Cornell Crowdfunding

Communication Training
Agenda

Strategies
Timeline
Best practices
Audit
Questions
Crowdfunding
Communication
Strategies
Channels
Communication Strategies

Email
Facebook
Twitter
LinkedIn
Phone calls
In person
Carrier pigeon
Personal emails have accounted for 93% of crowdfunding dollars raised.
Timeline
Pre-launch Checklist

1-2 weeks prior to launch

1. Crowdfunding page
2. Communication audit
3. Plan for thank you emails
4. Pre-launch messages sent
Campaign Checklist

During the campaign

1. Launch
2. Start thank yous
3. 30% momentum update
4. Half way update
5. Final stretch message
6. Last day message
Campaign Timeline

MARK YOUR CALENDAR

Launch email (launch day)
Thank yous (on-going)
Early momentum (after 1 week)
Half way update (after 2 weeks)
Final stretch (3 days before end)
Last day (last day)
Best Practices
20 contacts
Brainstorm

20 personal contacts each

Friends
Family
Alumni
Community
Influencers

Review lists to eliminate duplicates!
Making the ask
Explain why

Why does the project matter to you?

What are you asking for?

How can they help?

What will be different after the campaign?

Why now?
Give at any level

All donations count
Share donor counts
Share average gift size
Share giving levels and descriptions
Email Types

- Pre-launch
- Launch
- Early momentum (30%)
- Half way mark
- Almost there
- Last day
- Thank yous
Email Templates

blogs.cornell.edu/crowdfunding/ambassadors

Be friendly

Be clear

Include context

Include project link
Dear [HOW YOU REFER TO THIS PERSON],

I hope you’re well! I’m writing to you about something that’s very important to me. During my time at Cornell, I’ve become very involved with ORGANIZATION NAME.

One of the projects I’m most passionate about focuses on [INCLUDE PERSONAL DETAILS ABOUT WHY YOU ARE COMMITTED TO THIS PROJECT – NO MORE THAN 3 SENTENCES RECOMMENDED].

For the next 30 days, ORGANIZATION NAME is raising $GOAL to support PROJECT NAME [LINK TO PROJECT PAGE]. I volunteered to raise $YOURGOAL dollars to contribute to our total, and I’m reaching out to those people that have supported me along the way to help support me now as well. Would you please contribute to my goal? A gift of any amount will be a big help.

Click here to help me reach my goal [LINK DIRECTLY TO DONATE PAGE].

Thank you for your support!

All the best,
YOUR NAME
Subject line: Will you help me fly?

Dear Ashley,

I hope you’re well! I’m writing to you about something that’s very important to me. During my time at Cornell, I’ve become very involved in an organization called Wings Over Ithaca.

One of the projects I’m most passionate about focuses on a wing-share program for bicycles. You see, since I moved here, I’ve climbed nearly 500,000 feet just going to and from class (that’s 2,000 feet per day, roughly like hiking to the top of Avalanche Peak at Yellowstone Park -- every day!). Making wings available for students would improve timeliness, reduce the amount of sweaty students inside classrooms, and help students get to class without the shame of having to walk their bike up a hill.

For the next 30 days, Wings Over Ithaca is raising $10,000 to support Project I Believe I Can Fly. I volunteered to raise $500 dollars to contribute to our total, and I’m reaching out to those people that have supported me along the way to help support me now as well. Would you please contribute to my goal? A gift of any amount will be a big help.

Make a Gift

Thank you for your support!

All the best,
Day
Thank yous
Donor Emails

- Personal thank you
- Campaign update
- Campaign conclusion
- 3 month update
- 6 month update
Communication Audit
### Peer-to-Peer

How many advocates will be doing peer-to-peer outreach on behalf of your project?

#### Peer-to-peer email timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Donor</th>
<th>Non-donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-launch email</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campaign launch</td>
<td>Donor</td>
<td>Non-donor</td>
</tr>
<tr>
<td>Gathering momentum (non-donors only)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halfway</td>
<td>Donor</td>
<td>Non-donor</td>
</tr>
<tr>
<td>Almost there</td>
<td>Donor</td>
<td>Non-donor</td>
</tr>
<tr>
<td>Campaign end (donors only)</td>
<td>Donor</td>
<td></td>
</tr>
</tbody>
</table>

### Mass Email

#### E-mail lists

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Does your organization have an e-mail list (or lists) of constituents (alumni/members/friends)?

#### List-serves

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Are there departmental or organizational list-serves that you could use to publicize your project?

### Social Media

#### Influencers

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Does your project team or sponsoring organization (college/unit/department/etc.) have links with any influencers who would be willing to promote your project on social media?

#### Facebook Page/Group

<table>
<thead>
<tr>
<th>Name</th>
<th>Total Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Does your project have a Facebook Page or Group that you can use to publicize your project?

Does your sponsoring organization (college/unit/department/etc.) have a Facebook Page or Group that you can use to publicize your project?

Are there other Facebook Pages or Group that could be used to publicize your project?

blogs.cornell.edu/crowdfunding/leaders
Questions
Email your liaison or Day Kibilds (dck232@cornell.edu)