

# CROWDFUNDING 101 // STRATEGY

Use this document as a template to build your own campaign strategy and have all your information in the right place. Copy + paste the questions into a new document and fill them out as you please.

## 1. Project name (for internal use)

## 2. Funding Goal

- ~ how much do you need to fulfill your project?
- ~ how much will it cost to make + fulfill your rewards?
- ~ how big is your existing community?

## 3. Campaign duration

- ~ 30-45 days is recommended

## 4. Choose a platform: Kickstarter/Indiegogo/Other

- ~ Kickstarter is all-or-nothing
- ~ Indiegogo offers both Fixed or Flexible
- ~ Visit [bit.ly/U6wWky](http://bit.ly/U6wWky) for a full list of platforms

## 5. Building your fan base

- ~ how can you build gratitude through gifts?
- ~ create a Facebook page and (if time) Twitter account
- ~ Read [5 Ways To Build Your Audience Before Launching Your Crowdfunding Campaign](#)

## 6. Choosing rewards

- ~ List at least 5-8 potential rewards you could offer
- ~ Digital > Tangible
- ~ Be unique & personal (rather than generic)
- ~ Study other campaigns and their most popular rewards

## 7. Media Database

- ~ Find existing blogs/magazines/journalists that would like to cover your campaign
- ~ Build a spreadsheet with their contact info
- ~ Write a press release

## 8. Define your narrative - This is the story of your campaign, broken down on the following

three levels.

Explanation

~ What is broken with the world today?

Meaning

~ Why does your project help “fix” what is broken?

~ Why does your project matter?

~ How will the world be different with your project in it?

Story

~ What are your credentials to make it happen?

~ How will the project unfold once you get the money?

~ Where will the money be spent?

### **9. Pitch video ideas**

~ Keep it short, under 3 minutes

~ Clarity > Cleverness

~ Show yourself in your video

~ Read [7 Ways to Craft a Kickass Crowdfunding Video](#)

**NEED MORE HELP?** Ian is available to hire for strategic consulting on your campaign.

Email [ian@ianmack.com](mailto:ian@ianmack.com) or visit [ianmack.com/crowdfunding](http://ianmack.com/crowdfunding)