



The Essential Elements of A Crowdfunding Strategy

By Mirey Faema from Changemaker Marketing

About Me

1. I am a solutions based activist. My philosophy is that collaboration and unity are the keys to driving innovation and mass social change.
2. I am the founder of Changemaker Marketing – a creative co-operative focused on helping Socially Conscious Organizations, B-Corps, Social Enterprises and Sustainable Nonprofits.
3. I have 10+ years of marketing, operations and sales expertise and I use it to help organizations scale, build a tribe and achieve their visions.
4. I have been providing strategic advice to crowdfunders over the past 4 years.



What will you learn?

1. The 5 essential elements of campaign planning
2. Do's and Don'ts of Crowdfunding
3. How to Access: Key Steps To Crowdfunding Success





1. The 5 essential elements of campaign planning

1. Start Planning Early
2. Develop your story
3. Invest In Your Video
4. KISS
5. Communication, Communication & Some More Communication



Start Planning Early

This isn't a get rich quick scheme you are building a business.

- Build it into your business plan if possible.
- Only 10% of traffic to your campaign will come from the platform the other 90% comes from your efforts.
- Build a larger crowd in advance - Mailing Lists, Social Media followers & Content, Affiliates and Supporters
- Start pitching to your friends, family and close supporters as a soft launch.
- Start Communicating About Your Campaign Long Before You Go Live

Develop Your Story

- Tell the audience WHY they should care!
- Connect on an emotional level
- Don't be boring!



Develop Your Story - Tesla

Tesla's mission is to accelerate the world's transition to sustainable energy.



Invest In Your Video

[Let's watch a video](#)





Invest In Your Video

- Don't tell, show!
- Make it Interesting
- Keep it short
- Ensure sound and visual quality
- Have a Clear Call To Action and Message.

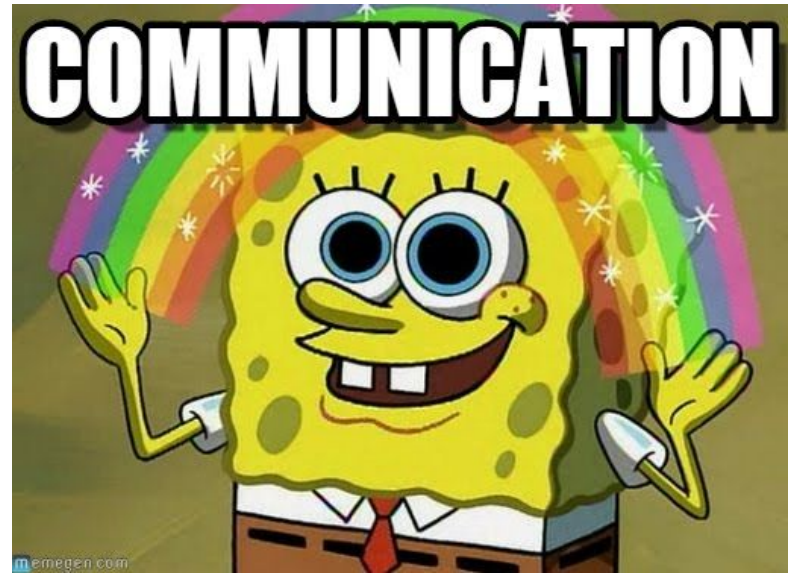
KISS - Keep It Simple Stupid

- Too many choices leave people with decision paralysis
- Use intangible rewards when possible
- Launch one product or idea at a time
- Be clear in your messaging.



Communication, Communication & Some More Communication

- Before, During & After
- Be Clear
- Let People Know What Is Happening
- Be Honest & Open About Everything





Don't be that person!

DO

- Have a well developed business plan
- Under Promise - Over Deliver
- Be honest
- Ask for contributions not donations

Don't

- Overcomplicate things
- Overpromise
- Think this is easy
- Throw up a page and think it will work

Bonus: Crowdfunding Checklist



This checklist is designed to help you understand the key steps you need to take when developing your crowdfunding campaign.

1. Campaign Planning
2. Execution
3. What to do when it's all over.

Head to - www.changemakermarketing.ca and find it under Marketing Resources.

Or <http://bit.ly/2ioZImP>

Questions????



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