



spacehive

Campaign Planner

Creator Guides

CONTENTS

- 01** Introduction
- 02** Campaign overview
- 03** Top tips from creators
- 04** Before launching your campaign
- 05** The first few weeks
- 06** Maintaining momentum
- 07** Getting over the finishing line



01 INTRODUCTION

Using this planner

This campaign planner is designed to help you at all stages of your crowdfunding journey, which of course is not happening in normal times. COVID-19 has changed some of the ways that we would normally recommend for running a campaign, and not all for the worse! There are opportunities to reach larger groups of people now due to the flourishing of new local networks. This planner is geared towards running a successful campaign during this unique period.

Each section contains links to resources that will help you to build and then execute a campaign plan that results in you getting the funding you need to deliver your project. The more you plan, not only will it just make your time crowdfunding much easier, but it will make you more likely to hit your target. It will even save time - making a plan and simply following it through will almost always take less time than being reactive and having to think up campaign activity on the fly.

If you have any questions about your campaign, feel free to get in touch with the Spacehive support team on support@spacehive.com.

CAMPAIGN OVERVIEW

1. BEFORE LAUNCHING YOUR CAMPAIGN

- Map your crowd
- Create a campaign schedule
- Plan your outreach
- Secure champions
- Line up first pledges

2. THE FIRST FEW WEEKS

- Official launch
- Communicate your campaign
- Contact local media

3. MAINTAINING MOMENTUM

- Keep audience engaged
- Move beyond your core crowd
- Update backers

4. GETTING OVER THE FINISHING LINE

- Get pledges from local businesses
- Create urgency to rally the final pledges

TOP TIPS FROM CREATORS

“Make sure you understand how the pledging process works”

Knowing how pledging works means you can help any potential backers who may need support or have questions about how it works.

“Start having conversations early with local businesses and funders”

Get your project on the radar of local businesses and other funders early on. Don't leave it until a few days before your campaign ends to start talking to them. It can take a while for their pledge to be processed so give yourself plenty of time.

“Update, update, update”

Campaigns which use updates to keep their backers informed are more likely to hit their target. It shows that you respect your backers and want to be open with them.

“Delegate campaign tasks to your team”

Ideally you're not doing this on your own. Find other people who can take on small campaign tasks, even if it's just to recruit 10 new backers. Having more people as part of your campaign team will mean you can keep up a consistent level of activity, rather than rely on one person who may not be able to devote regular time.

04

BEFORE LAUNCHING YOUR CAMPAIGN

Map your crowd

Mapping your crowd and identifying potential backers will be key at all stages of your campaign. Some you will know already, others you may need to think about. Thinking of them in terms of most likely to least likely to back your campaign is important, as this is the order in which you ask them to support you.

Definitely have a play around with the crowd calculator. If you know what you can realistically expect from different sections of your crowd, it can help you focus your attention on where you may need to make more effort.

Start closest to home (including yourself -back your own projects!), and work outwards from there.

[Link to crowd calculator \(MS excel download\)](#)

[Article: Tips to run a successful crowdfunding campaign](#)

Decide how best to reach your potential backers

Throughout your Spacehive campaign you need to have a steady stream of online and offline communication with your backers and potential backers. There's a fine balance to be struck between being overbearing and under-communicative. Keep your communicative methods varied and make sure that your content is visual and interesting - read on to find out how!

Once you've past the halfway mark that's when you can start to ramp up your social media as you've now got enough pledges to make it worthwhile reaching out on social media to people you don't necessarily know personally but whom the project would benefit quite directly. It's important to wait until you have a notable number of pledges as these will give the backer confidence in the project, seeing as they don't know you firsthand. For people looking at your project for the first time, if they see 35 people have already pledged, then it must be a) interesting and b) legit!

Although online engagement through social media is an excellent way of spreading the word wide and far, it's also important to campaign offline too, to capture those who aren't digitally engaged are still inspired to support your project.

Secure champions and advocates for your project

You only have one voice, and as it's your project, you are naturally going to be a little biased! Bringing on board a few people who can champion your project is a powerful way to amplify the message that you are crowdfunding. Hearing it from people not directly involved in the project can give you added credibility.

To do:

- ❑ Brainstorm 5-10 people who you think could be good champions for the project
- ❑ Reach out to them individually, first by email and with an offer to discuss it further on the telephone. Make it clear that this is an advocacy role and that you do not expect any more than this (unless of course they want to get more involved).
- ❑ Make sure each advocate is on message - they know exactly what you are doing, how much you are looking to raise, and they know your elevator pitch. Check in with this regularly, update them on your progress, and find out if they have engaged any new people.

Line up the people who will pledge first to your campaign

Getting off to a good start is crucial, it can help give your project a veneer of credibility and popularity, which is the key to unlocking the majority of pledges that are potentially available to you. Those closest to you will be those who will feel less risk-averse to take the plunge and be among your first backers, so go to them before you start promoting your project more widely.

[Article: how to get your campaign off to a good start](#)

To do:

- ❑ Email nearest and dearest in the days leading up to the launch telling them about your project and the upcoming crowdfunding campaign you will be running. Sound excited about it and tell them that you will be contacting them again very soon with a live URL through which they can pledge, and that getting a pledge no matter how small from them will help kickstart your campaign.
- ❑ When you are live, pledge to own project - no project should ever sit on 0 backers!
- ❑ When you are live, email nearest and dearest with the campaign URL asking them to pledge

THE FIRST FEW WEEKS

Official launch

This is the point where you really start publicising the project to the masses - after you have secured those first pledges. You may consider an offline event like a party to mark the occasion, or maybe it's the moment where you start using social media.

Communicating your campaign

Throughout your Spacehive campaign you need to have a steady stream of online and offline communication with your backers and potential backers. There's a fine balance to be struck between being overbearing and under-communicative. Keep your communicative methods varied and make sure that your content is visual and interesting.

To do:

- ☐ Update email signature and social media bio with Spacehive project URL
- ☐ Set up a template email to thank anyone who backs your campaign
- ☐ Create a #hashtag for your campaign to use on social media e.g. #PeckhamLido
- ☐ Follow relevant people on Twitter who could help promote and amplify your campaign

Contacting local media and influencers

Local media and people with a platform may be able to spread the word about your campaign, but your story is much more compelling if you wait until you have secured at least 20 pledges, as you can then cite local support for your project. In the first instance you might want to alert them to the campaign and just ask them to keep an eye on it. Once you have more backers, then is the time to follow up with a more concrete ask to promote and support the project.

Now is the best time to use your press release!

MAINTAINING MOMENTUM

Engaging your audience at every stage of your campaign

You'll need different methods of reaching particular audiences. You'll also need to keep people updated, and inform them of any news or project milestones that have been reached. Remember - it's a marathon not a sprint. Spread your communications out over the course of the campaign, and make sure there is a regular flow of updates. Treat it like a one-hour-a-day job, rather than five hours in one blitz.

Paint a clear picture of your project and the impact it will have by:

- Always sending updates and social media posts with a photo or video - this increases engagement with your post by five times!
- Creating short, 10 second, video clips of backers explaining why they're supporting the campaign are a great way to remind your audience of the communities behind the online campaign.
- Adding text to your photos with [Canva](#), an easy to use (and free!) online tool for creating attractive images to use on social media.

Be social savvy and make sure you:

- Change your Facebook and Twitter cover/banner images to mention your campaign and include your project link – make your project unavoidable!
- Create a #hashtag for your campaign, something short and catchy, and not too far removed from your project title e.g. #PeckhamLido
- Use [Buffer](#) or [Hootsuite](#) to schedule your Tweets and Facebook posts and it will also suggest the best times of day to engage your audience.
- Post around 5 times a day for maximum impact.

Don't be a stranger, stay in contact by:

- Giving your backers a weekly update using the Spacehive update tool in your Dashboard.
- Using social media to publicly thank backers.
- Inviting your backer to any events you organise – fundraisers, briefings, pledge parties, launch parties etc.

Moving beyond your core crowd

Projects that are funded with public money need to show that they will benefit the whole of their local community, not just a part of it. You have probably thought about these questions already, but now might be a good time to re-evaluate them with a wider or more diverse audience in mind. You may need to develop slightly different or tweaked messages depending on particular groups you are trying to target.

- Who do you think needs your project?
- Who do you think will use your project? Who will benefit from your project?
- How do you want your community to feel about your project?
- Who would not be able to use or experience your project, and why?
- Who might feel that your project is 'not for them'?

[Article: How can I use social media to increase my campaign reach?](#)

[Article: How do I get my community behind my project?](#)

Press release

A press release that is no more than one page is a traditional - and effective - way to introduce your project to a new audience via the media.

[Article: how to write a press release](#)

GETTING OVER THE FINISHING LINE

Tips for approaching businesses

As you're adding value to the neighbourhood, there are plenty of good reasons for local businesses to add their support whether through pledges, promotion or stuff.

Remember that you should already have a number of pledges before you approach a business. They will want to know that the campaign has plenty of local support before they'd consider backing it.

Due to economic uncertainty at the moment, local businesses may be reluctant to pledge to campaigns. However that doesn't apply to every single business - there will be exceptions. Particularly if your project is of an emergency nature, you may find businesses wanting to chip in.

Don't forget of course that businesses can offer more than just cash. They may have spare capacity, items, and expertise that could also be valuable to your project.

[Article: how to approach businesses for a pledge](#)

Create urgency to rally the final pledges

Remember that Spacehive is an all-or-nothing model - if you don't reach your target, then no pledges are taken and you receive nothing. This is a powerful incentive for people - yourselves and your backers - who want to see your project succeed. Some people may have held back from pledging early on in your campaign, or may have looked at it and simply forgotten. Make it clear in tailored messaging that you stand to lose what you have raised so far, and ask them to donate NOW!

[Article: I need ideas to help me hit my target with two weeks to go!](#)

