**Crowdfunding Campaign Outreach Template**

*This template aims to help you plan your campaign launch. Remember, uploading your project is the easy part; managing a successful outreach campaign is much more difficult, and usually takes 2 months of preparation! An estimated 80% of funds are raised in the first and last 3 days of a campaign-- so set your launch date, and be sure to push to the end!*

**Email draft:**

*Send to Friends and family asking for support to spread the word! See* [*Indigogo’s 4 Steps to Email Outreach Success*](https://drive.google.com/file/d/0Bzi54vyJUsvOZWwxblR2RWVJaDQ/view) *and* [*Gaza Sky Geeks*](https://docs.google.com/document/d/12MVmRmPuslCSPkRiEBQDiwkbHIgzts0wt7hf32Ur2_Q/edit)*’s example.*

[The Onion Method](https://cdn2.hubspot.net/hubfs/190333/Misc_Resources/customizable-tips-packet/fundraiser-tips-infographic.pdf?t=1511751531614) starts with your closest supporters at the core, and then builds layers:



**Key Message:**

*Develop key messages that others can easily copy/paste to share with their network. Be sure to include a template for emails, facebook, and twitter. Include visuals that can be easily shared.*

**Email to key supporters:**

Dear [recipient’s preferred name],

I hope that you’re doing well! [Insert a relevant or personal anecdote].

As you may have heard, I’m raising money for our crowdfunding campaign [summary on the campiang].

You can make a donation [or buy the product] on my crowdfunding campaign page by clicking (here). Thank you in advance for your support. Please let me know if you have any questions about my campaign, my goal, or [your cause, project, event, etc.].

We are aiming to reach 30% of the goal in the next two weeks before the official campaign launch on social media. Be one of the first supporters!

Sincerely/Much love/Best/etc.,

[NAME

**Social Media Management:**

*What does it take to make a campaign go viral? The experts agree that it is truly up to chance, but it’s still worth trying!*

* *Hashtags:*
* *Facebook Event:*
* *Facebook Page:*

| *Facebook Groups/ Pages* | *Social Media Influencers* | *Mailing Lists* |
| --- | --- | --- |
|  |  | ***Key Supporters:*** ***Mass Emails:***  |

**Social Media Posting Scheduling**

You can use this Social Media [Schedule Template](https://docs.google.com/spreadsheets/d/1CQbeLR5YEXtPml5ngMtd0gcdXpQEj8OYw_e7QSJrYPM/edit?usp=sharing)

**Offline Fundraiser:**

*We strongly encourage campaigns to run an offline fundraiser that will allow supporters to provide offline donations, while also helping to create a buzz in the middle of your campaign! Don’t forget to create a Facebook event with the same visuals.*

**Media:**

*Develop a press release in both English and Arabic that can be circulated with media contacts. See Krowdster’s* [*Crowdfunding Press Release Template.*](https://www.krowdster.co/blog/free-crowdfunding-press-release-template.html)

| **Media Source** | **Contact** | **Published?**  |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Showing Gratitude**

*Once a supporter makes a contribution to your campaign, make sure to send the Thank you email. You can customize the template below, or make a Thank you design that you can send. Also, ask them to share it with their networks.*

*Template:*

Dear [NAME],

Thank you for your generous support! Your contribution is really appreciated by our team and helped us get closer to our goal.

If you have a few more minutes, we would greatly appreciate it if you could share this campaign with 3 people you think would also be interested in supporting our work. Also remember, simply sharing on social media can on average add another $37 to our campaign.

Thank you again for your support and being a part of this impact. If you have questions or feedback at any time, our team would love to hear from you.

OPTIONAL TO ADD

Facebook [add post link on Facebook]

LinkedIn [add post link on LinkedIn]

Email [Add sample email]

***NOTE:*** *If the campaign is selling a product, you should send information about how the supporter will receive the product and when to expect it.*

**Additional Resources:**

* [StartSomeGood 2019 Outreach Kit](https://drive.google.com/file/d/1CUy9DXonZBTZhhsQ7O6Wp9m_qK0371DI/view?usp=sharing) (HIGHLY RECOMMENDED TO READ)
* [9 Steps to a Successful Crowdfunding Campaign](https://www.buildpalestine.com/blog/9-steps-to-a-successful-crowdfunding-campaign) (BuildPalestine)
* [The Crowdfunding Bible](http://www.booksabouttechnology.com/The%20Crowdfunding%20Bible.pdf)
* [How to Run a Successful Crowdfunding Campaign: A Step-by- Step Guide by Gaza Sky Geeks](https://drive.google.com/file/d/0B2k4YF8vYaOwVFNEOE5wb3Fvb1E/view)
* [Crowdfunding for Nonprofits](https://www.classy.org/blog/crowdfunding-for-nonprofits-demystifying-successful-campaigning/) (Classy)
* [Indiegogo Prep Calendar](http://go.indiegogo.com/wp-content/uploads/2015/12/Indiegogo-Prep-Calendar-and-Checklist-2-of-3.pdf)
* [Infographic: 6 Steps to a Successful Fundraiser](https://cdn2.hubspot.net/hubfs/190333/Misc_Resources/customizable-tips-packet/fundraiser-tips-infographic.pdf?t=1511751531614)

**Best of luck! We are here to support you along this journey, so please feel free to reach out anytime along the way!**