How to Raise 400% More With CROWDFUNDING
SPEAKERS

Salvador Briggman
Blogger, YouTuber, Podcaster
CrowdCrux.com

Katie Keating
Digital Marketing Strategist
WEBINAR AGENDA

1. Crowdfunding campaign building blocks
2. Volunteer campaign support tools
3. Scaling your crowdfunding campaign
4. Crowdfunding success story
Poll

Have you run a Crowdfunding or Peer-to-Peer campaign before?

1. Yes
2. No
BUILDING BLOCKS FOR A SUCCESSFUL CROWDFUNDING CAMPAIGN

Salvador Briggman
Blogger, YouTuber, Podcaster, CrowdCrux
Your Crowdfunding Launch Pad

This is a proven foundation for creating an effective “ask” and getting visitors to take ACTION.

Each building block plays a critical role in setting up a successful launch including:

- Fundraising goal sets the vision.
- Timeline creates urgency.
- Video, pitch text, story, rewards, transparency

**Tip:** Focus on emotion first, logic second.
Your Crowdfunding Rocket Fuel

Crowdfunding street team:
Assemble a team to help educate, recruit donors and share your message.

Storytelling assets:
Images, videos and stories that will allow visitors to connect with you, your mission and generate emotion.

The “CORE benefit”:
How does this benefit your target demographic? How does it benefit your supporters?
A Powerful Ignition

- **Email Lists**: Capture leads, motivate potential donors, thank and celebrate

- **Social Media**: Reach strangers who care, get viral lift and exposure to new audiences, build “social proof” and interest

- **PR/Media**: Local organizations and publications, relevant bloggers or influencers, board members, networks, etc.

- **Educate and Thank**: Not everyone is “problem-aware”, donors want to feel GOOD emotions, continues to draw attention to your campaign
It All Starts With…

Bonus: CrowdCrux.com/nonprofitaudio
TOOLS AND SUPPORT FOR VOLUNTEER FUNDRAISERS

Katie Keating
Digital Marketing Strategist, MobileCause
FUNDRAISING BASICS
Tell Your Story

- Find a problem
- Create a solution
- Find specific examples to share/show problem v. solution
Recruit Ambassadors

- Identify great volunteers and supporters
- Ask them to share your content
- They should discuss why they are excited to support you
Thank donors and supporters

- Make sure all donors and supporters understand the impact they have made
- Send follow-up pictures showing how you implemented the donations
- Creates good engagement for a donation ask the next year
Provide Templates & Assets

Templates and assets include:

- Video
- Email
- Thank you messages
- Social posts
Create a Communications Calendar

2-3 Months before active event: Set-up
4-5 Weeks before active event: Promote
1-7 Days before active event: Remind
Live day of active event: Inspire
1-3 Days after active event: Thank
1-2 Weeks after active event: Engage
SCALE YOUR CROWDFUNDING CAMPAIGN
Storytelling Sells

- Tell a story, incorporate photos, and use videos
- Show your donors and prospects the needs of your cause
Set a Timeline

When you decide on a beginning and end-date, it helps create a sense of urgency for your donors

- Example: Year-end campaign launching on Giving Tuesday and ends on December 31st
Fund a Certain Project

- **Runs, walks, swims, rides**: Also known as “active events”—great during warm weather months
- **Camps, trips, retreats**: Ideal for schools and teams, religious organizations, or missions
- **Alumni programs**: Rally school alumni to give back to their alma mater
- **Start-up programs**: Reach out to professional and social networks to fund your new nonprofit
- **DIY**: Give supporters the opportunity to dedicate their birthday or anniversary to your cause by asking their guests to make a donation to your organization in lieu of gifts
- **Creative competitions**: Get the community involved with a fun competition event like Dancing with the Stars
Showcase Your Progress

Showcase donation totals and donor names collected in real-time with a fundraising thermometer to drive more participation, create a sense of urgency and promote your success.

Post the link on your website and social media pages, and display it live in for everyone to see.

Your campaign thermometer should show:

• The overall campaign goal
• The total amount raised and the amount remaining to reach your goal
• The total number of individuals that have made a donation
• Donor names with corresponding donation amounts
Matching Gifts

- Matching gifts can be positioned with one on launch day and another on the last day.

- Position the announcement of the match on launch day and another on last day to drive engagement and donations on those pivotal days when your campaign has the most buzz.
Crowdfunding Success

University of Notre Dame - Baraka Bouts Crowdfunding Campaign

$108,381.57 1,067 212
Money Raised Donors Fundraisers

Try it:
Text BOUTS to 71777
To see an example of this campaign
Poll

How likely are you to run a crowdfunding campaign this year?

1. Most likely in the next 3 months
2. Most likely this year
3. Most likely next year
4. Not sure
QUESTIONS & ANSWERS
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to https://go.mobilecause.com/request-demo