

project **DAL**



# Your Campaign Toolkit

CREATING A SUCCESSFUL CAMPAIGN



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# What is projectDAL?

projectDAL is a crowdfunding website for the Dalhousie community managed by Dalhousie's Office of Advancement. If you are a Dal student, alumnus/a, friend, faculty or staff, you can post your fundraising project here, track its progress, and share your success with family and friends. Donors can browse the site's many campaigns and find the ones that matter to them.

## How projectDAL works

Any member of the Dalhousie community (student, faculty or staff, alumni or friends) can use projectDAL to fundraise. Almost anything goes, as long as the project is deemed to benefit the university. There are no fees associated with setting up and running a campaign on the site. Typically, projects aim to raise anywhere from \$2,000 to \$15,000. When the fundraising is complete, the funds will be transferred to the Dalhousie department or account associated with your project.

The Office of Advancement manages the projectDAL site and oversees campaigns. We are here to provide support and help you make your goals a reality. Ultimately, the project is your responsibility, but we will be stay in touch throughout the process.

**Questions?** Contact Dal's Office of Advancement at [projectDAL@dal.ca](mailto:projectDAL@dal.ca) or 902.494.4188.

# CAMPAIGN DESIGN

## Before Starting your Campaign

### Part 1: Setting up your campaign

#### *Setting your goal*

How much money do you need to raise? It's important to think this through carefully before embarking on a fundraising project. You need to set a clear, measurable goal and break it down to show how the money will be used.

TIP: Rather than saying, "We want to raise money for the volleyball team" — a measurable goal would be, "\$350 equals equipment for 10 students."

#### *Duration*

Decide how long your campaign will run. You should aim to have your project completed within 60 days or less. Make sure you've set aside the time required to engage with your supporters and promote your campaign.

#### *Telling your story*

Ask yourself, why are you fundraising for this project? What about it gets you excited and motivated? What difference will the funds make? Why should someone support this cause? Include the answers to these questions in a short story (250–500 words) that brings your project to life, engages your audience and gives them a reason to donate.





Be sure to proofread your pitch and get feedback to help with any revisions.

A good pitch is clear, concise and engaging.

*Illustrate with photos*

Find or take a set of compelling pictures for your campaign pages. Use the best photo as the main image on your landing page. If there are other photos which can help illustrate your campaign, use those in posts on different social media platforms. If there are people in your photos (team members and others), make sure to get their consent.

*Creating and uploading your Video*

Now it's time to really get creative! Make a short (2 minutes maximum) video, so people can see who is behind the project and why you're so committed to it. Make it interesting and easy to understand. Don't be afraid to let your personality shine through and share your personal connection to the project. Ideally, you want your video to speak directly to your supporters and make them want to share it with their friends and connections.

## **Part 2: Pre-Campaign Buzz**

Once you've set up your crowdfunding pages, it's time to promote your campaign.

You'll want to plan out your campaign marketing.

*How will you get the word out?*

Consider expanding your ways of communicating to both current and potential supporters to maximize your campaign's potential. Email, Facebook, Twitter, LinkedIn and YouTube are all excellent ways to spread the word to your key audiences.

*Who will help you?*

You'll need campaign champions on board to help you get word out for your project. Connect with the alumni or communications office in your faculty or department to get them on board. Build a team to help expand your reach and pool resources.

*Are there other ways to share your message?*

Consider bloggers, radio, newspapers, forums and offline events. Perhaps there are student, community, or industry groups who could help. Local (or beyond!) organizations may also be interested in what you're up to.

*When to launch?*

The best days to launch are Sunday and Monday, while the best times to end are Friday night, or the end of the month when people get paid.

*All set?*

Carefully review your campaign content and pages once more to make sure you've covered all angles.

*Private Preview—Once Live*

Consider letting your close friends, family and campaign champions know that your campaign is coming first before you start to promote it with the broader public. Make sure you can count on them for the initial donations to give your campaign momentum right from the start. Campaigns that bring in 20–30% of their goal within the first week are most likely to succeed.



### *Public Launch*

Next, you should launch publicly and start to reach out to friends of friends, influencers, and any other audiences you think may be interested in your project.

## **During the Campaign**

### **Promoting your Project**

#### *Share Your Campaign*

#### *Word of Mouth*

Talk about your project in your own circles and with others to get people excited about the campaign.

#### *Send Emails*

Describe the project to your own contacts, ask people to contribute or share it with their own friend groups, add a link to your campaign page and be vocal that every little contribution helps. Use the templates we provided for guidance; personalize your emails. Then be sure to follow up with thank you emails and keep your supporters updated on your progress.

#### *Use your Email Signature*

Insert a direct link to the campaign site in your email signature. This way you build attention around your campaign every time you send an email.

#### *Social Media*

This is where the power of the crowd really comes into play. Engage with your contacts to promote your campaign, ask for donations, share updates, and have some fun!

- Share your campaign (include the direct link).
- Ask your friends to share it.
- Post updates about your campaign – acknowledge new donors, countdown the days, share relevant news and pictures.
- Use hashtags (use #projectDAL to get your updates on the homepage and for us to retweet!)
- Find new followers.
- Follow people who are interested in your campaign.
- Use different apps to create interesting and appropriate content.
- Thank your donors by tagging them on Facebook and mentioning them in tweets.

#### *Events*

Attend relevant events where you can spread the word about your campaign and find people who would contribute.



## After your Campaign

### Share your Success

- Follow up with your campaign – what are your next steps now that you've secured funding?
- Continue to take pictures to show progress or celebrate events and milestones on your page.
- Send emails and say thank you to your donors.
- Use social media to share the success of your campaign.

# 10 TIPS FOR CROWDFUNDING SUCCESS

1  
2  
3

#### 1. Strong description of campaign and motivation

The more you specify exactly what you are looking for, the more likely you are to get the response you want. A good pitch is clear, concise and informative. People need to understand what you are trying to accomplish quickly and easily.



#### 2. Realistic goal

In order to help you meet your goal, set reasonable expectations. Be specific and build trust by introducing the breakdown of your budget.



#### 3. Use your network

The most essential part is your own network of friends, family members, business colleagues and others close to you as they are both contributors and ambassadors for your campaign.



#### 4. Put in the marketing effort

It is important to use different media channels (direct email, social media sites, offline marketing) to share your campaign and make some noise.



#### 5. Engage and connect

It's important to update donors, share why your cause/project is important and why involvement matters.



#### 6. Visual communication

Use compelling photos and videos to tell your story. People need to quickly and easily understand what you are trying to accomplish.



#### 7. Share updates about your campaign

It's important to post about campaign development and what your supporters would want to know about. Use different communication tools to keep your campaign top of mind.





#### 8. Invest your time

The only way to bring your idea to life is to put passion and effort into it – plan it, don't give up, and invest time.



#### 9. Be passionate

Have confidence in your campaign and stand up for what you are trying to achieve. Don't be afraid about making the ask – just be sincere.



#### 10. Thank your donors

Recognize and appreciate your donors for the funding you've received from them!

## COMMUNICATIONS SAMPLES

### Social media

#### Twitter Posts



Jane Doe @JaneDoe · 7h

I'm ready to give it my all swimming for @DalTigers this yr! Will you support me by giving some too? [projectdal.ca/campaign/123.html](http://projectdal.ca/campaign/123.html) #projectDAL

↩ 1 ⭐ 1 ⋮

[View conversation](#)



Dal Tigers @DalTigers · 5h

YOU can help our #Dalswimming team aim for gold in 2015/16! Get inspired by their #projectDAL story and donate today: [projectdal.ca/campaign/123.html](http://projectdal.ca/campaign/123.html)

↩ 20 ⭐ 5 ⋮

[View conversation](#)

#### Facebook Posts



Jane Doe shared a link.

January 22 🌐

I live and breathe swimming. It's my passion and I train very hard to improve each year, each meet, each lap of the pool. But this season of Dal Tigers swimming we're only going to get so far without new equipment. Help us make a splash by donating to our #projectDAL campaign so we can make these essential updates! <http://projectdal.ca/campaign/123.html> Please share!



## Preview for Family and Friends Email Sample

*This email is meant for family and friends prior to the launch of your projectDAL campaign.*

**Subject: Launching [campaign title] – our projectDAL campaign!**

Hello [first name],

We are so excited to announce the launch of our projectDAL campaign, [campaign title]. This is a sneak peek – just for you as a close [friend/family] – before we go public on [insert date].

[insert pitch from projectDAL site]

We're asking you to support our project either by spreading the word or by donating. Your support will help to create momentum early on, which is so important to the overall success of the campaign. We encourage you to please check out our projectDAL site [insert link] and to subscribe or follow us on our social media channels at [campaign title] on Facebook,

[campaign handle] on Twitter and [campaign handle] on Instagram. We'll be sure to keep you updated with our progress.

Thank you for your time and consideration!

Sincerely,

[Your Name] and [Campaign Title] Team

## Introductory Thank You Email Sample

**Subject: Thank You for Supporting our projectDAL [campaign title] campaign!**

Hello,

We wanted to send you a note to thank you for your support. Your decision to give a gift to our projectDAL campaign, [campaign title], is a powerful endorsement of our project's value and importance.

Your gift is creating opportunities for the success of our campaign and implementation of our project.

We would love to keep you updated on our progress – please check out our projectDAL site [insert link], subscribe or follow us on our social media channels at [campaign title] on Facebook, [campaign handle] on Twitter and [campaign handle] on Instagram. Also, keep an eye out for a mid-campaign email from us updating our supporters on project news and fundraising milestones.

Thank you again for your support!

Sincerely,

[Campaign Title] Team





## Mid-Campaign Email Sample

*Update your supporters on your progress and momentum.*

**Subject: [Campaign title] is picking up steam – thanks to folks like you!**

Hello all!

We're four weeks into our campaign and still going strong towards our goal! Dal News recently picked up our story and interviewed us for a feature article on the Dalhousie website. Read it here: [\[insert url\]](#).

We're excited about the possibilities this increased exposure will bring to our campaign.

Please share our campaign with your networks, letting them know that you've already made your donation. Here's the link: [\[insert url\]](#).

We really appreciate your support and look forward to sending news of our next milestone!

Sincerely,

[\[Campaign title\]](#) team

## Campaign Conclusion Email Sample(s)

*This is an email example to send at the end of your campaign.*

**Subject: EXCITING UPDATE: [campaign title] goal has been reached!**

Hey there,

We have some exciting news to share as our campaign wraps up – [\[campaign title\]](#) has reached/surpassed its fundraising goal of [\[fundraising goal/fundraising goal including additional amount and the total amount\]](#)! Wow! Our team is so excited by this result and astounded by the care and generosity of our supporters. We cannot wait to begin our important work on [\[campaign initiative\(s\)\]](#).

Of course, this would not have been possible without your support and sharing – so thank you, so very much!

To keep updated on how we are progressing, news items and what's next for [\[campaign title\]](#), please check out our website [\[insert website if applicable\]](#), subscribe or follow us on our social media channels at [\[campaign title\]](#) on Facebook, [\[campaign handle\]](#) on Twitter and [\[campaign handle\]](#) on Instagram.

Thank you again for all your help in making our project a success – we can't wait to show you what we can do!

Sincerely,

[\[Campaign Title\]](#) team



# projectDAL

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