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Campaign 'Hacks'
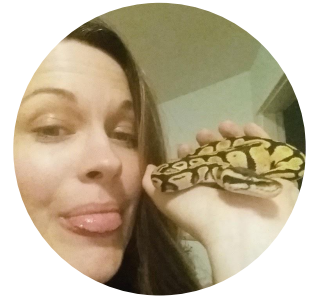
Tools available to build your way to success

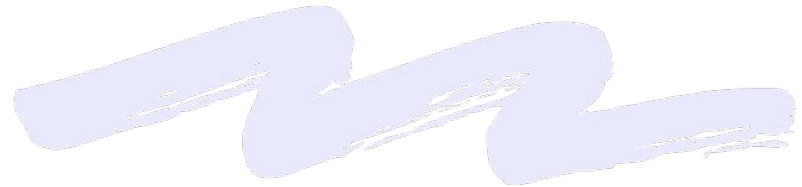2023 | crowdfundr.com

Hello!

Host: Kemble Barrett-Crossan

Presenter: Shan Reeb

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Agenda

- Stretch goals
- Add-ons & Bundles
- Landing Page
- Roll-over
- Embed live-streaming

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STRETCH GOALS

Stretch goals

What?

Stretch goals promote any use of funds beyond what you need to fulfill your main goal's promise

Stretch goals

Why?

- Add to/improve quality of your main reward

- Encourage supporters help share and promote your campaign

- Incentivize further contributions

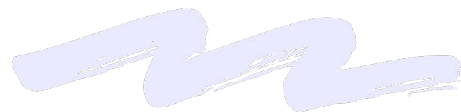- Trust & transparency

- Enhance your craft

Stretch goals

How?

All-or-nothing campaigns: Enter in story or as updates (depending on if you want the 'surprise' factor).

Keep-it-all campaigns/Rolled over AON campaigns: You CAN change the campaign goal!

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Stretch goals

Best Practices

- Ensure you will still have the time and funds to fulfill your *main project* promises

- Do not take away from the quality of your product to fulfill these

- If a physical benefit to supporters, ensure ALL receive it, not just those who came in while it was already available

- Weigh pros and cons of revealing all stretch goals at beginning, or leave as surprises. Cases can be made for both!
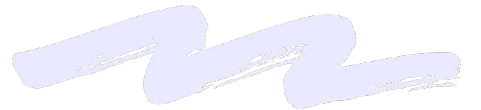
Stretch goals

Best Practices

Our best piece of advice: do not enter stretch goals because you think you need them. If they provide value to your campaign, go for it. However, your first goal should be a fantastic experience for your supporters in order to build long-lasting relationships.

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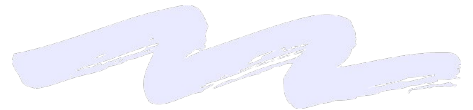# ADD-ONS & BUNDLES

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Add-ons & Bundles

What/Why?

Traditionally, campaign owners use add-ons and bundles to 'upsell' other products (other than their main product offering) or to allow supporters to claim more than one reward.

These grew common because most larger crowdfunding platforms **_do not let your backers claim more than one reward._**

(can you see where I'm going with this?)

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Add-ons & Bundles

How?

Crowdfundr allows supporters to choose more than one reward, or multiples of one reward. Or both.

Add-ons

How?

Add-on shipping in your Rewards' edit menu reduces/removes the shipping cost of extra items

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Add-ons

How?

Book	**_Sticker_**	**_Notepad_**
Cost = $35	_Cost = $5_	_Cost = $15_
Shipping = $10	_Shipping = $2_	_Shipping = $5_
Add-on = n/a	_Add-on = $0_	_Add-on = $2_

Supporter #1

Purchases a notepad.

Total = Item ($15) + shipping ($5)

Total = $20

Supporter #2

Purchases a notepad and sticker

Total = Item 1 ($15) + shipping 1 ($5)+ Item 2 ($5)+ add-on 2 ($0)

Total = $25

Supporter #3

Purchases a sticker

Total = Item cost ($5) + shipping #1 cost ($2)

Total = $7

Supporter #4

Purchases two books

Total = Item 1 ($35) + shipping 1 ($10) + Item 2 ($35)+ shipping 2 ($10)

Total = $90

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Bundles

How?

Pre-package items as one Reward

then consider a discounted price and/or

limited availability to drive higher contributions

LANDING PAGE

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Landing page

What?

Also a traditional requirement because most platforms do not make campaigns visible until they are approved and launched.

(anyone see a pattern here?)

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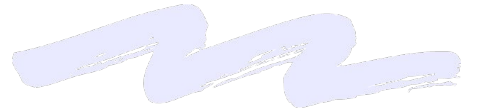
Landing page
Why?

Your campaign is visible BEFORE launch to anyone with the campaign link!

Any interested can subscribe to the campaign to be notified by email when it launches.

Builds a reservation funnel to boost supporter upon launch. The more support at launch = more likely to reach your goals.

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Landing page

How?
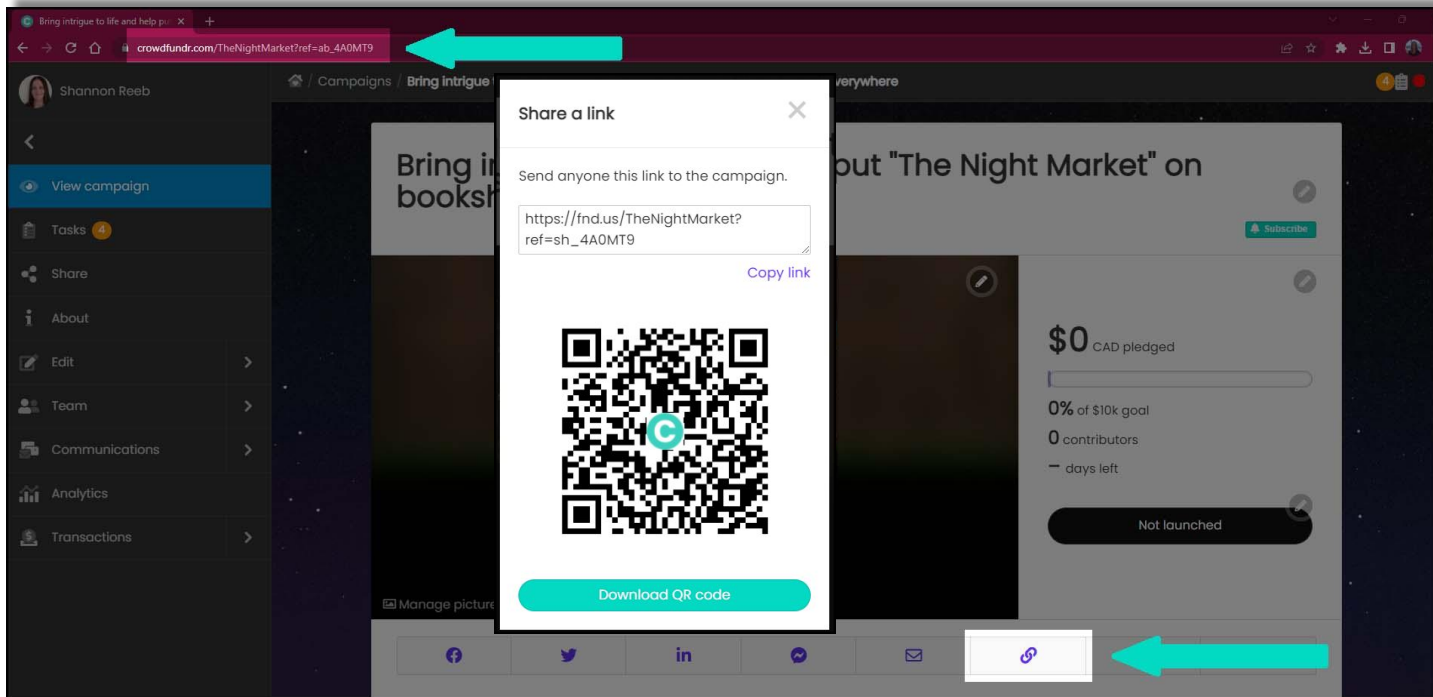
CAMPAIGN ROLL-OVER
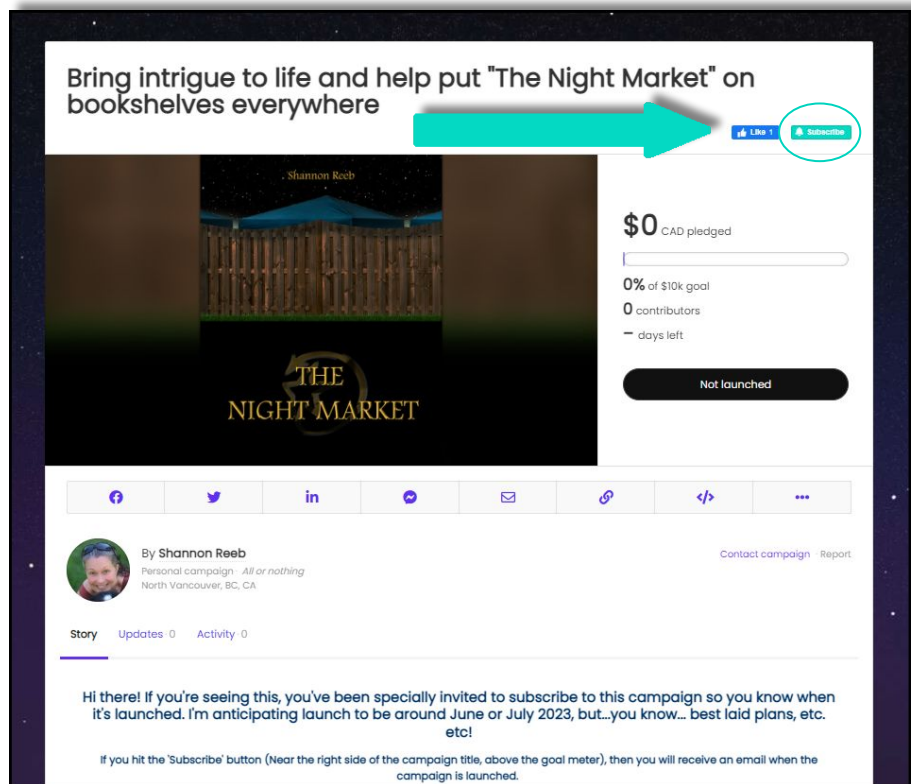
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Campaign Roll-over

What is it?

All-or-nothing campaign

+

SUCCESS

100%
FUNDED ON
crowdfundr

=

Keep-it-all campaign!

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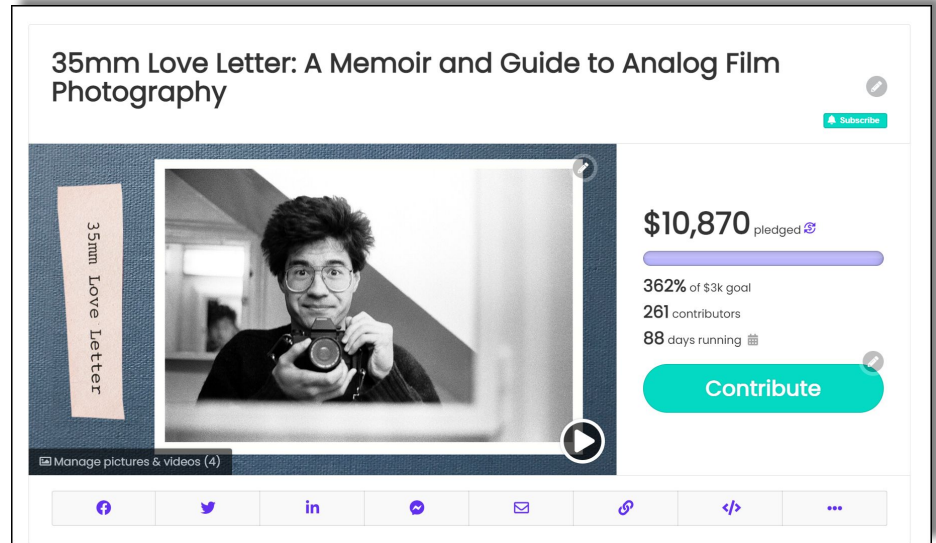
Campaign Roll-over

Why?

- Continue offering products on an 'in-demand' model
  - Instead of pledges, all contributions are immediate transactions

- Don't have to set up on another platform for storefronts (i.e. Shopify)

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Campaign Roll-over

How?

- After you charge supporters, campaign remains open as long as you like

- Campaign runs until you manually 'Finish' it
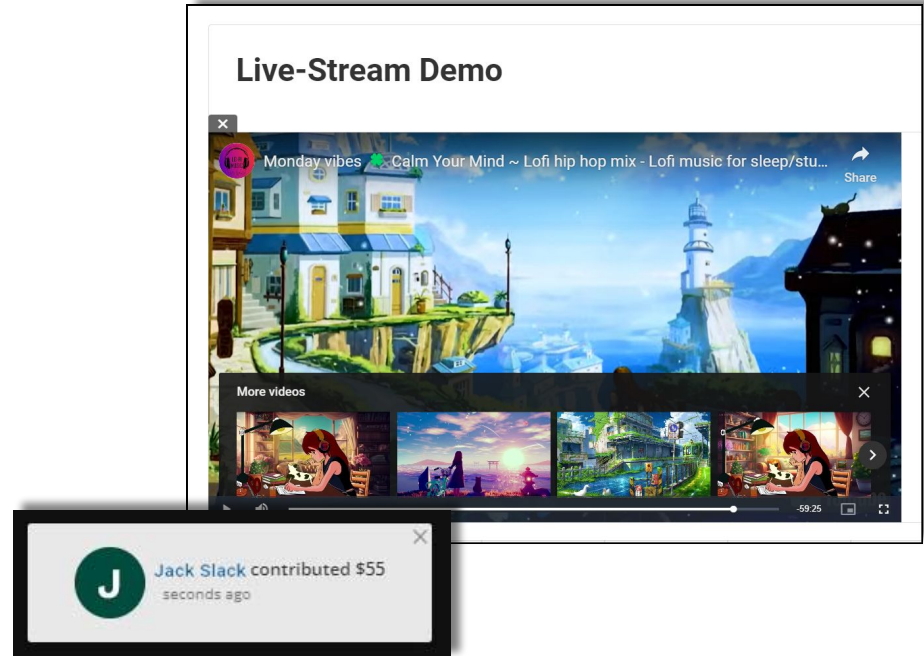

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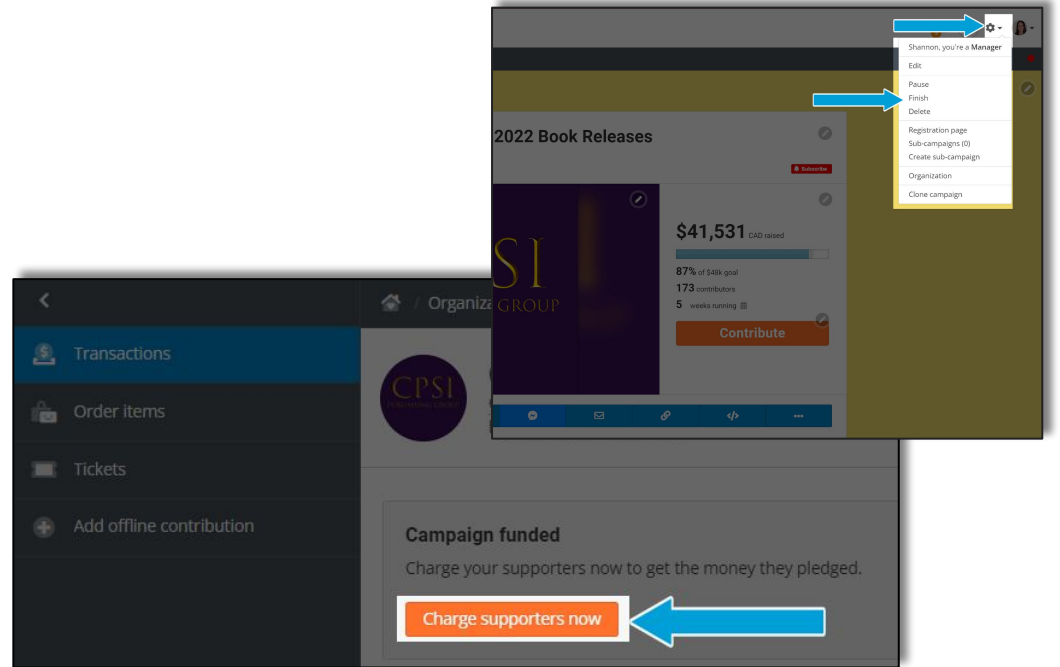
EMBED LIVE-STREAMS

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Embedding live streams

What?

- Invite supporters to view your live-stream* *right from your campaign*

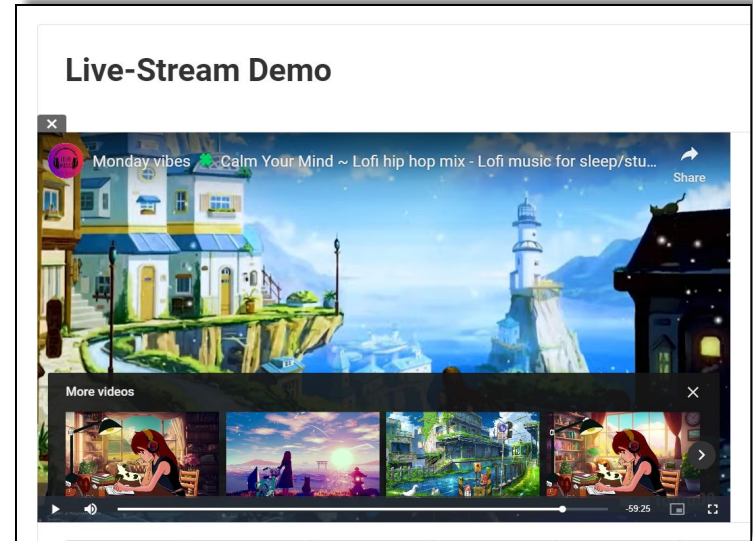- Contributions pop up in a real-time overlay to show who's supporting you

only on YouTube, for now

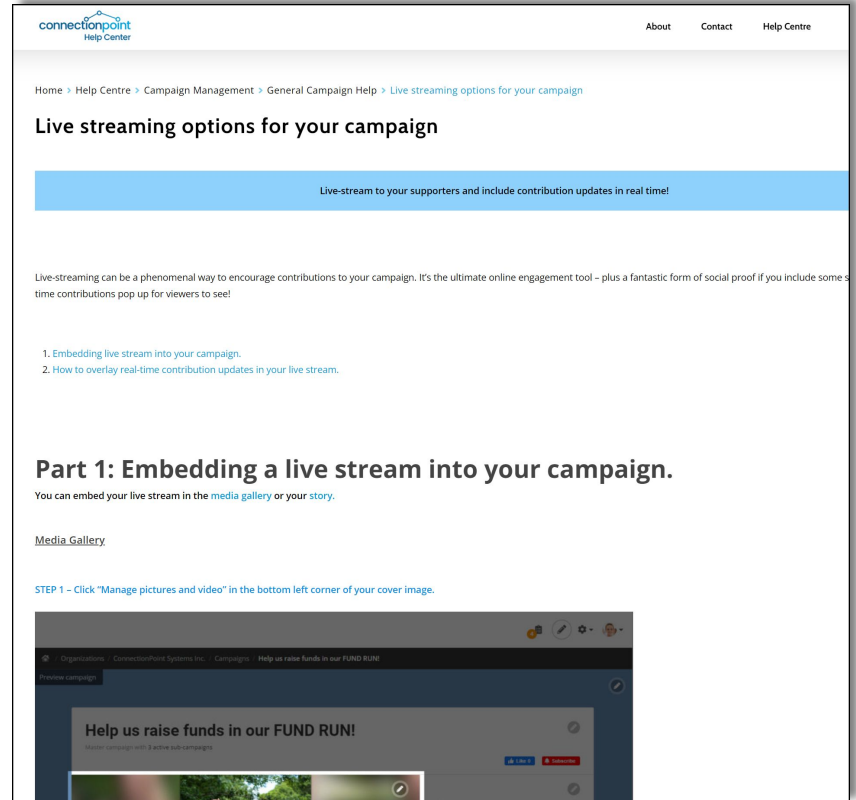crowd**fundr**

Embedding live streams

Why?

- Social proof - others are more likely to contribute when they see others doing it

- Trust & Transparency - connects your supporters to your campaign with you there to assure legitimacy

Live-Stream Demo

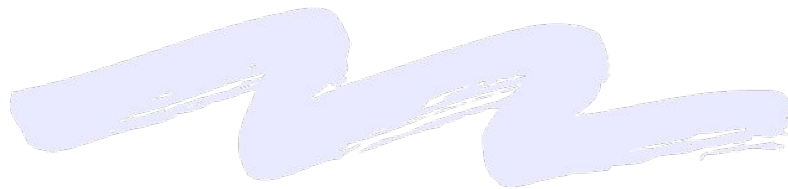crowd**fundr**

Embedding live streams

How?

https://connectionpoint.com/help/docs/
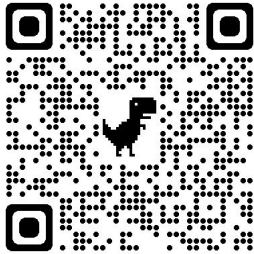live-streaming-on-your-campaign/

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Recap

- Stretch goals
- Add-ons & Bundles
- Landing Page
- Roll-over
- Embed live-streaming

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Creator Hu... 82 | rules-orientation

WELCOME!
- rules-orientation
- announcements
- # new-members

CROWDFUNDR STUFF
- # support-requests
- # bug-report

CHIT CHAT
- # general
- # crowdfunding-insig...
- # marketing-insights
- # production-insights
- # fulfillment-insights

Login

WidgetBot v3.8.1

David · Crowdfundr 02/05/2023
The Creator Hub is a place for discussions about crowdfunding, nonstop knowledge sharing and cozy conversations with other creative folks.

RULES
Respect is always rule #1. Treat others the way you would want to be treated. Harassment and hate of any kind is completely not tolerated. Not here, and not on Crowdfundr. Be kind, be polite, be generous, have fun!

Self promotion should be done in the #self-promotion channel only. You can link to your campaign in other channels only if it's to ask for support or advice about your campaign.

DMs to other members of the server are not allowed unless you have received explicit permission. If there is a problem with the server or someone not following the rules, please DM @moderator.

Vendors, if you have a business that serves creators, you are most welcome to participate in conversations and offer advice, but do not use this community as a marketing channel, or focus group.

Inappropriate content, including offensive, spam, explicit, violent, illegal, harmful, fraudulent, or misleading content is not allowed. We're not into censorship, but you'll know it if it has crossed the in-good-taste line.

Click here to log in and participate in chat

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Thanks!

Questions?

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