

<p>THE PROJECT: What is the “campaign pitch”? What is the basic idea of the project (in one sentence)? Where did your idea come from? Why are you the right people for the job? Why should your crowd get excited about it?</p>	
<p>THE CAMPAIGN GOALS: The Campaign Goals: What is the goal of the campaign (financial, other support, visibility, community building, etc.)?</p>	
<p>THE CROWD: Who might contribute or share your campaign? Why would they support you and how much can you reasonably expect them to be able to contribute?</p> <ul style="list-style-type: none">• <i>Family and friends:</i> This group of people is your starting point; they will be your first supporters. Address them directly and individually. They are the most likely to contribute and to grow the campaign by sharing it with their own networks. Try to raise 20-30% of the funding target from this group upfront or within the first days of your campaign.• <i>Your network:</i> This group includes partners, former supporters, neighbors and anyone else who might be interested and can be reached via your established social media communication. Also tap into your partners’ networks and into existing communities that are relevant to your cause.• <i>General public:</i> After activating the first two groups you should contact (local) media in order to spread the word to the general public. Don’t start with this step - people without a prior connection will be more drawn to promote a campaign that already has some momentum.	
<p>THE COMMUNICATION STRATEGY: How are you going to get your supporters informed and involved?</p> <ul style="list-style-type: none">• How will you use phone calls, social media, direct emails, a newsletter, events, media coverage? How will you involve influencers and multipliers within your network?• What could a 3 minute video look like that tells a compelling story about the project?• Are you going to work with a crowdfunding platform and if so which one (e.g., Kickstarter, Indiegogo ,or giveandfund.com)?• What will your supporters get in return for contributing to your campaign (e.g., symbolic gifts, invitations to special supporter events, recognition)?	
<p>THE TIMELINE: What steps are you going to take, and who on your team will be responsible?</p> <ul style="list-style-type: none">• <i>Pre-Campaign (2-3 months):</i> Create a strategy and get your network ready. Ask your friends if they can help and do everything you can to make sure you start with a bang (e.g., prepare a newsletter).• <i>During Campaign (1 month):</i> Share your campaign, keep everyone up-to-date, and plan visibility events (including media).• <i>Post Campaign:</i> Keep in touch with your supporters, celebrate your success, and share the outcome of the campaign.	