

***Pozible***

Crowdfunding Handbook

# Just An Idea



This is about forming the foundation of your campaign, understanding the platform, and deciding on key factors that will have long lasting effects on your campaign.

## Build a community



Build an engaged community around your idea. Do this by understanding your audience; who are they, what they relate to and where you find them. Open up the lines of communication around your project by regularly posting on social media, creating a newsletter or getting a blog going.

## Mission Statement



Define the campaign in one mission statement. This is your guiding beacon that will help you create a succinct and transparent campaign.

## Decide Your Story



People connect with stories and people better than anything else. What elements of your story will be the most amazing or relatable? People want to support you and your story as much as they want to support your idea.

## Involvement



Become a valuable member before you ask for anything.  
Increase your activity with relevant communities /  
forums (online or offline).

## Build Trust



You're asking people for money - so it's important to  
establish why people should trust you.  
Introducing yourself and explaining your experience  
and passion can go a long way to garner faith and  
support.

## Research



Do your research. read as much as you can, explore and  
analyse other campaigns and check out one of our  
workshops!



Elliot Chapple  
Project Advisor

This hurdle is easier for some, but probably the biggest hurdle is getting yourself over that line mentally  
and fully committing. You don't know if you never try, right! 💪🙏👍

# Promotional Strategy



The top reason people feel their campaign failed is “Not enough planning for promotional strategy”.  
Create a plan to keep you on track in all the chaos, once the clock is ticking that’s it...

## Generate Leads



Do you already have a following or audience relevant to the project? Before you launch, get as many people ready to pledge as possible so you can hit the ground running - you could almost say your campaign starts NOW.

## Timeframe



It may seem counter-intuitive but a longer campaign doesn’t necessarily have a greater chance of success. There’s usually a high activity of pledges in the first and last few days of a campaign. The middle can be pretty inactive and it’s not necessarily that valuable stretching this out to more than a month.

Ideally your campaign will end at a time that doesn’t coincide with any other social events or trends. Make sure you’ve got a plan to maximise engagement.

## Content & Social



Create and keep content to share through the Pozible updates function and on social media. Space it out and don’t burn through all your content too early.

Choose three social media platforms that your audience engages with and focus your energy on these. Get as much content ready and find a hashtag you can make your own.



## Momentum & PR



Build the perception that your campaign is trending. Get your core supporters in early, thank and tag supporters everyday and space out the updates with good news.

Make some relationships with the press so you can reach out when you need to. Wait until you've gained a fair amount of traction before you approach the press - the general public and the press won't get behind a campaign that's only 20% funded.

## Cash Bombs



Organise well timed cash bombs. If your grandmas is going to drop a large amount into the campaign, it might be best to inject this at a strategic time so as the campaign maintains it's momentum.

## Partnerships & Events



Partner up and gain access to relevant audiences. Think about relevant organisations that you can engage with and consider what you can offer them in exchange for their endorsement.

Plan an event. Host either a virtual Facebook event or a real life event to reinvigorate your campaign. Make sure you get people to pledge at the event from their phone's, hand out flyers with your campaign URL or gather email addresses to follow up.



Rick Chen  
Cofounder & Director

Campaign promotion is probably the bulk of the work you'll do. You need to be prepared so you can spend your time working "in" your strategy, not "on" your strategy. Try to have something to do every day.



# Starting Your Draft



This is about communicating your story and project in a succinct and visual manner plus putting together rewards that make people feel like they're on the board of directors for your project.



## Tell Your Story



Connect with people by introducing yourself and how the idea came about. 93% of our top supporters pledge because they love supporting people and their stories. Build trust by showing yourself and being genuine.

## Set a Low Target



Set your campaign target as low as possible. The safest way to run a campaign is to have a large network and a low target, remember, there's no limit to how much you can overshoot your target.

## Video & Images



The ideal pitch video is under 2 minutes with the key information in the first minute. Try to include the people behind the project, the story of how the idea came about, what the idea is and end with a strong call to action; "Pledge to this project now!".

Make it easy for people to imagine what the end product will look like by including great images.

## 5 - 8 Rewards

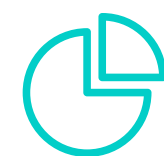


Try to include 5 - 8 rewards with a variety of prices and types. The 3 main types of rewards are;

- + recognition (acknowledgement of the supporter in public or private),
- + Tangible (products or services) &
- + Experiential (providing experiences relevant to the project).

The most popular reward amounts in order are \$50, \$25 and \$100 so try work these in. Also check out [our blog post](#) and [other campaigns](#) for inspiration.

## Clear Budget



An in-depth budget builds confidence in supporters, they want to know you've thought of everything and that you'll use their money responsibly. Always include exact dollar figures and don't forget to factor in Pozible service fees and merchant transaction fees. The easiest way to communicate this information is through a pie chart.

## Involve Your Team



Include your team members at all stages of the campaign. Round up your tribe, include them as a team member and get them invested. The more people involved in a campaign the bigger your network!

Gain input from friends. Share the campaign with a few people who you trust or match your target demographic, if there's any common thread in their feedback - make some changes.

# Launch



THE MOST EXCITING TIME! You throw your campaign up and those pledges start to roll in, you refresh your campaign endlessly... This is about building early momentum with your campaign and not necessarily sharing it too wide too early.

## Core Supporters



Directly share the campaign with your core supporters. Text, email or call all your supporters and gather the first round of pledges. Create small Facebook chat groups with different social groups to start conversations so you don't have to be the one that's always reminding them.

## Grouping Strategy



Group your networks based on how likely they are to pledge, and finish with each group before moving to the next.  
You want people who are the least likely to pledge to see the campaign when it's looking healthy and positive.

## Explain

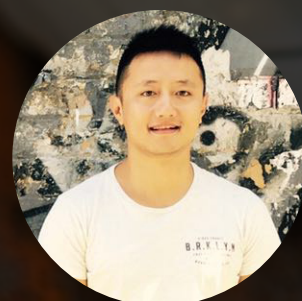


Explain how crowdfunding works. If you're reaching out to those that are a little less tech savvy, give them an introduction to crowdfunding and re-iterate that supporters won't be charged unless the target is reached.





Share Mania!



Your core supporters have been in and supported the campaign, it's looking nice, you're a little above \$0, now it's time to really get this thing out there!



## Share Everywhere



Facebook, Twitter, Instagram, LinkedIn, Google +, Pinterest, Soundcloud, Reddit, Tumblr, notice boards, newsletters, flyers, forums. You can't put your campaign in too many places.

## Helpers



Ensure every team member is sharing the campaign with all their contacts. Boost your reach by hitting the aggregation of all your networks.

Ask stakeholders to share your campaign. If you're budget is going towards a local business or freelancer then they'll have another customer if your project goes ahead - explain that your success is their success!

## Get Contacts



Think back to any old events you've run in the past. Did you offer ticket sales online or did you advertise it with a Facebook event? Reach back out to these contacts & share your new project with them. These people are familiar with your work but might not follow you on social media.

## Find Audiences



Where can you find your audience? Do they trawl certain forums, are they always reading the same magazines? What communities are they a part of and what do they connect with?

Piggyback off similar events. Hand out flyers, present a speech and do all you can to provide access to your campaign.

## Newsletters & Notice Boards



Is anyone in the team affiliated with any relevant Schools, Universities or groups? Reach out and see if they can help you reach more people.





# The U Curve

The dreaded U Curve! Every campaign goes through it. The buzz is dead, things start to slow down and a little bit of doubt starts creeping into your mind...

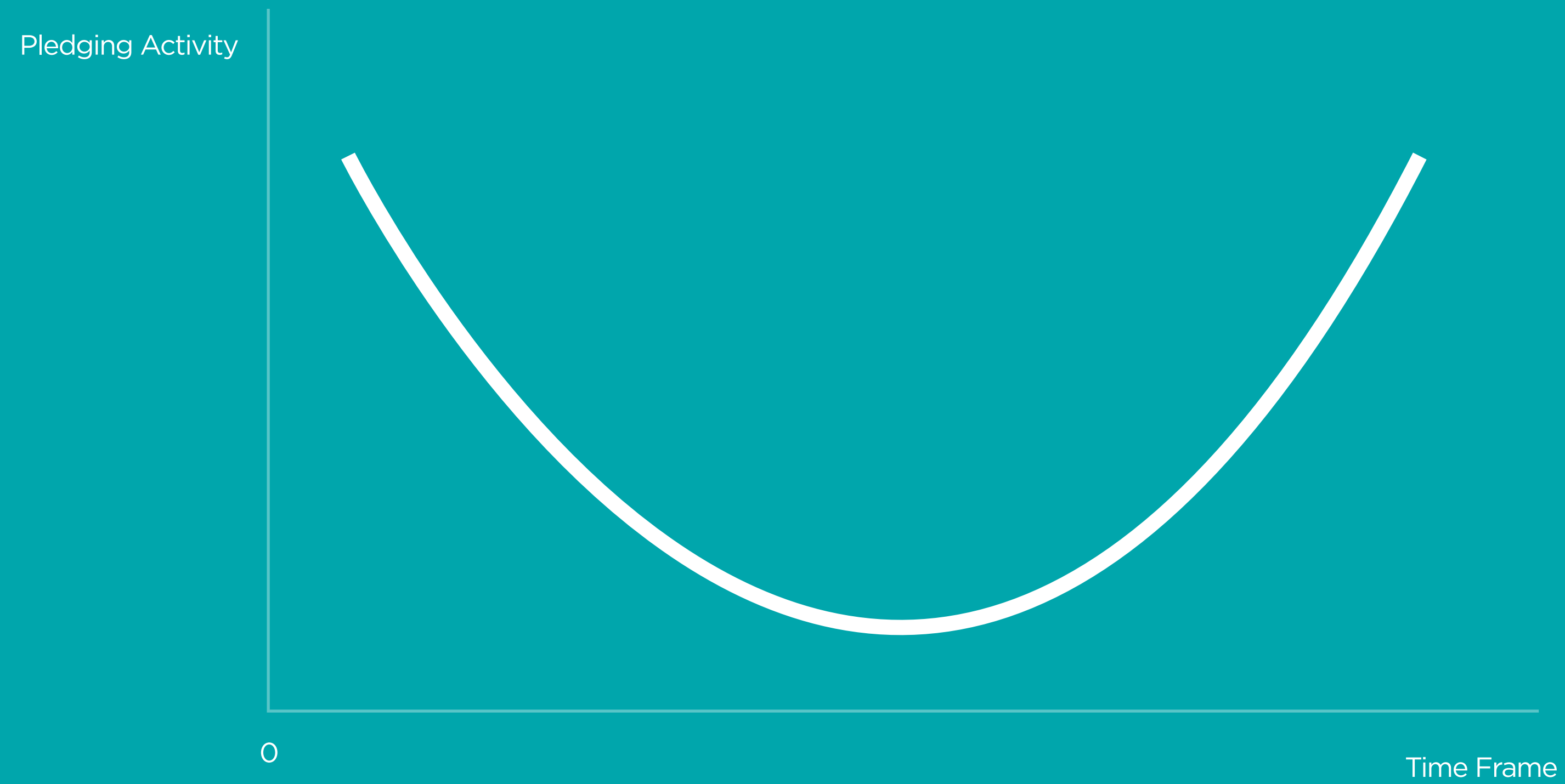
It's important to remain proactive, not reactive in this down time.

Refer back to your strategy, and take a look at your page. What rewards are working? What can you add or change?

Keep pledges trickling in so the final rush gets you over line (it's coming - we promise).

It's also great time to look inwards at your early supporters, thank them and see how you can work with them for the rest of your campaign.



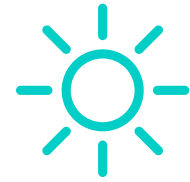


Bron Belcher  
Community & Partnership Manager

If we graphed the activity of almost every campaign, it would come up as this big fat U. We see it all the time - a lot of pledges early and a rush of support right before a project's deadline. A longer campaign doesn't always mean a better change of hitting your goal. Usually, more time is just stretching out this down period in the middle.



## Inspire Supporters



Inspire your current supporters to get behind promoting the project. Post great updates through Pozible & share recent developments of the project. Start a referral program and ask your supporters to share the campaign with one friend.

## Engage Supporters



Do something special for each and every supporter. People love to be a part of things that are fun. Make a custom meme, poem or photoshopped image for each supporter then upload it and tag them on social media (don't forget to thank them and include your campaign URL).

## Press



Find reporters or journalists who always cover stories on similar initiatives. If you can get their contact email, send them a press release and some photos of your project. Make it easy for people to write about your project - do the work for people.

Include quotes from people of certain notoriety within your field. If you can't get direct emails, send this to their news desk with their name in the email's subject. Make it targeted and personal, and make sure your content is suitable to their readership.

## Update



Update your supporters daily with how your campaign is rolling along. If you get a large pledge, make it known - even make it your profile image! Always be respectful and appreciative - neediness is less likely to receive a positive response from your community.

# Hit Your Target Early



You're feeling like a rockstar, the weight is lifted off your shoulders and it's time to get off the emotional rollercoaster. But there's still a lot you can do to inspire further support and ensure every pledge goes through.

## Stretch Goals



If you had extra funds how could you use them? Try to inspire pledging beyond the initial goal by setting a 'Stretch Goal'. Add a new header at the top of the description and explain how the extra funds will be used. If possible, try come up with a use for the extra funds that brings more value to all the current supporters, this will incentive them to ask their friends to pledge.

## Press, Again



Approach the press again. Your campaign gained enough popularity that it hit it's target! Some of your contacts may now consider this 'newsworthy'.

# Final Rush



This is it, it's make or break. Keep your finger on the pulse and stick around so you can comment, share, tag, post & update supporters.

## Last Push



Reach back out to your current supporters and get them to share your content. Make it as easy and clear as you can for them by providing clear instructions and a direct link to any content you want them to share.

Make sure everyone involved in the project is working their hardest to get the campaign noticed.

## All or Nothing



Re-iterate the 'All or Nothing' format. Make sure people understand that you'll miss out on all the previous pledges if you don't hit that target.

# Campaign Is Over



Congrats, You did it! Maintain your relationships with these supporters through regular project updates. After all, these supporters could become your best ongoing customers.

## Show Your Appreciation



Thank everyone across every channel. update your email lists, social media & current supporters and make them feel special about being a part of something successful.

Continue the relationship with your supporters. Download all the emails for supporters, add your social media links in any updates and make a link at the top of your description that points to your website or social media.

## Declined Payment



Resolve any declined pledges. Check your supporters tab and message or email any supporters who's pledges failed (they have 7 days after the campaign ends to resubmit their payment).

# Delivering Rewards



You've now got a relationship with your supporters and it's incredibly valuable to continue to provide them great service - they'll be your best asset in the future.

## Communication



Don't leave your supporters in the dark. If there are delays, let everyone know. People understand that what you are doing is new and untested and they won't mind waiting a little extra time for their rewards provided they know what to expect.

## Collect Information



Collect all your supporter's shipping addresses and reward selections. The best way to get all this information is to download the spreadsheet from your supporters tab. For more detail information on this [click here](#).



A group of eight people, four men and four women, are posing for a group photo. They are arranged in two rows: three people are standing in the back row, and five people are sitting or crouching in the front row. The background is a dark grey stone wall covered in dense, autumn-colored ivy (red, orange, and yellow leaves). The ground is a paved surface with some fallen leaves. The overall mood is professional yet relaxed.

Good Luck!

*Pozible*