space*hive*

Campaign Planner

Creator Guides

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INTRODUCTION

Using this planner

This planner contains links to resources that will help you to build and execute a campaign that results in you getting the funding you need to deliver your project. The more you plan, not only will it make your time crowdfunding much easier, but it will make you more likely to hit your target.

It will undoubtedly save you time as well. Making a plan and following it through will always take less time than being reactive and thinking 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.
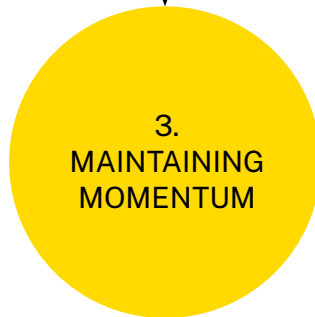
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TOP TIPS FROM CREATORS

"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 communication 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 you should start to ramp up your social media comms as you'll now have enough pledges to make it worthwhile.

Use social media to connect with people you may not know personally but whom the project would benefit. For people looking at your project for the first time, seeing that 35 people have already pledged means it must be a) interesting and b) legit!

While online engagement through social media is an excellent way of spreading the word wide and far, it's also important to campaign offline. There may be many people who aren't digitally engaged but would still be inspired to support your project.

Secure champions and advocates for your project

As good as you may be at talking about your project, you are only one voice.
Bringing people on board who can champion your project is a powerful way to amplify the message that you are crowdfunding. And having advocates who are not directly involved in the project gives you added credibility.

To do:

❏ Brainstorm 5-10 people who you think could be good champions for the project

❏ Reach out to them <u>individually,</u> first by email and with an offer to discuss it further on the phone. 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 clear about your message: They know why you're doing it, how much you are looking to raise, and what your elevator pitch is. Check in 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 shows from an early stage that your project is credible and popular - the key to unlocking the majority of pledges. Those closest to you will feel less risky about being 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. Show excitement for it and tell them you will be contacting them again very soon with a live URL through which they can pledge. Emphasise that no matter how small, their early pledge is vital to kickstart your campaign.

❏ When you are live, pledge to own project - no project should ever sit on 0 backers!

❏ When you are live, email your close circle with the campaign URL asking them to pledge

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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 communication methods varied and make sure that your content is visual and interesting.

To do:

- ❏ Update email signature and social media bio with your 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 will be more compelling once you have secured at least 20 pledges, as you can cite local support for your project. In the first instance, you may want to alert them to the campaign, asking 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!

06
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 media savvy and make sure you:

- Change your Facebook and X (Formerly Twitter) cover/banner images to mention your campaign and include your project link – make your project unavoidable!
- 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

07
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 that's through pledges, promotion or materials.

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.

Don't forget that businesses can offer more than just cash. They might 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

Use your campaign's end date as a powerful motivator to encourage donations. Some people may have hesitated or forgotten to pledge earlier. Make it clear in your messaging that if you don't reach your goal, you risk losing what you've raised so far. Urge them to donate now to help you succeed!

Article: I need ideas to help me hit my target with two weeks to go!

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