

Campaign Plan

Initiator & why

Who is the campaigner? Explain why this campaign is so important for you.

Team

Who will you work with? Leading a successful campaign needs lots of man and girl power, don't be afraid to ask for help. Make sure you share responsibilities to get things done quicker.

Pitch

Describe the 'why' of your campaign in 3 sentences. Create a catchy title and say how much money you want to crowdfund in how much time.

Campaign Lifecycle

Pre-campaign

Create a strategy and get your network ready. Ask your friends if they can help and do everything you can to make sure you start with a bang. (e.g. prepare a newsletter)

During-campaign

Share your campaign, keep everyone up-to-date and plan fundraising events.

Post-campaign

Celebrate your success and share every update. The good news about your progress is what you can give back to your supporters. (e.g. 'Thank you' video)

Campaign Community

Family, friends, fools

This group of people is your starting point; they will be your first supporters. Make a list of who you can count on.

Goal

Estimate how much and/ or in what other ways your network can contribute to your campaign.

Your network

This group includes your colleagues, neighbours and anyone else who might be interested via Facebook or LinkedIn.

Goal

If you have a good estimate, you will know what a realistic target amount is.

General Public

After activating the first two groups you should contact (local) media. But remember, this group is not where you should start campaigning (however they will want to promote a good story or join a successful one).

Goal