Executive Summary

This document is intended to provide marketing tips and communication strategies to help you fundraise for your FutureFunder project effectively. You'll find suggestions, examples and best practices for the full lifecycle of a project, across multiple channels and social media platforms (e.g. Email, Twitter, LinkedIn).

There are two recommended target audiences for your communications: champions and influencers. We recommend that you review your list of contacts and determine whether they are a champion or an influencer for your project:

- **High-level influencers** are people that can invoke massive support for your project as they are considered highly influential and leaders in their respective industries and amongst their networks. You can tell they are influencers because they typically have large followers on their networks and generate a lot of discussion/comments on content they post or share. Targeting their support will help ensure that you can achieve, and even exceed, your project goals.

- **Champions** are the people you want to get talking about your projects. These are people who are respected in your circles and communities, who are fairly easy for you to connect with because they know you, who are more likely to spread the word about your project and support your project.

Email (Blog)

Below, you’ll find examples of emails that you can write to both your list of influencers and champions throughout the lifecycle of your project campaign.

Announcing your Campaign

This email announces the launch of your project campaign and can be used for both your influencers and champions.

Hello <<Firstname>>,

We have just launched a crowdfunding campaign on FutureFunder. We are looking to open a new science facility that would allow for research into a new type of DNA. Every little bit helps, so if you are able, please consider supporting our project by spreading the word, using traditional communication or social media channels. All contributions are charitable donations and will receive an official tax receipt via Canada Post.

Visit my project at [insert your project's unique bit.ly here].

© 2013 CARLETON UNIVERSITY – DEPARTMENT OF UNIVERSITY ADVANCEMENT – 510 ROBERTSON HALL, 1125 COLONEL BY DRIVE OTTAWA, ON, CANADA K1S 5B6  T 613-520-3636  http://futurefunder.ca
If you have any questions, feel free to send me an email or tweet at me.

@twitterName
emailAddress@domain.com
~ Matt

Updating after Major Milestones
At key points during your project campaign, you can use the opportunity to send updates to both your influencers and champions. For example, media attention, progress made in your fundraising, new members to your team, etc.

Hello <<Firstname>>,
A major update from the team: So far we've raised $[insert your amount here]. Even though we are raising money to continue this project, research has been going on in the background. We were able to map the c1 genome, which really help the medical field identify new diseases. We can’t wait to see what we can discover once the funding campaign is complete. Keep spreading the word to new people and we can do this.

Thank you for your support so far!
~ Matt

A note to project managers: After sending this email to your supporters, please remember to send any updates about your project to pia.chin@carleton.ca so that she may add this information to your FutureFunder project page.

Mid-Campaign Reminder
Half–way through your project campaign, you should send an email to your influencers and champions to let them know how far you've come, how far you still need to go, and what they can do to help you achieve your goals.

Hello <<Firstname>>,
A major update from the team. We reached 50% of our fundraising goal meaning that we are very close to reaching our fundraising goal. This research is very important to us and the money will allow us to study the human DNA in a brand new way. To everyone who contributed, thank you so much! Keep sharing and tweeting to new people and we can do this and reach our goal.

~ Matt
Final Stretch
Typically, with a week or 10 days remaining before your project campaign ends, it's a good idea to do one last push to promote your project campaign with your influencers and champions.

Hi <<Firstname>>,

We are in the homestretch. With only 10 days left, we still need $[insert amount here] to reach our goal. Now is when we have to push the hardest. Everyone please reach out to your family, your friends, and tell them about this program and tell them how much it means to you. Time to get into the old school method; forget social media. Let’s get this puppy funded!

~ Matt

Post-Campaign Thank you and Recap
At the end of your project campaign, it's important to send an email to both your influencers and champions to thank them for their support, to let them know the outcome of the campaign and, specifically, how their support helped you reach your goals.

Hi <<Firstname>>,

We did it! 100% funded. Thank you so much for your support and help getting our message out. With your help we will open a new science facility that would allow for research into a new type of DNA, which will really help the medical field identify new diseases. Your contribution is helping change the world in its own special way.

Our campaign started off with a bang with our television exposure (link to video), but started to taper off once the initial shininess wore off. Once we went back to traditional methods of marketing, it really brought it to the next level and came back stronger than ever. We skyrocketed to completion after that. Looking forward to sharing our research once its complete.

~ Matt

Facebook
Below, you'll find examples of Facebook posts for your audience of influencers and champions throughout the lifecycle of your project campaign. You may want to consider adding photos or visuals to make it even more compelling.

Announcing your Campaign

Use this post to announce the launch of your project campaign. Let your networks know why you are excited about the project and what you hope to accomplish. Don’t forget to add when your project campaign ends.

We just launched our crowd funding campaign on Futurefunder.ca. We are looking to open a new science facility that would allow for research into a new type of DNA. Visit future funder and support the campaign. [http://bit.ly/3489y5](http://bit.ly/3489y5)

Mid-Campaign Reminder

Use this post to share where you are with the project campaign. This is a good time to post details about support you’ve received, what you still need, and how your network can help you achieve your goals.

A big breakthrough in our research this week, we were able to map the c1 genome, which really help the medical field identify new diseases. We still need support to help us see our dreams become a reality. Visit future funder and support the campaign. [http://bit.ly/3489y5](http://bit.ly/3489y5)

Final Stretch

Typically, with a week or 10 days remaining before your project campaign ends, post content to help promote your project campaign with your network of influencers and champions.

10 days left and we are 80% there. Its time to push the hardest. Lets start knocking on doors and helping make our dream a reality. [http://bit.ly/3489y5](http://bit.ly/3489y5)

Post Campaign Thank you and Recap

At the end of your project campaign, it's important to thank your network of influencers and champions and share with them the outcome of the campaign and, specifically, how their support helped you reach your goals.
It is just as important to say thank you, even if you did not reach your total goal. Tell your supporters, champions and influencers what will be done with the amount raised. This message is vitally important and will be just as much appreciated.

We did it! 100% funded. Thank you so much to all of our supporters, and to those who tweeted and shared to get the word out. With your help we will *open a new science facility that would allow for research into a new type of DNA, which will really help the medical field identify new diseases*. Your contribution is helping change the world in its own special way. [http://bit.ly/3489y3](http://bit.ly/3489y3)

**Twitter**

Below, you'll find examples of tweets for your audience of influencers and champions throughout the lifecycle of your project campaign. Tweet periodically throughout the day to increase the potential that your tweets will be seen. Best practice is to use 120 characters for each tweet (to allow for others to make their own comments when re-tweeting) and to use a specific hashtag for your project. For example, #myFFproject

**Announcing your Campaign**

Tweet an announcement of the launch of your project campaign. You may want to consider adding photos or visuals to make it more compelling.

Just launched our campaign on FutureFunder to build a science facility to research a new type of DNA. [http://bit.ly/3489y3](http://bit.ly/3489y3) #myFFproject

**Mid-Campaign Reminder**

Tweet where are with the project campaign. Share details about support you've received, what you still need, and how your network can help you achieve your goals.

A Breakthrough in Research! We still need support to help us see our dreams become a reality. [http://bit.ly/3489y3](http://bit.ly/3489y3) #myFFproject

**Final Stretch**
Typically, with a week or 10 days remaining before your project campaign ends, tweet about ways for your network of influencers and champions to promote your project campaign.

10 days left and we are 80% there. It’s time to push the hardest. Ask your network to tweet and share. [http://bit.ly/3489y3](http://bit.ly/3489y3) #myFFproject

Post–Campaign Thank you and Recap

At the end of your project campaign, it’s important to thank your network of influencers and champions. Tweet your thanks. Tweet about the outcomes of the campaign. Tweet about how their support helped you reach your goals.

We did it! Thanks to all of our supporters! Your contribution helped change the world. [http://bit.ly/3489y3](http://bit.ly/3489y3) #myFFproject

LinkedIn

Below, you’ll find examples of LinkedIn posts for your audience of influencers and champions throughout the lifecycle of your project campaign. You may want to consider adding photos or visuals to make it even more compelling.

Announcing your Campaign

Use this post to announce the launch of your project campaign. Let your networks know why you are excited about the project and what you hope to accomplish. Don’t forget to add when your project campaign ends.

The Medical Engineering team at Carleton has just launched our crowdfunding campaign on FutureFunder.ca. We are looking to open a new science facility that would allow for research into a new type of DNA. Visit FutureFunder and support the campaign. [http://bit.ly/3489y3](http://bit.ly/3489y3)

Mid–Campaign Reminder

Use this post to share where you are with the project campaign. This is a good time to post details about support you’ve received, what you still need, and how your network can help you achieve your goals.
Some headway in research this week, we were able to map the c1 genome, which really help the medical field identify new diseases. We still need support to help us see this project become a reality. Visit FutureFunder and support the campaign. http://bit.ly/3489y3

Final Stretch
Typically, with a week or 10 days remaining before your project campaign ends, post content to help promote your project campaign with your network of influencers and champions.

10 days left and we are 80% there. It’s time to push the hardest. Pass this on to those that would support and care about DNA Research. http://bit.ly/3489y3

Post–Campaign Thank you and Recap
At the end of your project campaign, it’s important to thank your network of influencers and champions and share with them the outcome of the campaign and, specifically, how their support helped you reach your goals.

100% funded! The Medical Engineering team at Carleton would personally like to thank all of our supporters, and to those who shared the project and got the word out. With your help, we will open a new science facility that would allow for research into a new type of DNA, which will really help the medical field identify new diseases. Your contribution is helping change the world in its own special way. http://bit.ly/3489y3

Instagram/Vine
Instagram and Vine are great tools to use to show the launch and completion of the campaign. This media should be shared across all other platforms.

Instagram and Vine could also be used throughout the campaign to provide imagery and video to accompany any of the updates above. Some examples are prototypes, models, demos, meetings, etc.

Launch
<<Photo of team>>
Meet the Medical Engineering team at Carleton. We are looking for your help to fund our campaign.

Completion
<<Video of cheers and celebrations>>
After a successful project, we had to celebrate our successes. We can’t wait to get started on our new research.

Crowdfunding Resources
Kickstarter School: http://www.kickstarter.com/help/school#setting_your_goal
Harness the Crowd: http://www.harnessthecrowd.com/
Indiegogo (other Education projects): http://www.indiegogo.com/projects?filter_category=Education

Some facts from Kickstarter:
- 50% of crowdfunding donations come from Facebook – far less from Twitter
- Projects with videos succeed at a much higher rate than those without (50% vs. 30%). Blog about your project – integrate stories with your campaign and your asks
- Update your followers on your progress on a regular basis – activity, donations, etc.
- One popular crowdfunding tip is to try to have the first 50% of your total goal raised before going public (or in your case, before going live on Futurefunder)

Contact information
For questions about your FutureFunder campaign, contact:
Pia Chin, Communications Officer, Alumni & Donor Relations pia.chin@carleton.ca