a head start on promotion! After all, how will we build, buy, or borrow a crowd if we don't know who to look for!

WHO is my crowd?	Every project has a target audience. Is it a specific demographic? Type of fan? Someone who likes a specific genre, or has a certain kind of humor?
WHAT can I discuss with my crowd?	This is the value you bring. Is it insight into your project(s) theme? Teasers? Samples? Do they understand what makes you and your creation(s) unique?
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.
WHEN can I bring my project to my crowd?	You should spend anywhere from 3-6 months building this crowd, depending on how fresh you're starting.

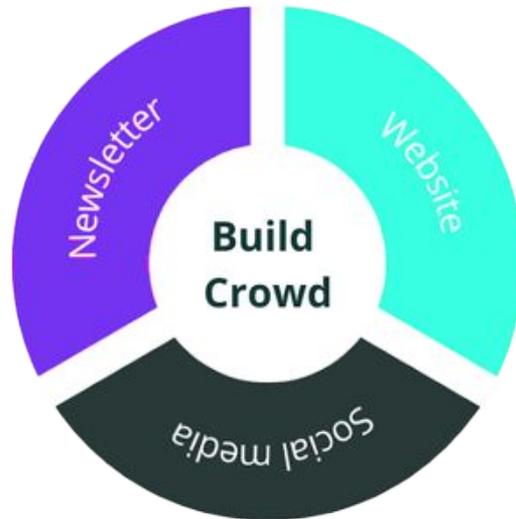
Define your crowd

Worksheet

WHO is my crowd?	
WHAT can I discuss with my crowd?	
WHERE is my crowd?	
HOW can I engage my crowd?	
WHEN can I bring my project to my crowd?	

Build a crowd

Building an online network of followers can be categorized into your *social media*, *website/landing page*, and *newsletters*. Start with social media; create a page for your project/organization and invite your current network, encouraging them to invite theirs. Use content you create here to drive them to your website/landing page, which in turn will encourage them to sign up for your newsletter, which will be key in your campaign promotion!



Build a crowd

1. Social Media

The social media channels you choose will depend on the audience you defined. However, no matter which you choose, **social media content calendars** are valuable tools to help plan your posts across all platforms. It is also more efficient – sit down and spend some time planning 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

Monday	Tuesday
Stories – teaser image Post – teaser image Key message = new comic is coming	Post – comic cover and description Post – comic cover and description Tweet – Announcement and link to site Key message – announcing campaign starting soon

INSTAGRAM

FACEBOOK

TWITTER

A simple sample calendar is on the next page, however, there are MANY tools and examples available if you search for [Social Media Content Calendar](#).

SEPTEMBER 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FACEBOOK

INSTAGRAM

LINKEDIN

TWITTER

WECHAT

TIKTOK

Build a crowd

2. Website/Landing page

If you are not set for a full website yet, consider a landing page: a simple one-page site with a single call-to-action. Our goal/call-to-action here is to **collect email addresses for newsletters**.

An excellent way to entice visitors to enroll in your newsletter is to **give them something**. Something exclusive that they cannot find on your site or social media. When they enroll in your newsletter, the first thing they'll receive is an email or link with whatever you promise. What that is will depend on what your project(s) is(are).

Ready for some old-fashioned brainstorming?? We'll help get you started...

- Early access to your Crowdfundr campaign
- Exclusive content
- Webinars
- Ebook
- Discounts/coupons
- Sample product
- Free trial

(YOUR TURN!)

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Build a crowd

3. Newsletter

Email lists will be your bread-and-butter for campaign promotion. However, and this is the most important piece of advice in this toolkit, ***your newsletter email list MUST BE HIGH QUALITY!*** Meaning the email addresses must be real and deliverable. For example, Crowdfundr will send notification emails to our users and their supporters from 'no-reply@crowdfundr.com.' Emails sent to addresses like these are bounced back as undeliverable. If you send out an email and have multiple bounce-backs or unsuspecting recipients that report you as spam, then your sender IP reputation will be in jeopardy. Avoid that by making sure the email addresses you send to are *real* and *have knowingly enrolled*.

Other important features of a newsletter:

- Includes an 'unsubscribe' option
- Columns between 500-680 pixels wide
- One single core message and call-to-action (for example: *Check out your exclusive pre-launch access to our Crowdfundr campaign!*)
- Subject line between 46-70 characters
- Small file size (check your picture and video size)
- Sender address is a custom domain name linked to your website
- Avoids 'spammy' words such as 'free', 'offer', etc.

Build a crowd

3. Newsletter Worksheet

As always, planning is key! Use this table to plan your month's worth of newsletters.

	Core message	CTA	Subject line	Media	Links
Week 1					
Week 2					
Week 3					
Week 4					

Buy a crowd

If you have the budget, online ads can direct more visitors to your website/landing page, ideally resulting in more newsletter registrations. If you have exhausted your 'Build' and 'Borrow' options in obtaining a crowd, then you may have to look into buying the rest of the crowd you need to hit your target goal. 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			

Borrow a crowd

Not everyone has a budget for buying a crowd! You can, however, **borrow someone else's**. From your defined audience, what are some influencers in the field that may help you out? An influencer could be a local celebrity or media network, or internet influencer. Say your project is to develop your range of handmade dog collars... many people run Instagram accounts for their dogs nowadays and have *thousands* of followers.

Time for another brainstorm! Think of some creative options for borrowing a crowd:

Media	Influencers/Celebrities	Online Influencers
Industry news, radio, TV, blogs	Sector leaders, associations, conventions, etc.	People with large followings who may consider endorsing you

Build a crowd Flywheel

In addition to everything already covered in this toolkit, a great way to further grow your crowd **will be through your crowdfunding!**

Crowdfunding is a great way to energize your community to help you spread the news about your project to *their* community. A well-planned campaign strategy can help you continuously grow your crowd. The Crowdfunder platform has tools that can help you do that by adding more energy and potential to every step of the cycle.

