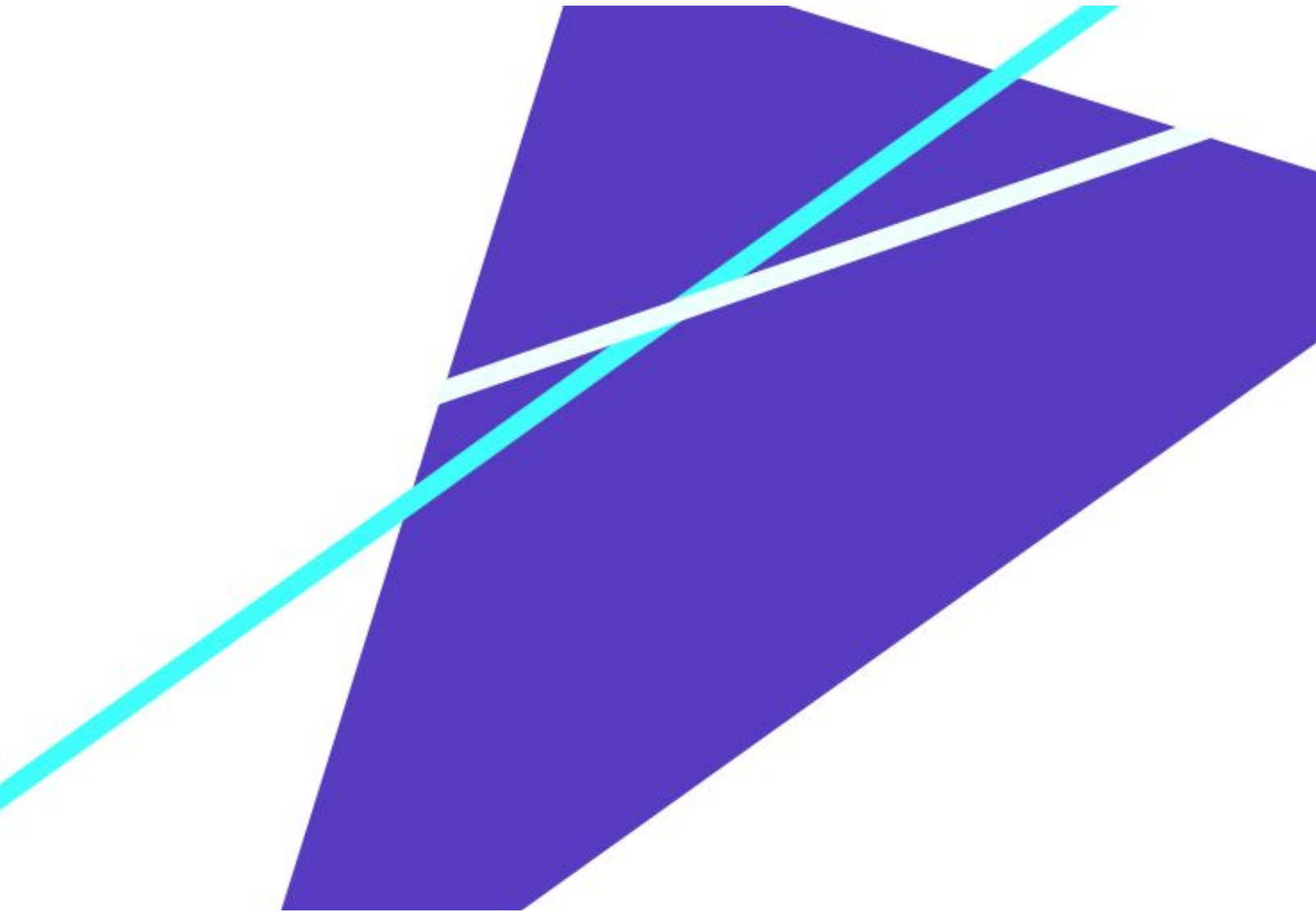


The Artist's Guide to a Successful

Crowdfunding Campaign

A Workbook



ABOUT FRACTURED ATLAS

For almost two decades, Fractured Atlas has worked with artists and creatives to help them navigate the business of their practice. We help individual artists and arts organizations at every level of the cultural ecosystem, in every creative medium by providing fundraising tools, educational resources, and personalized support.

That means artists can devote their effort to doing what they do best — making art that matters to them and the world. Our vision is to create a world where all artists have the tools they need to make their creative dreams a reality.

And now Fractured Atlas wants to help you run a successful crowdfunding campaign!

ABOUT THIS WORKBOOK

This workbook can be used as both a planning guide and an evaluation tool. Each section contains a guide with context about each of the criteria. You'll receive best practices and awareness of common pitfalls to avoid. If you're evaluating an existing campaign, this is the criteria you'll compare that campaign to in order to give it a score. If you're planning for a future campaign, you'll use this guide to prepare the campaign and check off each section when complete!

SCORES (#) VS. CHECKS (✓)

Some sections of this workbook will ask you to score an aspect of the campaign based on a **0** or **1**. Think of the scores for these questions as "Yes" (1) or "No" (0) answers. Other sections will ask you to score on a scale of **0 to 5**. A 0 rating would mean that the campaign does not meet the criteria described. A 5 rating would mean that the campaign surpasses the criteria's requirements.

If you have a past campaign you want to analyze, you can use the scoring system (#) to see what worked and what didn't. If you're planning a campaign, you can use this like a checklist (✓) to see what you've accomplished and what else needs to be done. You could even use this to evaluate other people's campaigns to see what you think is working or not. Get some folks together and evaluate each other! That

way you'll get the benefit of others' insights as you provide your own.

MAKING IT YOUR OWN

We know that running a successful crowdfunding campaign is more than just following a formula; this rubric simply distills **Fractured Atlas's collected wisdom** and best practices for fundraising. However, each campaign is unique and should ultimately reflect your voice and/or the voice of your project. We hope that this rubric will come in handy as you create your next crowdfunding campaign!

Good luck and happy fundraising!

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SECTION 1

SETTING A CROWDFUNDING GOAL

Your crowdfunding goal is the total you want to raise for any given campaign. This is often different from the total needed for the entirety of your project. Starting with your goal informs the rest of your decisions so take the time to consider it well.

Guide to Goal

1. *The total goal is reasonable based on the campaign's potential reach.*

The average contribution made to a crowdfunding campaign is \$75. Let's say I need to raise \$10,000. That means I need to have around 133 people make an average donation of \$75.

$$10,000 \text{ divided by } 75 = 133$$

(Goal divided by Average Donation = Total Number of Donors Needed)

A study by Network for Good found that one in four individuals asked to donate actually made a contribution as part of a concerted fundraising campaign. You should think of this number as more akin to households than to individual people. People who share finances tend to make donations together.

This means that you need to ask **4 times** the amount of people (or households) that you want to make a donation.

So, if you're trying to raise \$10,000 and you need around 133 people to make an average donation size of \$75, then you need to ask a little more than 530 people to contribute.

$$10,000 \text{ divided by } 75 = 133$$

(Goal divided by Average Donation = Total Number of Donors Needed)

$$133 \text{ multiplied by } 4 = 533$$

***Number of Donors Needed multiplied by 4 =
Total Number of People to Ask for Contributions***

Do you have 530 people in your network? You can look at your rolodex or address book, but also check out your Facebook fans or Twitter followers. It's a good idea to use Customer Relationship Management (CRM) software (like HubSpot, or Insightly to name some examples) to store all data for your potential patrons in one place. While you're looking at the size of your reach, you should also ask yourself if you have 530 solid leads. These aren't just casual Twitter followers whom you've never met, but 530 individuals who are interested in knowing more about your project, motivated to support it, and enthusiastic enough to share the campaign with their own network of friends and family.

If you don't have 530 solid leads, then you can do one of two things:

- ▶ Revise your campaign goal based on your actual reach. Knowing that one in four people will donate an average of \$75, what amount of money seems like a reasonable amount to raise?
- ▶ Create a plan to increase the size of your network before your campaign launches. Can you generate leads by going to networking events, adding collaborators to your team who can tap into their circle of patrons, ask your friends for help generating leads, etc.?

Apply this math to your own campaign goal to see if you're on the right track for setting a feasible goal.

2. *The campaigner is prepared to request the first ⅓ of the campaign goal from "nearest and dearest."*

When you run a crowdfunding campaign, the hope is that you will be able to get your close friends and family to donate as well as more distant acquaintances or perhaps even total strangers.

People who don't know you well will likely be motivated to make a donation only if you've already got a winning campaign that's clearly on the path toward making its goal. We strongly recommend that you seek to obtain the first 33% of your fundraising goal dollars from your closest friends and family - the people who care about you and your work the most. See if you can incentivize those who are most likely

to donate to show their support as early as possible in the lifespan of your campaign (maybe within the first week).

3. *The goal factors in overhead costs, such as the fiscal sponsorship administrative fee and perk fulfillment.*

If you need \$10,000 to get your project off the ground, then you should actually ask for more than that amount considering there are additional costs that will come into play.

For example, there are administrative fees charged by crowdfunding platforms. There are also likely costs associated with obtaining and shipping perks to your donors.

To continue with the example, if you need \$10,000 and it's going to cost you \$500 to ship perks, then you know that you need to ask for \$10,500. The admin fee on that could be from 8% to 10% so consider rounding your goal up to an even \$12,000.

4. *The project has a budget and the campaign goal reflects the next phase in the lifespan of the project.*

We know firsthand that it's possible for artists and arts organizations to create work by the seat of their pants with minimal planning involved. This is a less than ideal path forward when a campaign is involved as it's extremely unlikely that the journey from concept to execution is going to be without bumps and unexpected detours. Creating a budget for your project or organization is crucial to having an actionable plan, concrete goals to work toward, and the foresight necessary to imagine solutions for possible problems that will come along the way.

If you've got a relatively small organization or small project budget, it's certainly possible that you can raise the full amount that you need in a single crowdfunding campaign.

The average amount raised by successful crowdfunding campaigns is around \$7,000. If your budget requires that you raise much more than that, you should really consider crowdfunding as but one tool in your toolbox. Your fundraising strategy should encompass a multi-pronged effort to get people to give. Consider perhaps running multiple crowdfunding campaigns throughout the year; maybe a drive to get one-time donors to make monthly, recurring pledges; a fundraising event; an old-fashioned letter-writing campaign; there are MANY avenues to consider, with crowdfunding being but one.

5. The campaigner has envisioned stretch goals in case the original campaign goal is met and exceeded.

Let's say you raise the full \$10,000 before your deadline has been reached. What a great problem to have!

But the work shouldn't end there. Why not try to ride the momentum a little further and see if you can leverage donations above and beyond your goal? We encourage you to identify potential stretch goals.



Crowdfunding Goal Scorecard

Now that you've read the guide, **let's give it a score**. If you're evaluating an existing campaign, use a number (#): 1 if the campaign meets the criteria, 0 if it doesn't. If you're planning for an upcoming campaign, use a check (✓) to show that the item is completed to your satisfaction.

	#/✓
The total goal is reasonable based on the campaign's potential reach.	
Our team is prepared to request the first ⅓ of the campaign goal from our "nearest and dearest."	
The goal factors in overhead costs, such as the fiscal sponsorship administrative fee and perk fulfillment.	
The project has a budget and the campaign goal reflects the next phase in the lifespan of the project.	
We have envisioned stretch goals in case the original campaign goal is met and exceeded.	
Total	/5

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SECTION 2

MAKING A CROWDFUNDING VIDEO

Video is an important aspect of any crowdfunding campaign. Regardless of the crowdfunding platform, you'll have a dedicated page for your campaign. That page will include several elements, including a leading image or video pitch for your project. This video is a chance for your audience to directly witness you, your collaborators, and the work itself.

Guide to Video

1. *There is a video appeal (instead of an image) at the top of the campaign page.*

One feature that all crowdfunding platforms have in common is that fundraisers need to place either a video or image at the top of their campaign page. The campaign page is where you direct potential donors so that they can learn about your project. Other platforms have found that campaigns that use a video **raise more 4X money** than those that do not.

2. *The video features a human face making a direct appeal for a donation.*

It's not enough for the campaign video to be a trailer for your project. Each aspect of the campaign, including the video, needs to be focused on fundraising. Of the campaigns that include videos in their appeal, those that feature a human face explaining why the work is important and directly asking for a donation are more likely to raise funds than campaigns that do not.

3. *The video is less than 3 minutes long.*

As with all fundraising material that you put together, please consider how much time it might take for your potential patrons to read or view everything. The average donor is unlikely to watch a long video about your project, so **3 minutes** is probably the maximum amount of time you can ask them to commit. Videos that are even shorter are more likely to actually be watched. So how short can you make your video?

4. *The video highlights 2 or 3 of the most exciting perks.*

It's good practice to unify the elements of your campaign. They can and should refer to one another. In your video, it's recommended that you ask your donors to check out the perks that you're offering and even recommend a couple that might interest your video watchers the most. Think of the types of people who are most likely to click on your video: what perks would they get most excited about?

5. *The video is donor-centric, using plenty of the second person (you, your) to engage the viewer and make them feel a part of the work.*

When scripting your video, keep coming back to the donor and the role that they will play in the project. Some generic examples:

- ▶ "Your donation will go to support start-up costs."
- ▶ "Supporters like you are needed to allow XYZ more art-lovers to access our work."
- ▶ "We're asking for your help to move on to the next phase of our project."

Think of your potential donors as customers; before someone will buy your product, they need to be able to imagine themselves using it. Help facilitate the leap in their imagination by depicting a scenario where they are starring players in the project you're working on.

Crowdfunding Video Scorecard

Now that you've read the guide, **let's give it a score**. We're going to evaluate your video in two parts. For part one, if you're evaluating the video on an existing campaign, use a number (#): 1 if the video meets the criteria, 0 if it doesn't. If you're planning for an upcoming campaign video, use a check (✓) to show that the item is completed to your satisfaction.

<u>Part One</u>	#/✓
There is a video appeal (instead of an image) at the top of the campaign page.	
The video features a human face making a direct appeal for a donation.	
The video is less than 3 minutes long.	

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The video highlights 2 or 3 of the most exciting perks.		
The video is donor-centric, using plenty of the second person (you, your) to engage the viewer and make them feel a part of the work.		
Total		/5

For part two, if you're evaluating an existing campaign video, use a number scale (#) from 0 to 5: 0 if the campaign does not meet the criteria, 3 if the campaign meets the criteria but could significantly improve, 5 if the campaign exceeds the criteria. If you're planning for an upcoming campaign, use a check (✓) to show that the item is completed to your satisfaction.

<u>Part Two</u>	#/✓	
The campaign video tells a compelling story.		
The quality of the video is professional (well-lit, utilizes different camera angles, perhaps music and graphics).		
The video thumbnail makes me want to click it.		
The video evokes an emotional response (it's funny, touching, inspiring, etc).		
The video successfully conveys the importance of the project and the urgency of making a donation.		
Total		/25

SECTION 3

PITCHING A CROWDFUNDING CAMPAIGN

Your pitch is the written portion that makes up the body of your campaign. It's the story you tell about why your project matters and what you hope to accomplish.

Guide to Pitch

1. *The campaign pitch takes five minutes (**at most**) to read.*

Once again, be mindful of your donor's time. You hopefully have a LOT of things to say about the art that you're creating. Not all of it should be included in your written campaign pitch as a stream-of-consciousness monologue. Identify the key points that you want to make and distill your writing down to the ideas that support those key points. Be honest with yourself: if you were a total stranger and someone emailed you a link to your own crowdfunding campaign, would you take the time to read it?

2. *The pitch clearly and succinctly states what the project is.*

Do you immediately give donors an executive summary of your project? Artists find it challenging to describe their own work because they so often omit what to them sounds like a too-obvious and too-literal description of what they are doing. Your potential donors are not mind-readers, however. Help them see what you're thinking but start with the basics. "We're creating an art installation for Burning Man." "We're providing tap classes to senior citizens." "We're producing a documentary about homeless youth."

3. *The pitch includes a breakdown of expenses for how funds raised will be used.*

Demonstrate a commitment to transparency in your fundraising. Tell donors how you plan to use their funds. If I'm going to make a donation of \$100, it's helpful for me to know that this will cover 10 hours of time in the rehearsal studio. It's a good idea to include a list of expenses in your campaign pitch. This doesn't need to be microscopically detailed, so lump your expenses into larger categories (i.e. "Artist fees," "Space rental," "Equipment"). You might consider including your other sources of income so that the list of expenditures is actually a glimpse into your project or organization budget.

Budget information gives donors confidence that you've done some planning. Showing that there are other sources of income indicates that your campaign is part of a multi-pronged strategy to successfully securing funding for your project. Having a thoughtful budget assures prospective donors of your competence and preparedness.

4. The pitch details the timeframe for when the project will come to fruition.

Transparency can be key to assuring donors that their funds will be put to good use. Help your supporters hold you accountable by letting them know when they can witness the finished product. And, if the timeframe changes, let your donors know ASAP so that they can adjust their own expectations.

5. The pitch introduces potential patrons to the project team members.

It's conventional wisdom in the fundraising world that "People Give to People." Allow your donors the opportunity to get to know who the people on your team are. Include brief bios of the major players. Potential patrons will want to know that you're qualified to do the job that you've set out for yourself, so cast your team in a positive light that emphasizes the skills and assets you bring to the project.

6. The campaign pitch elicits an emotional response in me.

The campaign pitch should excite you. At the very least, the pitch should keep you engaged and wanting to learn more. Your pitch could also be funny or endearing or powerful. Choose up to three (3) adjectives to describe the tone of your pitch. For example, honest, endearing and playful or serious, informative, and direct. Use these adjectives to guide your thinking about what you want your potential audience to feel after reading this pitch.

7. The pitch is visually appealing (not just a block of text) that utilizes good design principles to aid the message.

Your pitch should include a lot of visual interest to engage the reader. Formatting shifts like bullets, emboldened text, italics, and paragraph breaks allow the readers' eyes to skim the text and not lose their place. Giant blocks of texts can prevent people from engaging with the content. Use headers to not only increase readability for everyone but also provide assistance to screen readers to make your content more accessible.

8. *The pitch conveys confidence, both that the fundraising will be successful and that the artists involved are up to the task.*

Your pitch may be an ask for money but it is not begging. You are inviting people to be a part of the awesome thing you're making: let them know how awesome it is! Make sure your pitch sounds confident and positive. Don't apologize for reaching out to your community. You're building a coalition of supporters who want to help you. Give them something exciting to be a part of.

9. *The pitch explains what is unique about the project in a way that makes me want to see the finished product.*

This is your opportunity to tell the world why your work is great. What are you doing differently? What are you bringing that is special and unique to this project? Don't assume that people inherently know why this matters: tell them! Share what drives you to make this endeavor happen. The more you can let others know why this work matters to you, the more opportunities they have to connect with it.

10. *The pitch demonstrates a clear end goal (beyond fundraising) for the project and the impact that it's going to make in the world.*

Despite everything this guide is telling you, **making money isn't the goal**. The actual goal is to execute the project: the money raised is a means to achieve the goal. What is the impact that you hope this work will have? How will the audience be affected? What are the next steps your organization or project can take once you've raised these funds? Focus on the impact over the money: that's what people are giving to support.



Pitch Scorecard

Now that you've read the guide, **let's give it a score**. We're going to evaluate your pitch in two parts. For part one, if you're evaluating the pitch on an existing campaign, use a number (#): 1 if the pitch meets the criteria, 0 if it doesn't. If you're planning for an upcoming campaign pitch, use a check (✓) to show that the item is completed to your satisfaction.

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Part One

	#/✓	
The campaign pitch takes five minutes (at most) to read.		
The pitch clearly and succinctly states what the project is.		
The pitch includes a breakdown of expenses for how funds raised will be used.		
The pitch details the timeframe for when the project will come to fruition.		
The pitch introduces potential patrons to the project team members.		
Total		/5

For part two, rate the campaign pitch on your potential audience's reaction. (Here's where having a friend review your campaign might be incredibly valuable!) Be as honest as possible: if you have to talk yourself into a choice, it may be not the best one. If you're evaluating an existing campaign pitch, use a number scale (#) from 0 to 5: 0 if the campaign does not meet the criteria, 3 if the campaign meets the criteria but could significantly improve, 5 if the campaign exceeds the criteria. If you're planning for an upcoming campaign, use a check (✓) to show that the item is completed to your satisfaction.

Part Two

	#/✓	
The campaign pitch elicits an emotional response in me.		
The pitch is visually appealing that utilizes good design principles to aid the message.		
The pitch conveys confidence, both that the fundraising will be successful and that the artists involved are up to the task.		
The pitch explains what is unique about the project in a way that makes me want to see the finished product.		
The pitch demonstrates a clear end goal (beyond fundraising) for the project and the impact that it's going to make in the world.		
Total		/25

SECTION 4

GIVING LEVELS FOR A CROWDFUNDING CAMPAIGN

Giving levels are the designated amounts that donors give to receive specific perks. This allows people to give based on what they can afford while also tempting them to give more for better things in return. Giving levels and perks are a great way to generate momentum: people will stay engaged with you while waiting for their gifts!

Guide to Giving Levels

1. *The perk titles and descriptions align with the rest of the campaign's personality.*

Don't forget to bring your creativity and artistry to use when creating your campaign. This can extend easily to the giving levels that you create. There are many old-school giving level designations that you can employ - "Angel Donor," "Benefactor," "Patron," etc. - when naming your giving levels. But why not revamp these with names relevant to your project? ("MacBeth," "Juliet," "Hamlet," etc.)

2. *The rewards are relevant to the project.*

To use an example that we've seen more than once: unless your project significantly involves baked goods, it might not be a good idea to send all of your donors a tray of cookies or brownies. Not only is this an odd way to say thank you to donors considering its randomness, it's going to take you all of your free time to accomplish! Only set up rewards and gifts that are meaningful to your work.

3. *There are a variety of rewards that appeal to more than one type of donor.*

You're likely going to be reaching out to several different demographics as you run your crowdfunding campaign. The giving levels, or perks, that you offer in your campaign should be crafted with an eye to the varied interests of your potential donors. Your friends and family probably have different motivations for donating than your collaborators or colleagues. Different still will be the interests of people who are distant acquaintances or strangers to you.

Here are five different types of awards. Think about the audiences that you'll reach out to and try to determine which types of award will most appeal to their interests and motivations for giving.

► Access

- Examples: An invite to donors-only events, an opportunity to become an “executive producer,” an email list to share video updates for the project

Donors who are motivated by Access-type perks care about participating in your project and/or receiving something exclusive that perhaps shows behind-the-scenes or allows them to interact with your project in a more intimate way. These donors might be interested in the prestige involved or they might be interested in coming on board as a collaborator for this project or some project in the future.



► Merchandise

- Examples: A free ticket to your show, a T-shirt, a piece of artwork from your collection

Donors who are motivated by Merchandise-type perks contribute in order to purchase your work. They want to attend your concert, receive a copy of your book, download your album, etc. These types of donors are fans of your work and would likely buy a ticket anyway. That said, make sure that you’re not giving away the store where you’re losing out on ticket sales. So if your ticket would normally sell for \$20, maybe give a free ticket to donors who contribute \$40+ (the cost of at least two tickets).

► Experience

- Examples: Be an extra in our movie, attend a dance class, we'll take you out for coffee

Give your donors a fun date opportunity. Reward donors who care about Experience-type perks with something like a fancy dinner (if it's relevant to your project). Take them parachuting or scuba diving (again, relevant to your project?). Since these types of rewards will likely be expensive (costing you time and money) for you to fulfill, save these for your top ticket donors and try to get your collaborators to donate their time/services to help offer unique experiential rewards to donors.

► Something Personal

- Examples: A haiku dedicated to the donor, an original song about the donor, a portrait of someone of the donor's choosing

Hopefully, you'll get a lot of your family members and close friends to make a donation to your project. Likely, they will be primarily motivated to donate because they like you personally. Say thanks by making them a unique, personalized gift to show how much their support means to you.

► Acknowledgment

- Examples: Listing names of donors in the movie credits, tweeting out your thanks for each donor, sending a thank you note.

Find as many free ways to say "thank you" as possible. Save yourself some time and money. Many donors will be motivated merely by the promise of acknowledgment.

4. The giving levels encourage upselling to higher giving levels.

Be sure to set up giving levels at smaller amounts (\$10, \$25), but don't give too much away at these levels. Save your better rewards for donors who contribute at larger amounts. You should especially think about the cost of the reward to you. For example, if you're going to charge \$25 for a ticket to your show, maybe you should only award free tickets to donors who contribute \$50 or more when you consider the fact that you're losing out on this future ticket income in exchange for a donation right now.

5. The rewards include several different ways of saying "thank you" for free.

See the "Acknowledgement" section above.

Giving Levels Scorecard

Now that you’ve read the guide, **let’s give it a score**. If you’re evaluating the giving levels for an existing campaign, use a number scale (#) from 0 to 5: 0 if the giving levels do not meet the criteria, 3 if the giving levels meet the criteria but could significantly improve, 5 if the giving levels exceed the criteria. If you’re planning for an upcoming campaign, use a check (✓) to show that the item is completed to your satisfaction.

	#/✓	
The giving level titles and descriptions align with the rest of the project’s and campaign’s personality.		
The rewards are relevant to the project.		
There are a variety of rewards that appeal to more than one type of donor.		
The giving levels encourage upselling to higher giving levels.		
The rewards include several different ways of saying “thank you” for free.		
Total		/25



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SECTION 5

MAKING A CROWDFUNDING CAMPAIGN ACCESSIBLE

Accessibility is another thing to consider when building a campaign. Your campaign may be visited by individuals with various accessibility needs. Being mindful about the accessibility of your content allows more people to see what you've got to offer while also creating a more inclusive experience. You don't want to lose potential supporters because you didn't make your content available to them. There are a few simple updates that you can do to make the experience of your campaign easier to enjoy for all visitors.

Guide to Accessibility

1. The campaign video has captions.

Subtitling videos is now the web standard for content that expects to reach a wide audience. This will allow everyone to view your video on mute if they are in an environment that isn't conducive to watching loud content (for example, if they are at work). But, more importantly, it will allow individuals who are D/deaf or hard of hearing to fully experience the video. YouTube can automatically generate captions for your videos. In our experience, these automatic captions can sometimes have typos, but YouTube gives you the ability to upload your own captions or edit the ones that they automatically generate. Not every video hosting and sharing website includes automatic captioning, so check with wherever you're hosting. You can also upload your videos to a transcription service to get the text you need.

2. Images are uploaded with descriptive names to generate helpful "alt text."

Individuals who are blind or low vision use assistive technology to use computers and the Internet. This technology typically reads webpages aloud. When the web reader lands on an image, it will read the image's "alt text." You can see an image's alt text by hovering your cursor over most graphics on a given webpage. The alt text may appear under your cursor or at the bottom of your screen. On Fundraising by Fractured Atlas, an image's file name becomes its alt text. So be sure to name your images something descriptive (like "4 actors looking at a cauldron, their faces alight" instead of "photo12.jpg").

3. *Images do not have text embedded in them.*

Assistive technology often encounters an issue when viewing images that have text embedded in it. Try to make your visuals image-only and insert text, like subtitles or captions for your images, into the body of your description. [Here is a resource](#) about better formatting your images.

4. *Your text includes headings.*

Headings can help guide screen readers in organizing the text for people with low vision. From [Yale University](#):

Organizing web pages by headings helps users get a sense of the page's organization and structure. Visually, headings are presented as larger and more distinct than surrounding text. Making texts larger helps guide the eye around the page. Using headings and making them visually apparent is especially helpful for users with cognitive disabilities.

If the underlying code for a page's headings is correct, screen reader users can also benefit from headings. Screen reader users can navigate a page according to its headings, listen to a list of all headings, and skip to a desired heading to begin reading at that point. Screen reader users can use headings to skip the repeated blocks of content like headers, menus, and sidebars, for example.

5. *You include content and/or trigger warnings, if applicable.*

It can be helpful, particularly if your work deals with difficult topics, to provide content or trigger warnings for your audience. These could be practical: if your video has flashing content that could trigger those with photosensitivity, provide a warning. They could also be emotional: if you're dealing with a possibly traumatic subject matter, let people know. Allowing your audience to make informed decisions about the content they encounter is a sign of care.

Accessibility Scorecard

Now that you've read the guide, [let's give it a score](#). If you're evaluating the accessibility on an existing campaign, use a number (#): 1 if the accessibility adjustment meets the criteria, 0 if it doesn't. If you're planning for an upcoming campaign, use a check (✓) to show that the item is completed to your satisfaction.

	#/✓	
The campaign video has captions.		
Images are uploaded with descriptive names to generate helpful “alt text.”		
Images do not have text embedded in them.		
Your text includes headings.		
You include content and/or trigger warnings, if applicable.		
Total		/5

SECTION 6

LOGISTICS FOR YOUR CROWDFUNDING CAMPAIGN

Logistics are where planning meets action. You've done all this work to build a campaign: what do you do when it's running? The last planning step is creating the playbook for what to do once the campaign is live.

Guide to Logistics

1. *The campaign has an action plan that consists of a calendar of specific steps that they will take each day over the lifespan of the campaign and who is responsible for each step in the process.*

Each day of your campaign is an opportunity to connect with more people and spread your message. You should have a strategy for each day: who you're going to reach out, when, and how. If there are multiple people on your team, each of them should have a job to do and schedule to do it on. Who is calling their network today? Who is managing the Facebook promotion? Who is sending emails and how frequently? Even if you're just one person making the plan, a schedule for yourself will keep you on track and prevent you from burning out.

2. *Marketing copy (social media updates, e-blasts, etc.) has already been written before the campaign launches with a schedule for when each will be sent.*

Writing your copy in advance (preferably as you're writing your pitch) can help you be more timely in your campaign promotion. If you don't have to create new copy every time you want to promote your campaign, you're more likely to be consistent and effective. Sometimes you can schedule posts ahead of time to give yourself some breathing room. Preparation is key: the more time you can give yourself and your team to prepare, the better your result will be.

3. *Several different donor segments have been identified with messaging crafted to appeal to separate segments.*

Your audience is probably larger than you think, especially once you need to connect with them during a campaign. The best way to manage it is to break your audience into groups with similar connections: e.g. “college friends,” “art school buddies,” “previous collaborators,” “family,” etc. Once you’ve got the groups, you can craft messages that are tailored to their relationship with you. And when someone from a particular group gives, thank them in front of the whole group. This encourages others to give and keeps the campaign fresh in people’s minds.

4. *The campaign is prepared to promptly follow-up with donors.*

Once someone gives, do you know how you’re going to thank them? You should have a plan for both thanking them immediately and getting them any perks they should receive as a result of their donation. Do you have to ship items? Are there things to pack up or order? Prompt communication is the best way to keep your donors coming back. Once they’ve given, let them know when to expect their perks and how they’ll receive them. If there are delays, communicate with your supporters as quickly as you can. They want to support you and know how the work is going - the more information you can give them, the better.

5. *Updates to the campaign (new videos/images/perks) have been planned.*

As your campaign progresses, you’ll want to make updates. Maybe you’ll release new perks. Or you’ll have a special related to a birthday or holiday. You should have a tentative schedule for those updates. As things change, you can be flexible and make adjustments. Know what’s coming up during your campaign and plan accordingly.

Logistics Scorecard

Now that you’ve read the guide, **let’s give it a score**. If you’re evaluating the logistics plan of an existing campaign, use a number (#): 1 if the plan meets the criteria, 0 if it doesn’t. If you’re planning for an upcoming campaign, use a check (✓) to show that the item is completed to your satisfaction.

	#/✓	
The campaign has an action plan that consists of a calendar of specific steps that they will take each day over the lifespan of the campaign and who is responsible for each step in the process.		
Marketing copy (social media updates, e-blasts, etc.) has already been written before the campaign launches with a schedule for when each will be sent.		
Several different donor segments have been identified with messaging crafted to appeal to separate segments.		
The campaign is prepared to promptly follow-up with donors.		
Updates to the campaign (new videos/images/perks) have been planned.		
Total		/5

SECTION 7

EVALUATION

Now that you've made it through the guide, how did your campaign measure up? You can tally up the totals from all sections to arrive at the total score for this campaign. A perfect score is **100 points!**

Section	Score (#/✓)	Total	Notes
<u>Goal</u>		5	
<u>Video 1</u>		5	
<u>Video 2</u>		25	
<u>Pitch 1</u>		5	
<u>Pitch 2</u>		25	
<u>Giving Levels and Perks</u>		25	
<u>Accessibility</u>		5	
<u>Logistics</u>		5	
Total		100	

The higher your score, the more prepared you are to launch and run a successful crowdfunding campaign. Use the notes above to track areas that you wish to improve or things you found helpful in your preparation. When evaluating past campaigns, use this evaluation grid to see areas of growth or challenge.

YOUR NEXT CAMPAIGN

Successful crowdfunding is a lot of work, however, it is one of the most powerful tools to raise funds for your creative endeavors. Crowdfunding allows you to use the strength of your community to build something meaningful. When done right, crowdfunding brings you closer to your supporters and creates momentum for future work. Even if you have had unsuccessful campaigns before, there's always an opportunity to start fresh and make something great. Your next campaign can (and will) be your best campaign.

If you want additional crowdfunding tips, check out our [**Introduction to Crowdfunding**](#) webinar. In it, you'll learn more about developing your network and picking a crowdfunding platform. You can also check out our [**guidebooks**](#) for best practices in areas like getting donors to return and generating monthly donations.

Lastly, [**subscribe to our blog**](#)! You'll get weekly blog updates and a bonus guide (FREE) about strategic planning with a Theory of Change. Thank you for taking the time to perfect your crowdfunding skills. Feel free to reach out with any feedback at [**support@fracturedatlas.org**](mailto:support@fracturedatlas.org).