SOCIAL entrepreneurship in local communities

Crowdfunding,

a social networking approach to fundraising.

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materahub

Successful

campaigns require **passion**,
a **clear vision** and
a **strategic plan** that can be executed.

1. Planning
2. Developing
3. Running

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PLANNING - Defining the campaign

1. clearly define ideas/**objectives/the audience**
2. choose the suitable **platform**
3. defining rewards/**crowd benefits**

TIPS

— *Do a surveys before launch*
— *Feel comfortable asking for help*

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DEVELOPING - communication strategy/promotion

Before / during / after

// Define the pitch - the why (to extract the very essence to convince)

// Create video (made hopeful & inspired)

— Teaser to build excitement & pique the audience's interest
— Short clips to tell a powerful portion of the story
— Templates quotes
— Back-office/behind the scene, bloopers reels to show the human side of the association/project

// Use Feedback/monitoring

TIP

— *Keep it simple (concreteness) and create emotion*
— *Pitch the why (people don't support what you do but why you do it)*

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Social media promotion strategy

To promote on social media:

1/ **Create a community**
— The platform where there is the most followers
— Track the platform where your target is
— Tag people who has influence in your community

2/ **Create an #**
— A unique one to use on all of your social media post
— Encourage supporters to use it in their social media post
— Has to be unique, eye-catchy, short

3/ **Right content**
— Mix of informative social media post > educate people about the idea and campaign

4/ **Track result & refine content**
— Review and monitor the perf of each post
— Refine the content taking into account the data

TIP

— *Start to create a community, **"fan base"** as soon as possible (to educate the audience about the project).*

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RUNNING - How to engage/involve/create incentives

— Update often / answer questions / say thank you
— Digital channel
— Human relationship (event/PR)

TIP — *Work up to the very last minute.*

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AFTER

— Share stories / storytelling

An engaged community is an expanding community:
When you have backers who are passionate about your campaign, they are more likely to refer other backers. When you keep backers informed of the campaign status and keep backers happy, they will be more likely to generate content for you via social media. It can help create a cycle in which new backers come to your campaign without you having to rely on paid advertising to spread the word.

“When you keep backers informed of the campaign status and keep backers happy, they will be more likely to generate content for you via social media.”

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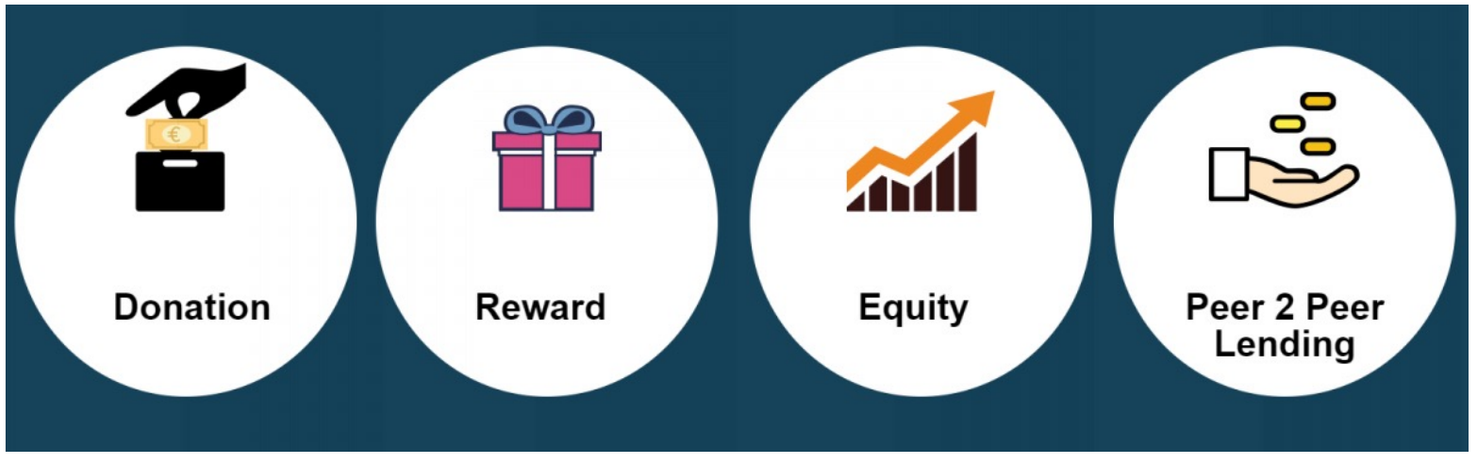
4 types of funding

(depends of the reward offered) – to the supporters in exchange for their contribution.

— Donation
— Reward - no money (supporters benefits: 1. Early adopter 2. Low price)
— Equity - shares of companies (to launch a product/service)
— Lending - large group of investors to an individual or a business (supporters benefits, loan paid back with interest over-time) – liquidity needs



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1 Clear the vision

- Goals
- Audience
- Platform
- Reward

How to launch a crowdfunding campaign

Clear the vision 1

Goals

Setting a clear objective will help you to define the steps to reach it and your audience to understand better what they can do to support you.

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Clear the vision 2

Audience

What is your target? Set the profile of your audience to better understand who you are talking to and define your content and tone of voice.

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Clear the vision 3

Platform

There are many instruments to promote your campaign, but once you define goals and audience it will be easier to choose which will be the platform that will fit for your purpose.

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Clear the vision 4

Reward

Crowdfunding is not only about asking. What will be the benefit that your supporters will have back for their effort? Balance it to make them feel satisfied to support you.

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2 Promotion

- Set your strategy
- Work on your contents
- Video
- Pitch

How to launch a crowdfunding campaign

Promotion 1

Set your strategy

Build up your community of people interested in your topic.
Let the people be your amplifier.
Set a keyword or a hashtag and give the indications to help you diffuse your message.

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Promotion 2

Work on your contents

Work out on your contents balancing it on your target and the tone of voice. Choose specific outputs, timings and goals to spread your message and understand if your campaign is doing fine.

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Promotion 3

Video

Have you already thought about shooting a teaser?
Think about its format, depending on the platform you chose to promote it.
Try to inspire and transmit your same hopeful spirit toward your goal.

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Promotion 4

Pitch

Find and describe the very essence of your purpose.
Use the right words to explain your reasons and why it's always a good idea to give them support.
Think about possible questions and try to be straight and sincere in answering them.

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3 Interaction

- Digital
- Human
- Post campaign

How to launch a crowdfunding campaign

Interaction 1

Digital

Drive digital engagement, be active on your platform.
Answer possible comments or ask questions. Take the conversation active.
Be grateful and say thanks to your supporters.

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Interaction 2

Human

Your digital audience is made of real people, so have human and public relationships.
Create live events, meet people, develop partnerships.
Talk about your project and have face-to-face conversations.

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Interaction 3

Post campaign

Keep your community of followers updated about the evolution of your project. At what stage is your process? What is missing, what are the accomplished steps?
Celebrate all together your big success!

How to launch a crowdfunding campaign

How to launch a crowdfunding campaign

quick and short manual for beginners

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