

crowdfundr

Crowdfundr Campaign Best Practices Checklist

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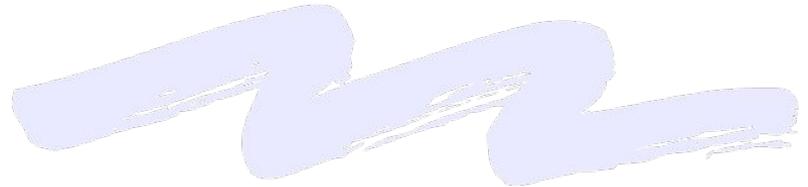
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Introduction

There are many, many steps involved in making a successful crowdfunding campaign. To give you the best chance of success, we've put together this checklist based on best practices that we've seen from the multitude of previous campaigns that we've seen meet or exceed their goals.

Not everything on this list will work for you, but going through it will ensure your campaign is thoroughly planned and prepared for the best chances of success!



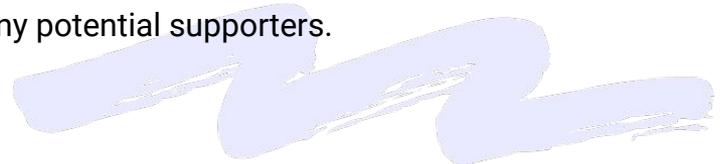
Campaign Planning

- ❑ **Choose a launch date, ideally a Tuesday, Wednesday, or Thursday**
Keep in mind that the time you launch will also be the time of day your campaign ends, so in an AON campaign make sure you launch at a time that makes sense for your finish.
- ❑ **Set a run-time**
Average = 4-6 weeks. Even if you don't think you need a deadline, they are useful tools to create a sense of urgency.
- ❑ **Overall campaign look is creative and on-brand, with carefully chosen colours, fonts, pictures, and videos**

- ❑ **Craft an informative and catchy title**
Use your project's name and identify what kind of project it is. The more specific the better. You can include:
 - ❑ The title of your project, or character
 - ❑ Your name, or the name of your company/band/group as a byline
 - ❑ The kind of thing you're going to create: book, series, event, item, film, etc.
- ❑ **Write a strong social media summary, with recognizable keywords and a clear call to action**
- ❑ **Ensure your campaign information is organized**
Use the tools available to keep the campaign story from becoming too cluttered, such as extra tabs and links to outside sites.
- ❑ **Build a team of family, friends, and/or co-creators to assist with customer support**

Story Writing

- ❑ **Create a video highlighting your story**
Around 1 to 2 minutes long.
- ❑ **Break down your goal**
Highlight how your contributions will be used; this creates transparency and, therefore, trust. Be specific.
- ❑ **Ensure your supporters know who you are and can see your face either in a picture, or in the video**
- ❑ **Use second person, with lots of pronouns ('you'), so the reader feels like you are talking to them**
- ❑ **Consider comparison pricing**
What is the cost of your product compared to others like it? It might be a lot less, but it also might be more – and that is okay as long as you clearly state your value proposition.
- ❑ **If applicable, talk about *who/what* would be affected/benefit from your project**
This could be a person or group of people, flora, or fauna.
- ❑ **Highlight any eco-friendly measures you've taken**
Care for the environment is a significant factor to many potential supporters.



Rewards

- ❑ **Create a sense of scarcity**
For example, suggest that numbers available are limited.
- ❑ **Price your rewards within reasonable means of the supporters you are targeting and include a wide range of price points.**
The average is around \$35-\$100.
- ❑ **Have a low-cost item that's an easy sell to sway those undecided supporters**
- ❑ **If you are just starting out, limit your rewards to 4.**
Once you build a following you can consider more offerings and even a storefront.
- ❑ **Upsell with add-ons and new perks in the middle of your campaign.**
This keeps the momentum going – a ball rolled uphill with all of your strength still might not quite make it.
- ❑ **Consider some 'Unlockable' rewards**
For example, when the campaign reaches \$1,000 you will add something exciting and relevant, maybe even for free to all previous supporters.
- ❑ **Plan your shipping strategy early to ensure costs remain as advertised in your campaign**

Communication

- ❑ **Constantly interact with your supporters**
Thank them and 'Like' their activity on your campaign's activity feed.
- ❑ **Ensure speedy responses to questions/comments/concerns**
Make customer support a top priority.
- ❑ **Make it easy to contact you**
Insert a clear, easy-to-find email and/or link to your website contact form.
- ❑ **Clearly communicate estimated shipping times**
Including any challenges that arise, which are causing delays.
- ❑ **UPDATE UPDATE UPDATE**
As often as you have content; an update is NOT asking for more contributions!
2 times a week is a good goal, especially for those just starting out.

