

Interreg
*M*editerranean



**BLUE
CROWDFUNDING**

Module 3: CAMPAIGNING

Module 3: CAMPAIGNING

The purpose of module 3 is to guide you through the steps of campaigning. The module has the following sub-chapters:

- Generate: Raise the awareness of your community
- Engage: Interact with your community
- Update: Keep your community informed

Module 3: CAMPAIGNING

We **start** with what we already have: checklist and your team's super powers !

GOTEO

Nom: _____ Projecte: _____

Interessos: _____

Superpoders:
Dibuixa o escriu els teus superpoders dins dels requadres.

Checklist:
Marca les caselles d'aquelles tasques i recursos amb els que ja comptis.

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

- ☐ Comunitat
- ☐ Públics identificats
- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Equip de campanya
- ☐ Responsable XXSS
- ☐ Xarxa de contactes útils
- ☐ Coneixements planificació
- ☒ Motivació

FUNDACIÓN GOTEO Platoniq www.goteo.org



Module 3: CAMPAIGNING

Run your Crowdfunding campaign

After publishing your campaign there's a lot of work to do, to create buzz and keep your project going.

Generate!

- Send personal (e)mails
- Publish press release
- Send direct messages
- Update your community
- Advertise in Social Media
- Use buzz-creation tools
- Organise a kickoff event

Engage!

- Answer emails & FAQs
- Plan a live Q&A session
- Start a referral contest
- Visit offline events
- Ask for feedback
- Socialize on established channels
- BEWARE: the valley of tears

Update!

- Inform about project status
- Post interviews & articles
- Send out email-newsletter
- Send reminder to close contacts
- Use news/update-area on CFP
- Communicate new rewards & stretch goals
- Present testimonials

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Keys to success of a Crowdfunding campaign

- Motivation and teamwork
- Pre-planning
- Define your target audiences
- Create community
- Have a well-defined storytelling
- Communicate the rewards
- Increase the transit to the web
- Develop strategic alliances

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upskilling
teamwork
innovation
resilience
constancy
organization
entrepreneurship
support
creativity
communication
crowd
community
project
knowledge
marketing
investment
planning
goals
funding
services
immagination
campaign

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GENERATE

Target Audience

The demographic of people most likely to be interested in your product or service. They need to relate to the tone and content of the message. By striking a chord with someone, a personal connection is made, and trust is established.



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GENERATE

Communication strategies differ

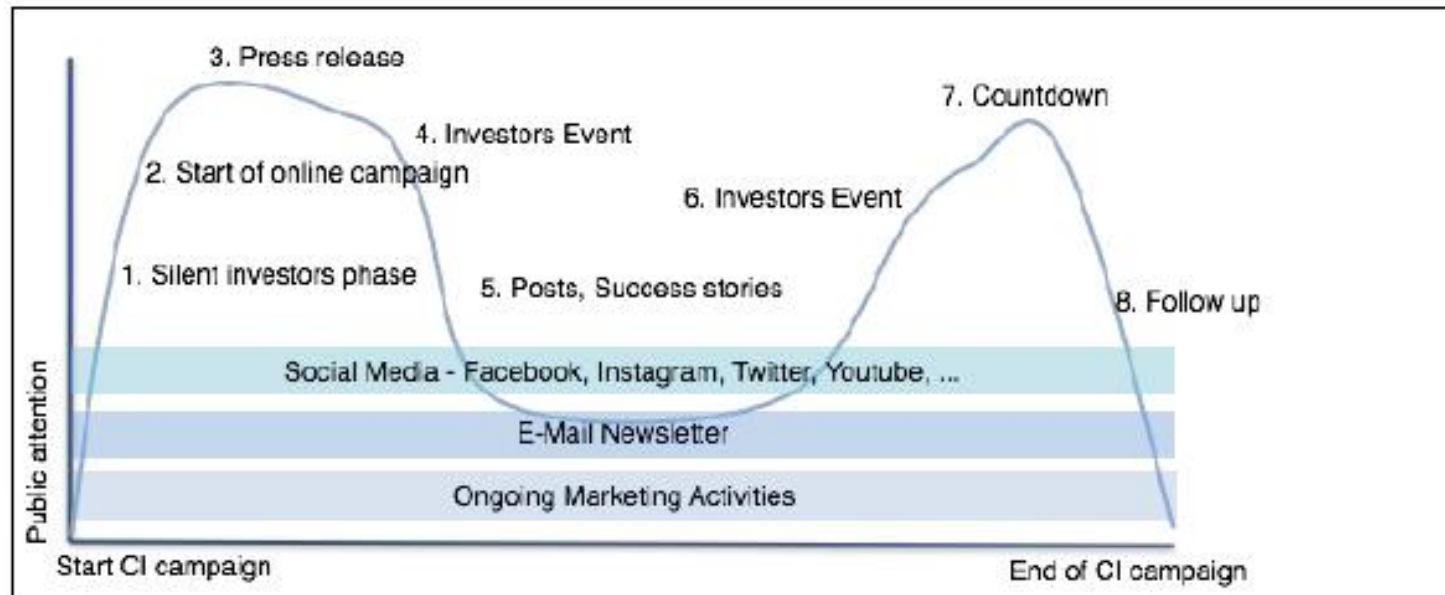
- Explaining to different types of publics
 - Addressing your best friend (he/she will always support you)
 - Differs to addressing your grandma (she will also always support you, but she is a limited public!)
 - to addressing fans and strongly involved people
 - or institutions and companies

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GENERATE

The valley of tears

Although you communicate about your project all the time, be prepared that there will be some days without any interaction.



Source: CONDA

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ENGAGE

Take care of your community

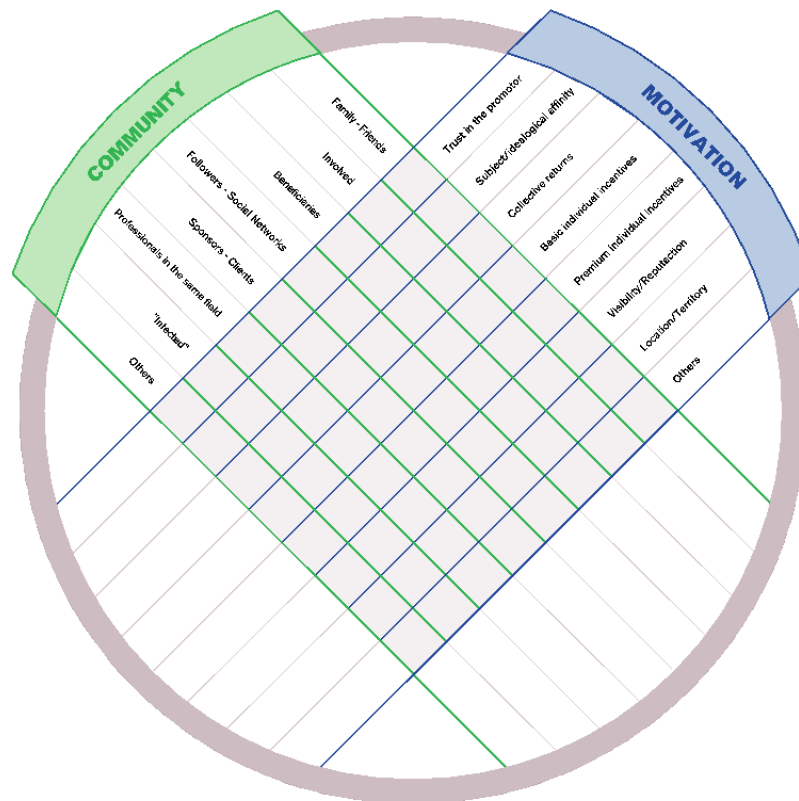
- **Friends, family, followers**
(20% for the first campaigning week)
- **Opinion Leaders:**
Achieve X commitments of contribution and dissemination in influential networks and blogs.
- **Active citizens + fans + potential customers:**
Motivated by theme, rewards, services, originality
- **People close to the team** (who commit to deepen the campaign)
- **Investors or sponsors**
- **Online media:** generate direct links to the campaign

Source: [GOTEO FOUNDATION](#) Training material

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ENGAGE: Take care of your community

MOVE YOUR COMMUNITY



Module 3: CAMPAIGNING

ENGAGE: Take care of your community

Define your target audiences	What is their motivation?
Friends, family, social base (20-30%)	
.....
.....
Opinion Leaders (50-60%)	
.....
.....
Patrons or sponsors (15-20%)	
.....
.....
Active citizens + fans (20-30%)	
.....
.....
Other	
.....
.....

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ENGAGE

The message

Tone and content

The tone matters!

Create connections & empathy: emotions, collective imagination, ...

Share various content with creativity and generosity!

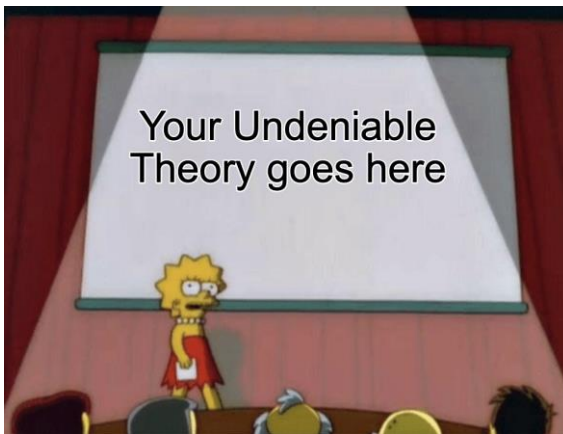
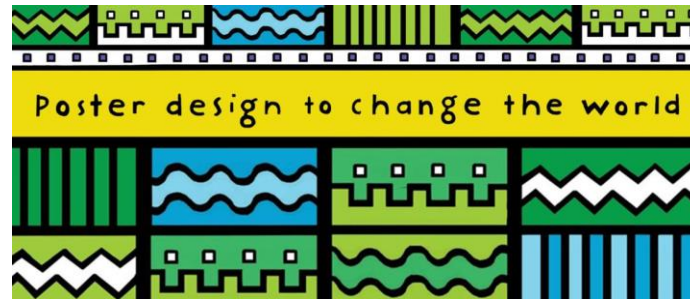
- Storytelling
- Complain vs. Suggest
- Formal vs. informal
- Irony and humor

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Format

Vary and mix the diverse supports and tools:

- Text
- Video
- Gifs
- Memes
- Audio
- Face-to-face



Not only do you have to choose one, but it is good to vary and try.

Sources: [Oxfam Australia 'Poster design to change the World' Campaign](#), [Hellenic Marine Environment Protection Association 'Plastic Kills!' Campaign](#), [Amplifier 'We the People' Campaign](#)

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Campaign on social networks

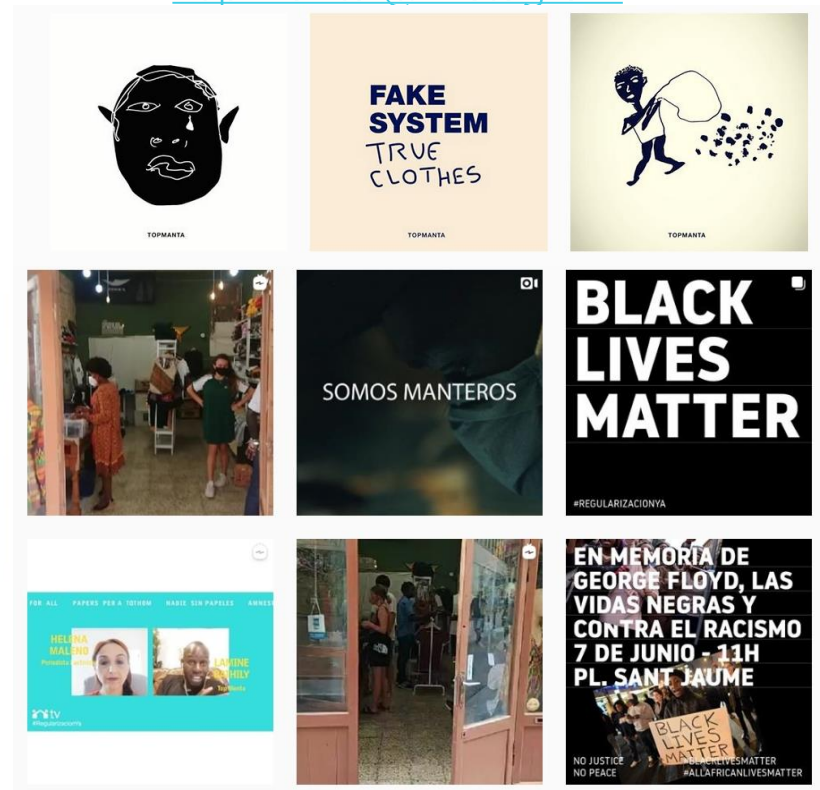
The Great War @ twitter

The Great War @WW1_Series · Nov 1, 2019
16 DAYS IN BERLIN CROWDFUNDING CAMPAIGN

- All backers get digital access
- Partners include @ForgotWeapons & @TankMuseum
- Help us hit €250K and we'll make a 16-part series!
- NOT available on YouTube
- JOIN US NOW: realtimehistory.net/indiegogo



Top Manta @ instagram



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ENGAGE

Face to face

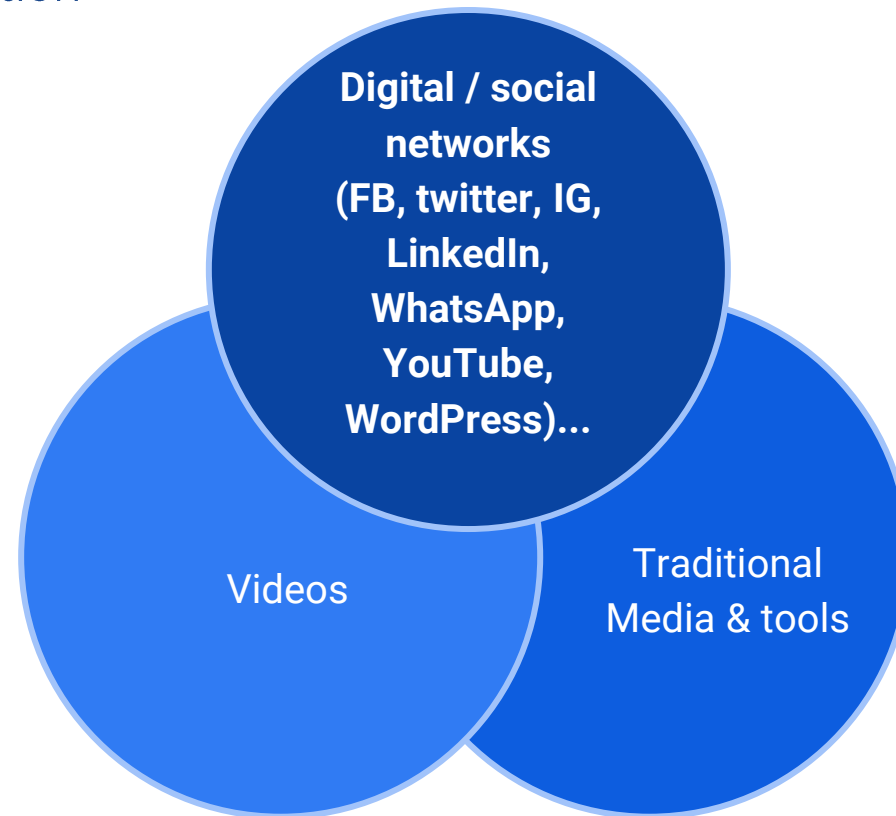
Take advantage of face-to-face network events

- for networking with donors and different publics
- to generate content throughout the campaign

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ENGAGE

Channels of Communication



Module 3: CAMPAIGNING

Traditional channels



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ENGAGE! Offline and in-presence events

Organise a kick-off-event

Invite family & friends to a special event to celebrate your Crowdfunding launch and also share it online.

Also consider to present your project at offline events of your industry, sector and territory of reference.



Source: Vrseh on Facebook,
<https://www.facebook.com/vresh.at/photos/gm.1219791131392449/1197524156953559/?type=3&theater>

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Digital channels & social networks



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ENGAGE

Networks matter

- Create strategic collaborations
- Share networks through the newsletter
- Create Facebook events
- Never abandon your networks!
- Interact (+ communication, - information)
- Learn from your mistakes: keep an eye on tracking and web analytics

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ENGAGE!

Videos

- Maximum length : 2 mins
- Shorter videos to go viral : shared in Social Networks and via a "call to action" + link to the campaign

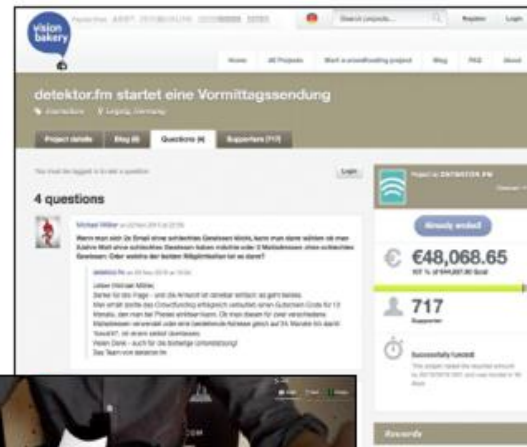


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Forums & FAQs

Be prepared that potential supporters will have questions about your product, company or Crowdfunding-related issues and try to answer it as soon as possible.

Give the crowd a possibility to ask questions live by using video-streaming portals or integrated tools on the CFP.



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UPDATE your community

The importance of updating your crowd

Inform your contacts about project status.

Keep your fans & supporters in the loop about the project itself, but also update them about the Crowdfunding-status.



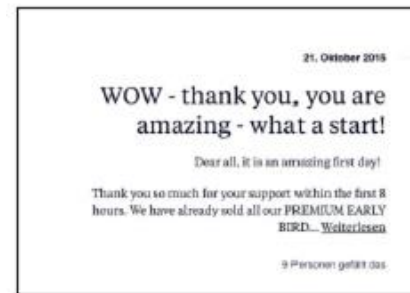
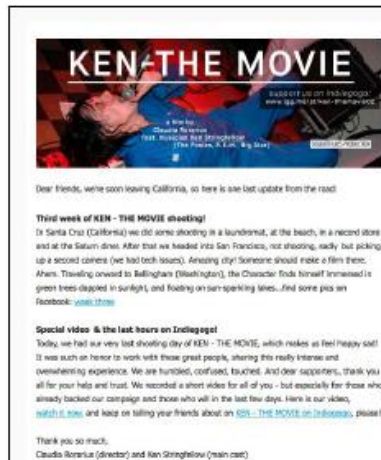
Source: SBrick on Facebook & Twitter,
<https://www.facebook.com/sbrick/photos/a.665642586817912.1073741831.662779277104243/690447121004125/?type=3&theater>,
https://twitter.com/smart_brick/status/491334104542359553

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UPDATE! Inform your contacts about project status

Keep your fans & supporters in the loop about the project itself, but also update them about the Crowdfunding-status. Consider:

- Posts on social media channels
- Emails
- Newsletters

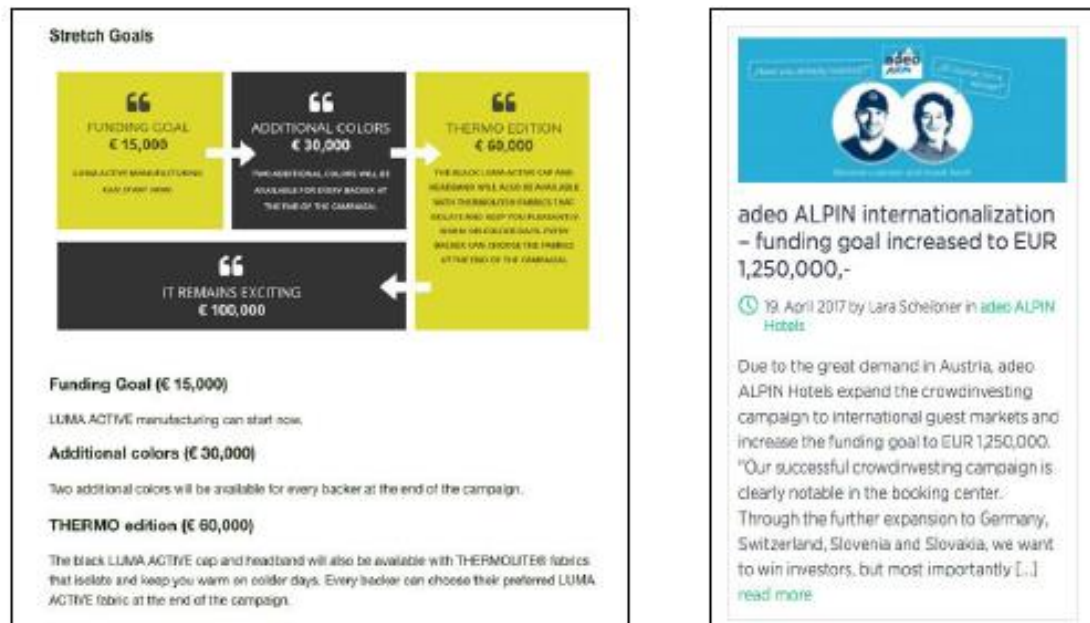


Source: Late Blossom Blues Blog, <http://lateblossomblues.com/production-note-1>; LUMA ACTIVE on Kickstarter, <https://www.kickstarter.com/projects/luma/luma-active-first-ever-lighting-headgear-for-outdo/updates>; flying tent on Kickstarter, <https://www.kickstarter.com/projects/255929858/flying-tent-7-seconds-to-the-stars/updates>

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UPDATE! Communicate new rewards & stretch goals

As soon as you reach your (minimum) funding goal, inform your supporters about your next goal and - if available - about new rewards to motivate them and keep the traction going.

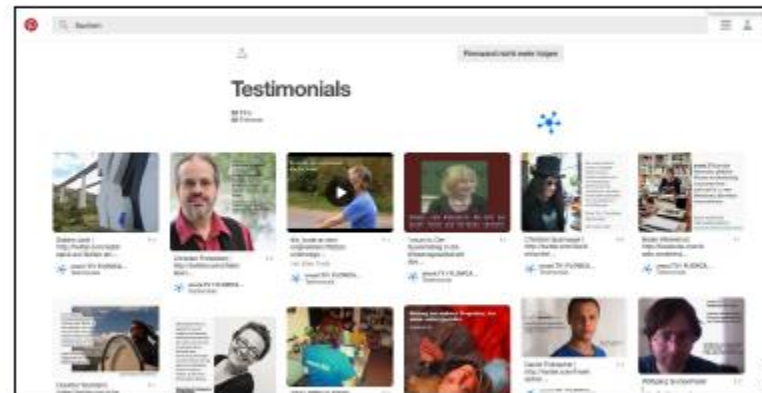


Source: LUMA Active on Kickstarter, <https://www.kickstarter.com/projects/luma/luma-active-first-ever-lighting-headgear-for-outdo>; adeo ALPIN on Conda, <https://www.conda.at/en/startup/adeo-alpin/press-room/>

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UPDATE! Present testimonials

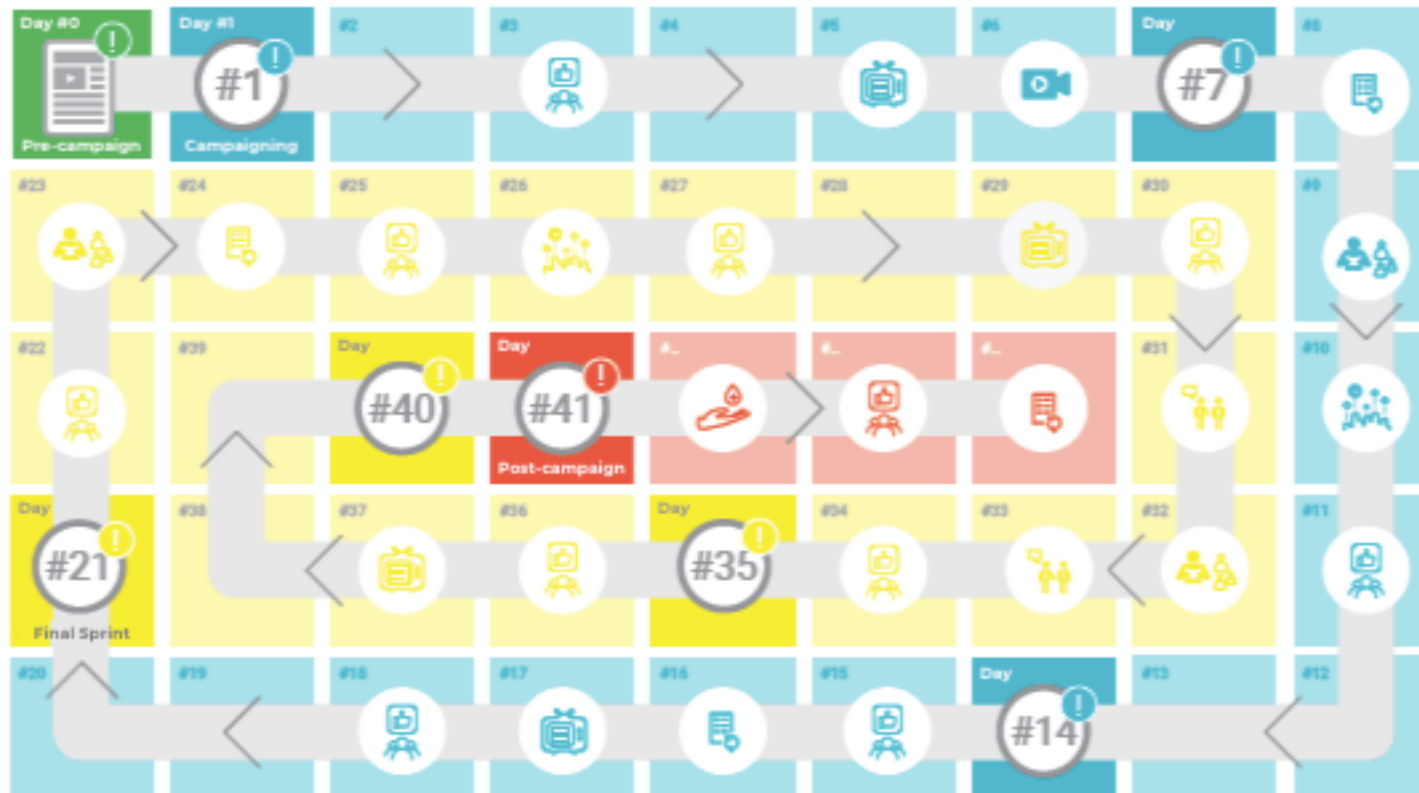
Ask influencers to support you during your campaign with quotes, pics or recommendations to leverage your reach!



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Now it's your turn... Build your own Crowdfunding campaign!

Chutes, Ladders... And the Crowd




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Now it's your turn... Build your own Crowdfunding campaign!


GOTEQ

WWW.GOTEQ.ORG



€

REWARDS

LOOKING FOR

COLLECTIVE BENEFITS

TEAM AND EXPERIENCE

Web:

City:

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Now it's your turn... Build your own Crowdfunding campaign!



TASK	Minimum (Indispensable)	Optimum (Secondary)
	€	€

INFRASTRUCTURE		
	€	€

EQUIPMENT		
	€	€

TOTAL		
	€	€

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Now it's your turn... Build your own Crowdfunding campaign!
Day-to-day communication – Strategy planning

ACCIONES	QUIÉN	A QUIÉN	QUÉ	CÓMO	PresupT	PresupCampaña	18-19 oct	27 oct - 01 nov	02 - 08 nov	09 - 15 nov	16 - 22 nov	23 - 29 nov
	Responsable de llevar a cabo la acción	Listado agentes concretos	Contenido a comunicar	Formato/ canal	Gasto previsto / fuente financ.	Indicar fechas optimizadas	MÍN. 30%Semana 1	MÍN. 30%Semana 2	MÍN. 30%Semana 3	MÍN. 70%Semana 4	MÍN. 90%Semana 5	MÍN. +100% Fin. 4.1. novata.
PREBUCAL												
		Las personas de las asociaciones perfiladas de Goteo.org. Gasto por la Pta. Damos Atención y otros	Información sobre el proyecto, cómo relacionar y recoger suscripciones de a qui personas activas/interesadas	Reuniones	500	Primera quinzena de septiembre						
		Sociedad gipuzkoana en general	Memoria de lo ocurrido en los 20 años de existencia de Goteo.org	Carta	1000			Carta en el País (País: Noticias)				
		Sociedad gipuzkoana en general	Cartas invitadas por la paz en Goteo.org. Gasto por la Pta. Damos Atención, otros grupos	Coloquio entre diferentes representantes de estos grupos	200						Coloquio entre diferentes representantes en Televisión	
		Sociedad gipuzkoana en general										
MICROCAMPANAS												
WHATSAPP												
		Personas relacionadas con Goteo por la Pta. y otros grupos perfilados	Capitación de la campaña y difusión de los resultados	Mensajes de difusión en los que se invita al uso de Goteo.org	50		Dos mensajes a la semana	Dos mensajes a la semana	Dos mensajes a la semana	Dos mensajes a la semana		
TELEFONO												
NOTICIAS/WEB												
		Personas cercanas a Goteo por la Pta. miembros de Goteo.org, por una relación directa y de calidad en red social de este	Noticias y relaciones relacionadas con el objetivo de la campaña	Post	50		Un post a la semana	Un post a la semana	Un post a la semana	Un post a la semana	Un post a la semana	Un post a la semana

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End of Module 3

At the end of this module, you should be able to...

- ...run a campaign
- ...have ideas about online and offline events during the campaign
- ... have ideas on how to overcome obstacles in your campaign.

Final remarks



Ideas



Comments

Q & A's



Suggestions



Doubts



Clarifications

Thanks for your cooperation !