Cornell Crowdfunding

Content Strategy Training
Agenda

Introductions
Scalefunder demo
Best practices
Timeline
Questions
Homepage

Content
crowdfunding.cornell.edu

Short description
Photo
Project Page

Content

Your project page

Page
Video
Project team
Thank you message
Long description
Updates
Giving levels
Other Features

- Progress bar
- Custom URL
- Hashtag sharing
- Donation buttons
- Donor wall
- Confirmations
- Admin access
Scalefunder Admin
Admin Dashboard

Your project dashboard

Settings

Content
- Media
- Description
- Bios

Levels

Collaborators

Updates
Best Practices
Video

blogs.cornell.edu/crowdfunding/video

1-3 minutes long

Use team members

Make the first 10 seconds count

Show, don't tell

Don't forget the ask
Summarize your project in one sentence
Add compelling details
Save extra details for updates
Make it easy to skim for information
Use photos
Impact Items

Start small - $10 - $25

Think big - $1,000

Consider tangible items vs. transformative levels

Make it fun!
Timeline
Content Checklist

Two weeks before launch

Team member photos and bios

Thank you message from the Project Lead

Full description of your project

5 giving levels with short descriptions
Content Checklist

Week before launch

Campaign images and video
Final copy edit
Training #2

Communication Strategy

Agenda

- Creating contact lists
- Crafting your ask
- Pre-launch messaging
- Best practices
- Email timeline
- Stewardship
Questions?
Check out
blogs.cornell.edu/crowdfunding