

## Crowdfunding Planning

<p><b>PROJECT NAME</b></p>	
<p><b>FUNDING GOAL:</b></p> <ul style="list-style-type: none"> <li>• How much do you need to fulfil your project?</li> <li>• How much will it cost you to make &amp; fulfil your rewards?</li> <li>• How big is your existing community</li> </ul>	
<p><b>CAMPAIGN DURATION:</b></p> <ul style="list-style-type: none"> <li>• 30-45 Days is recommended</li> </ul>	
<p><b>CHOOSE A PLATFORM:</b></p> <ul style="list-style-type: none"> <li>• Kickstarter is all-or-nothing</li> <li>• Indiegogo offers both Fixed or Flexible</li> <li>• Visit <a href="http://bit.ly/U6wWky">bit.ly/U6wWky</a> for a full list of platforms</li> </ul>	
<p><b>BUILDING YOUR CROWD:</b></p> <ul style="list-style-type: none"> <li>• How can you build gratitude through gifts?</li> <li>• Reach out to existing networks</li> <li>• Join Facebook</li> <li>• Start Tweeting</li> <li>• Create a newsletter</li> <li>• Give something away</li> </ul>	
<p><b>CHOOSING REWARDS:</b></p> <ul style="list-style-type: none"> <li>• List at least 5-8 potential rewards you could offer</li> <li>• Digital &gt; Tangible</li> <li>• Be unique and personal</li> </ul>	
<p><b>MEDIA DATABASE:</b></p> <ul style="list-style-type: none"> <li>• Find existing blogs/magazines/journalists that would like to cover your campaign</li> <li>• Build a spreadsheet with their contact info</li> <li>• Write a press release</li> </ul>	
<p><b>DEFINE YOUR CASE FOR SUPPORT:</b></p> <ul style="list-style-type: none"> <li>• What is broken with the world today?</li> <li>• Why does your project help “fix” what is broken?</li> <li>• Why does your project matter?</li> <li>• How will the world be different with your project in it?</li> <li>• What are your credentials to make it happen?</li> <li>• How will the project unfold once you get the money?</li> <li>• Where will the money be spent?</li> <li>• Pitch video ideas             <ul style="list-style-type: none"> <li>○ Keep it short, under 3 minutes</li> <li>○ Make it clear – Explain your project in the first 60 seconds</li> <li>○ Show yourself in your video</li> </ul> </li> </ul>	