

# CROWDFUNDING

## FOR YOUR NEXT MUSIC PROJECT PT II



### A Quick Re-Cap

In the last issue we covered the basics of how to setup your own crowdfunding campaign for your next music project.

We covered;

- The Big Questions - Establishing the main motivations behind your campaign, your aims and how you will achieve them
- Forming A Team - Forming a core team of people to help you on your journey
- Creating A Schedule - Plotting out your detailed campaign schedule and checklist of things to complete pre-publishing
- Creating Your Video - Some notes on creating a creative and captivating campaign video that explains your goals and reveals more about you and your music

*In this issue we will dig into what you can do during your campaign and in the publishing process to ensure success.*

## Publishing Your Campaign

The day that you publish your campaign, the goal is to reach as far as you can, with as much **immediate impact** as you can create, within 24 hours. Every campaign will differ in length, but no matter whether it runs over two weeks or twelve, that very first day of sharing is super duper important.

**Core to crowdfunding is 'urgency'. A campaign is finite and there is a specific goal at the end of this timeline. By creating a sense of momentum and urgency we encourage people to get involved in the present, in the now.**

This process of publishing of a campaign is not dissimilar to releasing a new song. You want to get people's attention and motivate them towards a specific set of actions, in this case, donating money or spreading awareness.

As with a song release there are several avenues you can utilise to make this initial announcement create a strong first impression and to deliver a sense of urgency.

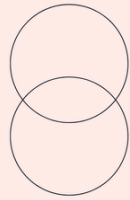


- Social Media - the first and obvious space to infiltrate with your messaging and links to your campaign page. Within the social media space there are infinite ways you can create this drive and intrigue which I will dive into a bit later. **On Day One you want to spike the algorithm**, get people talking about you, tagging you, sharing your campaign link and engaging with you from every available angle. This is where having an engaging campaign title, a **clear fiscal goal and clear why is really important** - it makes it easier for people to understand and empathise with your goal and want to participate.



- Direct Contact Media - On day one you also will begin (or continue) your one-to-one contacting of people within your network. This means things like Whatsapp, iMessage, FB messenger, email and even DM's. Reach out to people you know personally, sincerely calling for their support in whatever way is available to them. **Remember: not everyone has the capacity to give money, but there are many other ways they can support and spread awareness about your campaign.**

## Content/Promo Ideas



# Crowdfunding

- Live video performances of your new music, give people a taste of the project.
- Host a live (in person show) with your fans and high earner people in your networks. Have QR codes/easy links to your campaign available at the venue.
- Find local companies/events that will openly support and endorse you and your campaign.
- Reach out to local journalists and radio programs to be interviewed about your campaign.
- Social Media Post Ideas:
  - Breakdown expenses and vision for the project in videos speaking to camera.
  - Post your songwriting and recording process, studio sessions, rehearsals, gig preparation.
  - Update fans & donors regularly on your campaign targets in creative (and aesthetically pleasing!) ways - graphics, animated videos etc.
  - Post content detailing your donor rewards and tiers.
  - Involve others (friends, band members etc.) in videos/photos about your campaign.
  - Do an instagram/tik tok live interview about your project and campaign - get a friend or social media influencer to interview you.

