



CHANGEMAKER MARKETING

KEY STEPS TO
CROWDFUNDING
SUCCESS



Key Steps To Crowdfunding Success

“Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go.” – Seth Godin

Recent statistics show that Crowdfunding is estimated to have created approximately 270,000 jobs world wide and injected more than \$65 billion into the global economy, proving that this relatively new method of raising capital is definitely here to stay.

When utilized correctly crowdfunding platforms provide the perfect opportunity for entrepreneurs to launch new products, fund innovative ideas and develop a global community in support of their business.

Unfortunately, it isn’t all rainbows and success. According to statistics provided by some of the most well-known crowdfunding platforms in North America, on average only 44% of campaigns succeed in reaching their funding goal.

This checklist is designed to help you understand the key steps you need to take when developing your rewards-based crowdfunding campaign.



Need Help Planning Your Campaign?

Contact Changemaker Marketing Today!

CROWDFUNDING CAMPAIGN CHECKLIST

Before You Begin:

1. Do your research and determine if rewards-based crowdfunding is the best option for your business.
2. Look at campaigns that have been successful and review why they were successful and how they presented their information.
3. Determine your budget - Crowdfunding campaigns cost money they aren't a free ride to business land. You need to invest in yourself and your campaign if you expect others to invest in you.

Pre-launch Planning:

4. Set up your social media handles if you haven't already.
5. Create a marketing plan to build your tribe on social media. If you are starting from scratch you need to dedicate a significant amount of time to this part of the planning.
6. Determining your funding goal - Think of the minimum you need to make your vision a success.
7. Solidify your branding and make sure it is good.
8. Prepare your business for a campaign - Make sure you have a strong team
9. Build your campaign team - There is a lot to do, doing it alone is extremely challenging.
10. Develop a story around your business and your campaign - Make it human, speak to your audience.
11. Plan your rewards - Keep them simple and relevant. If possible make lower value rewards intangible to maximize profits.

12. Plan your campaign timeline - Develop as much of your communications in advance as you can, leaving room for personal and relevant updates.

13. Developing your pitch video - Make it interesting and good quality. Don't speak at the audience show them why they should invest in you.

14. Develop campaign multimedia

During The Campaign:

15. Stay on top of communications - Respond to everyone in a timely manner.

16. Keep engaging with your audience.

17. Get creative and adapt if the strategy isn't working.

18. Hustle!

Campaign Aftermath (Complete regardless of outcome)

19. Keep in contact with your contributors.

20. Managing your reputation by being open and honest about what is happening with your business.

21. Maintain your community and continue to engage and build your crowd.

22. Continued business development

23. Evaluate your campaign and learn.

Best of Luck With Your Campaign.



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