

# TOP TIPS FOR A SUCCESSFUL CAMPAIGN

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1. PLEDGE YOURSELF

Pledge to your own project – it shows that you believe in it and it adds legitimacy when you're asking other people to do the same.

2. HAVE A SOFT LAUNCH

Get your top supporters to pledge before officially launching your campaign so that when you start directing people to your project page, it's already displaying visible support.

3. CREATE SOCIAL MEDIA TEMPLATES

Have images of your project and short messages which you can ask people to share on their social media accounts (Twitter, Facebook, Instagram, LinkedIn).

4. BE DIRECT

When telling people about your campaign, don't forget to ask directly for pledges. If you don't ask, you won't get.

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## 5. CREATE A VIDEO

Create a short video (no more than 2 minutes) to promote your campaign. If you don't have video skills and equipment, ask a friend who does or produce a simple version on your mobile phone.

## 6. HOLD EVENTS

Holding events in the community is important to raise awareness and get buy-in from people you aren't engaging with online. It's also a great way to bring your crowd together.

## 7. SEND UPDATES

Let your supporters know what progress you're making with the campaign (big pledges, press coverage, an event) and encourage them to share with their networks.

## 8. INCLUDE LINKS

Make sure to include the link to your project page in all your communications and marketing materials.