

ROCKET FUND

Promotions Guide

We have lift off! Congratulations on submitting a project!
This guide will help you reach the stars / your fundraising target.

I. Pre take-off checks

Don't go it alone

It's important you rally the troops to ensure your campaign has the best chance of success (projects run by two or more people typically generate 94% more funds than those run solo). These could be from your school (colleagues, governors, parents, PTA etc.) or wider networks (friends, clubs, local community or businesses) who might want to help.

Get the students involved

Other Rocket Fund users have found that there's educational value in the process of crowdfunding itself (it's a great way of teaching students about enterprise, marketing and the value of community) and, for older pupils, it could be a nice addition to their CVs.

Project videos and photos featuring students also tend to be a lot more motivating to donors. So encourage them to be part of the project and get them to lead your campaign.

Promote, promote, promote

The key rule of crowdfunding is to promote as widely and often as possible. You might want to brainstorm who you can reach and how?

Who: Your first port of call will probably be school networks, friends and family - but think outside the box. Have you thought about contacting local businesses, community groups or alumni?

How: Word of mouth, personal emails, social media, local newspapers, events, meetings, even your staff notice board are all great communication channels to try.

Use photos and videos - they have a much bigger impact. The simplest and shortest videos are often the best - your students talking to camera, filmed on your tablet / smartphone will be just fine!

Ready to launch?
Create a project here
www.rocket.fund





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2. Launch

Contact your personal networks first

Friends and family are a great place to start - send them a **PERSONAL** message on Facebook, WhatsApp or Twitter, or even pick up the phone. Just make it personal.

Your social network Ask people on Facebook and Twitter to donate by sharing your project page link (if sharing on Twitter, tag @RocketFundUK so we can share too).

Then try extended networks

Your school's network including parents, alumni and your local community. Activate your school's existing networks, some of them may never have been asked to support before and will be more than happy to do so. Also try searching for alumni groups on Facebook and LinkedIn, you may find some self-organised groups on there.

Other organisations who might be interested, for example: local newspapers, businesses, clubs or charities you have connections with. They will probably love to help a school project and share your project with their networks too.

Dealing with objections

One problem some teachers face is opposition from parents who object to being asked for money. Therefore it is important to stress that they are not obliged to give or can donate as little as £1. Many parents will be more than happy to help and some may donate more than you expect - we've seen several parents donate £500 to previous projects.

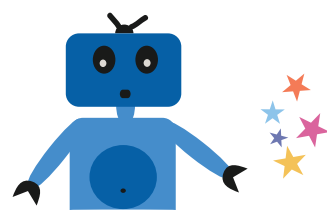
Ask everyone at least twice

Remember most people probably won't donate the first time they see your call for support, even though they might want to. We're all busy right? Give them a couple of reminders and eventually they'll get round to doing it (especially at the weekend!).

Ask everyone to donate, then share

Every donor gets a personal link to share so they can track their impact. Encourage them to share it with their networks too.

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3. Final approach

Don't give up - give updates

Mid-campaign slump is a common trend in crowdfunding. One way to combat this is to give people regular updates about the progress of your campaign.

Share photos, or even make a short video to remind people just how far you've come and the impact the donations will have. You may also want to share some photos of your class in action or some more information about what you're fundraising for and why. Check out Keith's excellent update as an example: <https://rocket.fund/p/The-Hyde-Robots/updates/>

(You can easily share updates with Donors via your project page on Rocket Fund).

Hitting your target

You're almost there! The final week is crucial and it's important to create a sense of urgency. People need to know just how far you have left to reach your target and that it's their last chance to donate.

You may want to create a daily countdown on social media, to remind people of your project's closing date, or send a few reminder emails.

Already over target? Congratulations! Let people know what you will do with any additional funds raised to keep them going.

Now go forth and launch your project. We'll be with you every step of the way
Send us an email on hello@rocket.fund if you have any questions or fancy a chat.

Best of luck,
The Rocket Fund Crew

