

CAMPAIGN GUIDEBOOK

FIVE ESSENTIAL QUESTIONS.

IDENTIFY. CREATE.

PROMOTE. REWARD.

Congratulations!

You have chosen to raise money using URUUT. The next 2-3 months are going to be a great adventure – one we'll help you with from start to finish. It's not magic. It takes work. But, it *is* simple, and we promise, if you do what we suggest in the next few pages, you'll have an effective campaign. It boils down to five questions, everything else we have set up for you. If you can answer these, you can do anything!

What are we doing?

Are you trying to raise money for a new park and recreation center, outdoor classroom, afterschool art program or a community garden? Whatever it is, decide now where the money is going and who it is going to benefit. Be specific.

How much do we need?

We'd love to be able to tell you the answer. The reality is you know your organization best, what you need, the overhead costs and a realistic number. What is your bottom line? Remember it's an all or nothing platform. You can always raise more, but never less. You should be able to think of a ballpark figure for your project. If not, hammer things out and circle back around when you have a better working knowledge of what your organization needs.

Take the amount you want to raise and divide it by 100. Or 50. \$10,000 translates into \$100 separate donations. The 100 can include businesses, foundations, and people. Do you think you'll be able to reach that many in your personal and professional networks to get your goal? If this seems daunting/unlikely, it doesn't mean your project is doomed, but it does mean that you'll have to put together a lot of smaller donations. Does this strategy seem like it will work? This is what URUUT was made for!

Who is going to help us?

Someone needs to be in charge. You need a project manager. Is that you? Someone else? You need a committee. You need at least 3 people and at least 5 volunteers. Who are the obvious choices? Board members, staff, previous donors and current and former volunteers are likely candidates of course. But what about local business owners, friends/fans/followers on your social media platforms and those who live and work in proximity to your project? How can you interest them in participating and then leverage their clout, encouraging them to share the campaign within their networks? Do you know 8 people who can help? Awesome.

How are people going to hear about us?

A combination of social media, pounding the pavement, business networking and any other way your organization sees fit! Tell people about it. Make signs. Make shirts. Yell from the top of the building – anything that will get the word out.

Remember the only way people will donate is by having it in front of their faces - that's what your campaign does. Do you know how to work [Facebook](#) and [Twitter](#)?

No? No problem. [Here are some resources to get you started.](#) [\(insert links\)](#) If you want to do-it-yourself we have a step-by-step guide here.

When will this campaign work best?

Look at your calendars. You need at least 4-6 weeks to get everything together for the campaign.

*You answered those? Great.
Here's how you're going to do this:*

identify

6 WEEKS TIL LAUNCH

Organize your committee and volunteer assignments

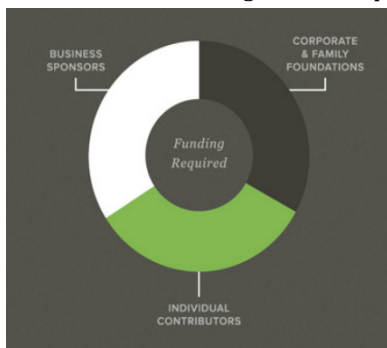
Campaign Manager	Social Media	Local Business Liason	Fundraising	URUUT Site & Perks
<input type="checkbox"/> Recruit Volunteers	<input type="checkbox"/> Facebook	<input type="checkbox"/> List of local corporate businesses to approach	<input type="checkbox"/> Contact local foundations	<input type="checkbox"/> Upload information to URUUT site
<input type="checkbox"/> Primary contact with URUUT	<input type="checkbox"/> Twitter	<input type="checkbox"/> Create pitch - URUUT will help with the framework, you aren't expected to do this from scratch.	<input type="checkbox"/> Create fundraising events	<input type="checkbox"/> Have a full working knowledge of all things URUUT in regards to your campaign
<input type="checkbox"/> Create project timeline and make sure all items happen	<input type="checkbox"/> Website/Blog	<input type="checkbox"/> Get out and raise money	<input type="checkbox"/> Coordinate efforts with URUUT site	<input type="checkbox"/> If team decides to include perks, go here to set them up.
	<input type="checkbox"/> Impact Video	<input type="checkbox"/> Train volunteers on pitch and the URUUT site	<input type="checkbox"/> Delegate responsibilities to volunteers	
		<input type="checkbox"/> Interactivity of the platform		
		<input type="checkbox"/> Transparency Tools		
		<input type="checkbox"/> Keep a documented list of all verbal donation commitments		

Define your fundraising goal

Remember, URUUT is set up to help you succeed! Crowdfunding has only been about individuals coming together to raise funds. Until now. By having three different funding sources, the odds are in your organization's favor that your project will be fully funded.

Simply put, your project will have a better chance of taking root [and](#) successfully meeting its full funding needs with this method. Make a pre-campaign goal of reaching 20% - doesn't matter what part of the equation it comes from, just utilize all three!

URUUT's site is set up to take real-time donations with credit cards on the spot. Don't forget this when approaching potential backers. No hassle for them, money for you - RIGHT THEN! Magic? No. Simple? Yes.



If you are having a hard time putting a goal in place or struggling with how to move forward, contact URUUT.

Create Local Business Strategy

The more work you put in, the more you'll get out of it. Think creatively. How can

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you align with businesses? How can they get on board or be passionate about your project? What are the places your group frequents? What are local hubs? What's near your project site? Will they benefit from your project succeeding? Restaurants? Who just opened a new place and my need good press? Who is locally loved and supported? Who is struggling and may benefit from extra exposure? Approach them for a sponsorship in exchange for social media, print and website marketing during your campaign. Capitalize on the areas that would benefit most or be most engaged in your cause.

Create foundation strategy

URUUT suggests you visit The Foundation Center, in order to identify a list of local foundations typically interested in donating to your specific cause. However, it is still up to you to contact them and set up an appointment. If you are still struggling to figure out this piece, contact URUUT for assistance.

Create idea for impact video

Campaigns with videos will raise 114% more money than those without. **That's a crazy difference.** It's well worth your time to make one. People have a short attention span for online video, **generally about a minute** unless it's very engaging. Keep your video concise, impactful and full of good information. You won't need a fancy video camera. Most people's cell phones can capture video that's high quality enough to impress your donors and get your message across.

Idea: Show a clip of the project area, have a few words from someone who is organizing the project and make sure the need for the project is well documented. Also, don't forget to tell them whom this project will benefit. Whose lives will be improved or changed?

If you have no idea how to make a video, contact URUUT at www.uruut.com/contactus.

Once you have made your video, here are some great pointers on maximizing its reach.

Start filling out the URUUT site

As you fill out the information, you'll be able to recognize things that need to be added, deleted or re-shifted in your campaign responsibilities chart.

5 WEEKS TIL LAUNCH

Ideally, you should start letting everyone know about your campaign well before you launch. Tell your friends, family and associates via email or on social media. Your URUUT campaign is a chance for your organization to shine – get people excited about it!

Get all your accounts streamlined on Hootsuite

Watch the Hootsuite University videos and get a solid understanding of how to update your social media streams. Contact URUUT if you need help setting up your social media.

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Have your committee reach out within their networks to start talking about the campaign.

- Solidify your perk options and have your **perk committee member** start working on quotes to make sure you are solid in your fundraising target.
- **Your corporate committee member** needs to begin visiting area business to gather support **and signing up sponsors.**
- **Your foundation committee member** should be identifying local philanthropists who may have an interest in your project, coordinating meetings with foundations to pitch your campaign.

4 WEEKS TIL LAUNCH

Repeat weeks 5 and 6

- Work on growing your online presence, follow those on Twitter who are passionate about your cause or have leverage in businesses you are approaching. Encourage your network to like your Facebook page. If you have a website, update the content to include your impending URUUT campaign.

Film and edit your impact video

- If you're done with everything ahead of schedule move forward to week 3.

3 WEEKS TIL LAUNCH

Continue to update social media generating a buzz and excitement for your campaign.

- Take 20 minutes to review your posts, how far you reached, how many engaged and what types of posts were most influential. Adjust accordingly.

Upload your video to [YouTube](#) or [Vimeo](#).

Upload a teaser of your video to your social media sites with your launch date included.

Plan a pre-launch fundraising event. You can find some ideas in our appendix or a URUUT team is standing by ready and willing to help you with logistics.

Email your network. Communicate what you need and what they can expect from you. Simple, concise and appealing language goes much further than long-winded statistics.

2 WEEKS TIL LAUNCH

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Continue to update your social media, building excitement about your campaign.

- Take time this week to schedule some posts ahead of time, curate pictures and relevant content throughout the campaign until 2 weeks post-campaign. Staying organized will help the campaign run smoother.

create

- Reassess social media responsibilities – is what you're doing working? If not, do you need more volunteers? Delegate differently? Take time before the campaign launches to make sure you have solid footing on your social media.

Email reporters your impact video or one pager asking for airtime.

Call local reporter desk, especially if you are having a local pre-launch event.

Connect with bloggers and local celebrities who may identify with your cause.

Contacting bloggers is usually pretty straight forward, but reaching out to celebrities can be trickier. Find them on Twitter and have your whole group ask them support.

Follow through on verbal financial commitments

- Continue to approach local businesses for sponsorship.

Complete your URUUT project page

- Is your cover photo the right dimensions? Are all of the blanks filled in? Does everything look great?!

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1 WEEK TIL LAUNCH

Repeat weeks 2 and 3

Create urgency – work with local businesses needing good press. Where do you frequent? Where is your community? Is there a local coffee shop down from the dog park you're trying to raise money for? Could their business be increased by more doggie parents in the neighborhood?

Continue gathering pre-campaign funding commitments.

- Send out pre-campaign email blast announcing your launch and again calling for donations.

Make sure your URUUT link is visible on Facebook, Twitter and website.

- Proofread website, URUUT site and other communications one more time.
- Add any extra necessary info to URUUT project site.

Send out any mailings you have planned.

This is a great week to hold a pre-launch event!

2 DAYS TIL LAUNCH

Email blast with impact video to all supporters – those who have already donated and those you are courting.

Post your impact video and any launch event information on all social media. How is your 20% goal coming?

1 DAY TIL LAUNCH

Change Facebook cover photo to campaign image/logo with URUUT url. Have your whole committee do the same.

Change Twitter background photo to campaign image/logo with URUUT url. Have your whole committee do the same.

Post several times to your social media channels throughout the day about your URUUT launch the next day. Have your whole committee do the same.

Continue approaching corporate and foundation sponsors giving them the last opportunity to be an official sponsor for the entire campaign run.

GOALS

We recommend completing 4 of the 6 before launch

- Line up a gold sponsorship
- Line up a platinum sponsorship
- URUUT site is filled out completely
- 100 likes on Facebook
- 200 followers on Twitter
- Raise 20% of your fundraising goal

OH, NO!

No one is liking us on Facebook

Create incentive for your network to encourage likes on Facebook. You can even pull in a local business sponsor.

For every like they get on Facebook due to a social media campaign (promoted by them and us) they will give some dollar amount, so for every like \$2 to a project. Or set up a program where for every like a business gets over a time period \$1 goes to their project. Line up one restaurant or retailer per week of the campaign to host an event on a slower night for them, such as Mondays. On these nights, a % of sales will go the project in exchange for the business and notoriety you will drive to them. Promote these events aggressively on social media.{infographic)

We have no followers on Twitter

Engage on what we loving refer to as a “Twitter spree.” Search for topics relating to your cause – follow them! Click on your follower’s followers and start following people like it’s going out of style. For every 1,000 adds you make on Twitter you will generally receive 200-300 followers of those for yourself.

Connect with a big name and get retweets from them. Many celebrities are known to RT causes they feel strongly about. Find those notable and influential Twitter users and ask them directly for an RT. Is there a celebrity connected to your community? Reach out to them, en masse. It can’t hurt!

We can’t find the 20%

While that is discouraging, it isn’t the end of your URUUT campaign. Take a realistic view at those you’ve approached, come up with creative new pitches for those companies you have yet to approach. Are you creating enough urgency?

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Don't walk out a business or away from a friend without capturing something. \$5 or \$10 can all add up. Get used to saying the sentence "Oh, no problem, we will take anything we can get."

We are too overwhelmed – should we just quit?

Absolutely not! 80% of the work is done pre-campaign. It's not surprising you're feeling a little burned out. Hold a committee meeting, reassess everyone's responsibilities. Do you need more volunteers? Is there something you need help with? Don't ever feel at a loss. URUUT provides consultation via www.uruut.com/contactus. We'll do our best to help you out and, make sure you get the campaign going! Don't quit before you've begun!

promote

HERE YOU GO!

Congratulations on pushing start! Now you get to ride the wave that is the campaign. All your campaign requires is 4 simple steps:

Social Media:

Email: The URUUT email system is set up to push many emails for you in a timely fashion. Don't be afraid to augment with emails of your own – actually, we encourage it! Tell stories about the people involved in the project or affected by its potential outcome, show pictures, share progress and exciting updates as the campaign moves along.

Facebook and Twitter

- o Celebrate campaign metric milestones with your followers. "We just hit 900 likes on Facebook – thank you!"
- o Keep your donors up to date with your raised amount and also the project progress.
- o Make sure you are updating your social media at least 1-3 times daily.

Idea: Identify a well-known and highly visible person who has ties to your cause or community. Say, for example, you were the city of Dunwoody, GA. Dunwoody just happens to be Ryan Seacrest's hometown. Convince your community to call into his radio station daily, reach out to his social media sites asking for his help. He may not directly donate, but he may give you a shout out on his radio station that could equal funding in other ways. In a perfect world, he may even donate and show up to cut the red ribbon himself! It's *always* worth a try. Think outside the box. The only way people will know about your campaign is if you **tell them** and **ask for support**.

Website

Find organizations, forums and other businesses that would align with your campaign. Ask them for permission to share your link or like-minded areas to share the good news of your campaign.

Thank your backers

Publicly thank your donors on Facebook by tagging, on Twitter by mentioning their Twitter handle and on your website or email – make it personal to the way they donated and the online community they belong. It's a great way to show appreciation but also showing others in your online community that people

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believe in your cause and are actively donating. Don't underestimate the power of peer pressure!

Talk to everyone you know

Keep in mind, when there is urgency, teams tend to work harder and backers are more likely to respond to your call of action. It eliminates the "I'll think about it and come back later" syndrome. Follow through and encourage them to make the donation that day rather than tomorrow. It only takes a few minutes to donate. Urgency is key.

Lather. Rinse. Repeat.

OH, NO!

We stalled. No one is backing.

Create an event!

Find a local business that's willing to host an event at their place and contribute their proceeds to the project. Have patrons check in on Foursquare to let others know they're there.

Use tools like Insightpool.com and radiusintel.com to reach users and find possible area businesses with a good social media presence already and talk with them about how to build on that for your crowdfunding campaign.

People who already donated to a campaign are more likely to respond to last-minute funding requests (i.e., "help, we're \$2,000 short and only have a day left"). Don't be afraid to reach out and ask for an additional donation as the campaign nears its final stretch.

READY. SET. GO.

Are you ready to tackle this on your own? Sure, it's going to be a lot of hard work, but with a good team in place and following these guidelines, your campaign can be fully funded in no time. And after you've passed out your perks and thanked your donors, you can take a deep breath and put those crowdfunding dollars to work and making your project a reality.

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