



University of
St Andrews

A young woman with blonde hair, wearing a blue long-sleeved shirt and patterned leggings, is climbing a blue rock wall. She is smiling and looking up at the camera. She is wearing a climbing harness and a rope. The wall has various colorful holds (red, yellow, green, blue). Other people are visible in the background, also climbing or watching. The floor is blue with white lines.

**Promoting
your Campaign**

Congratulations!

You are about to embark on your crowdfunding journey ...

There are two distinct parts to every crowdfunding campaign:

1. Campaign creation
2. Campaign promotion

Here we outline some ideas for promoting your project at the various stages of your campaign. If your project is to be successful, you will need to dedicate a considerable amount of time to promotion and to keeping your supporters engaged and on board throughout the campaign.

Best of luck,

The Crowdfunding Team



Rally Troops

The central, most important aspect of your campaign is building a tribe of supporters around you.

Teams, Societies, Groups

If you are part of a team, society or group, ensure that you have all your members on board and actively engaged pre-launch and that they understand that campaign promotion is a group effort.

On the day of launch, get all your members to sign up as 'helpers' on your project page and to begin sharing with their networks. Ask all your members to write a personal email to between five and ten people in their network, asking for their support by sharing with their respective networks or making a gift. This initial surge of support will help to give your campaign momentum. 😊



Pre-launch

Build your promotion strategy before you launch your campaign

Launch

The first days of your campaign are the best time to build hype

Mid-campaign

Beat the mid-campaign slump and share updates and news with supporters

Final days

Encourage helpers to spread the message for you to expand your reach

3

Who?

Use mind mapping to brainstorm your network (See example on page 3)

Think about who you (and your team) are going to reach out to: friends, family, student and local press, graduates from your university, local community and people, institutions or organisations interested in the topic of your campaign.

Shortlist a group of people you can rely on for ongoing support during your campaign. Let this group know about your campaign pre-launch and ask for their support with promoting your campaign.

Where and how?

Identify the channels you will use to reach your network:

- word of mouth
- personal emails
- social media: Twitter, Facebook, Vine, Instagram, WhatsApp, vlog/blog and YouTube
- Pinterest, LinkedIn groups: alumni or interest groups (e.g. alumni or interest groups)
- press: student, local, national
- events and meetings
- notice boards
- flyers/posters

Updates and news plan

What interesting updates will you share during the campaign?

- testimonials "The boat club was the highlight of my university life, I would love to support it!" John Adams, campaign donor
- interesting facts about your project
- behind-the-scenes photographs or video clips
- let people know when you reach a significant milestones: reached 25 % of target, minimum required, twentieth sponsor, and so on

Checklist

- Use the network map to brainstorm your network
- What channels will you use to reach your network
- Do you want to set up social media accounts to reach more people? Twitter is useful for reaching people on a niche topic
- Create your shortlist and let each group know that your campaign is coming soon. Invite each group to "Become a helper" on the platform and to share your campaign
- Brainstorm ideas for updates and news that you can share during your campaign
- Collect photos, testimonials and video clips that you can share during your campaign
- Use social media scheduling software such as Hootsuite to send out posts automatically throughout the campaign
- Securing some funds before the launch can also help you to get off to a good start, and can encourage more supporters

Pre-launch

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Mind Map

A mind map is a diagram that is used to organise information in a visual way. It's a helpful starting point for brainstorming about the network you want to reach out to for your campaign. Grab some paper and draw your map!

Who can you get on board to support your project?

Who can you promote your project to?

Who can you target in your industry?



If you are a member of a team, society or group, ask all your members to sketch a mind map of contacts and join as a helper. Watch your network grow!

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5

You're live!

The first week is the most important for getting your campaign off the ground. It's time to reach out to your network, build excitement and support, and get those gifts coming in!

Messaging

Mind mapping helped you to identify your network. From this map you can create your contacts list. It can also help to break down your list into smaller groups and tailor your message to each audience.

Personal

It doesn't matter if you call, text, email, tweet, or send messages on Facebook – the messages just have to be PERSONAL and positive. Remember to thank your supporters as the gifts come in.

Helpers

Sign up as many helpers as you can and ask that they share your campaign on social media and engage with the content you share. Hype! Hype! Hype!

Twitter

Mention @UStAAlumni in your tweets and we'll re-tweet to our network. Include hashtags, share images and videos – get people excited about your campaign and give them content they want to share.

Video

Everyone loves video! You don't need to be a pro. Use mobile apps – Vine, Instagram, iMovie ...

Checklist

- Organise a gathering to celebrate the launch and invite potential supporters
- Be creative: can you organise a flash mob or anything else that will bring attention to your campaign and project
- Update your email signature to include information and a link to your project
- Send personal emails to friends and family
- Update your social media profiles with information and a link to your project
- Share your project across all of the channels you identified and remember to make use of the widget provided on the platform
- Share your project on the St Andrews Facebook page, alumni pages and any other relevant groups, Vine, Instagram
- Thank all of your sponsors: let them know how much their pledges and support mean

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6

Chin up, the slump is normal!

Mid-campaign slump is a common trend in crowdfunding.

Don't lose heart, this does not mean your campaign is going to fail.
There is plenty to do to keep your campaign alive and interesting.

Updates

Stagger your updates. When the launch hype has calmed down you can keep up the campaign momentum with interesting facts, behind the scenes images, video clips and testimonials.

Don't spam people! Keep your core message the same but mix up your communications by adding news about you, your society or your team and the campaign to engage and re-engage your crowd.

Keep all your channels up to date.

Personal emails

Follow up with individual emails focusing on things about the project you think each individual might like.

Press

Do you have a hook? Is there something about your campaign that stands out or in current news?

Contact student press to cover your campaign. Make a list of 10 local and national journalists to contact that might be interested in your story. Find their Twitter details and send them a tweet asking for their email so you can send them details of your campaign and a hook for the story. Remember if you choose to do this to run it by the Annual Giving team in Development.

Checklist

- Create and share content that keeps your audience interested
- Show gratitude, thank your donors on social media
- Ask your donors for their continued support in the form of sharing and engaging with the content you share
- Contact press with your story
- Reach out to your heroes with a personal plea for help
- Prepare messaging for the final days of your project – emails, posts, tweets, press releases
- check in with your student union or school and ask them to help push your project through their channels

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7

Final countdown

The clock is ticking, let's get those final gifts in!

In the final days of your campaign it's important to create a sense of urgency. Contact everyone you have reached out to so far for one last push. Often people have every intention of supporting your campaign but they leave it until the last minute. Make sure they know there are only a few days left to get their rewards and to support your campaign.

Create hype

There are just a few days left to get more funds in. Now is the time to thank your supporters for everything they have done so far and to get everyone on board to get maximum exposure in the final days.

Ask your supporters to take a few minutes to think of anyone they know who would be personally interested in the campaign. Ask that they send a personal message and share on social media.

Flyers

Print flyers with 'Countdown to DD/MM/YY' and brief details of your campaign. These flyers can be simple text-only black and white flyers or ask an artistic friend to help out.

It might just take one flyer to win you the gift that takes you across the finishing line.

Already over target?

Let people know what you will do with any additional funds raised.

Checklist

- Email everyone you contacted at the beginning of your project with a specific and clear request, such as: "Please post on Facebook!" or "Could you re-tweet this?" Remember to include the link
- Explain how important it is to achieve your goal, and how much you appreciate their support in the final few days
- Update your social media images – such as your Twitter header or Facebook cover photo – with an image and the following text: "Final days of our crowdfunding campaign". Include a link from this to your campaign
- Create a sense of urgency across all of your channels, including social media, word of mouth and emails: "Three days to get to the Karate World Championships!"
- Make flyers to distribute amongst friends and to local shops and cafes, as well as across campus
- Thank all your sponsors

Promotion Plan

Create a plan for the entire project – details of who you'll contact, with what content, over which channels. A simple spreadsheet, like the example below, is ideal for getting your plan together.

	Date 1	Date 2	Date 3	Date 4	Date 5
Why? Launch, milestone, update, news, nearing the end					
Who? Which group(s) of people					
What? Story, photos, email, video, update					
Which channels? Email, blog, Facebook, Twitter, Vine, Instagram					