



HUBBUB.NET  
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**PROMOTING YOUR CAMPAIGN**

# CONGRATULATIONS

You are about to embark on your crowdfunding journey!

There are 2 distinct parts to every crowdfunding campaign:

1. Campaign creation
2. Campaign promotion

Here we outline some ideas for promoting your project at the various stages of your campaign. It is important to be aware that in order for your project to be successful you will need to dedicate a considerable amount of time to promotion and keeping your supporters engaged and on board throughout the campaign.

Best of luck,  
The Hubbub team

## RALLY TROOPS

The central most important aspect of your campaign is building a tribe of supporters around you.

## TEAMS, SOCIETIES, GROUPS

If you are part of a team, society or group ensure that you have all your members on board and actively engaged pre-launch and that they understand that **campaign promotion is a group effort.**

On the day of launch get all your members to sign up as 'helpers' on your Hubbub campaign page and to begin sharing with their networks. Ask all your members to write a personal email to 5 - 10 people in their network asking for support in terms of sharing with their networks or making a donation. This initial support will help give your campaign momentum :)

## PRE-LAUNCH

Build your promotion strategy before you launch your campaign

## LAUNCH

The first days of your campaign is the best time to build hype

## MID-CAMPAIGN

Beat the mid-campaign slump

## FINAL DAYS

You're almost done!

### WHO?

**Use mind mapping to brainstorm your network (See example on page 3).**

Think about who you (and your team) are going to reach out to: friends, family, student and local press, graduates from your university, local community and people, institutions or organisations interested in the topic of your campaign.

Shortlist a group of people you can rely on for on-going support during your campaign. Let this group know about your campaign pre-launch and ask for their support with promoting your campaign.

### WHERE?

**Identify the channels you will use to reach your network:**

- Word of mouth
- Personal emails
- Social media: Twitter, Facebook, Vine, Instagram, WhatsApp, Hubbub, Pinterest, LinkedIn groups (e.g. alumni or interest groups)
- Press: student, local, national
- Events and meetings
- Notice boards

### UPDATES & NEWS PLAN

**What interesting updates will you share during the campaign?**

- Testimonials e.g. "The boat club was the highlight of my university life, I'd love to support" John Adams, campaign donor
- Interesting facts about your project
- Behind the scenes photographs or video clips
- Let people know when you reach a milestone e.g. reached 25% of target, reached min-needed, 20th sponsor... etc

### CHECKLIST

- Use the network map to brainstorm your network
- What channels will you reach your network on?
- Do you want to set up social media accounts to reach more people? Twitter is useful for reaching people on a niche topic.
- Create your shortlist and let them know your campaign is coming soon, invite this group to "Become a Helper" on Hubbub and to share your campaign
- Brainstorm ideas for updates and news you can share during your campaign.
- Collect photos, testimonials, video clips that you can share during your campaign
- Prepare emails and social media posts to send on the day of your project launch

# MIND MAP YOUR NETWORK

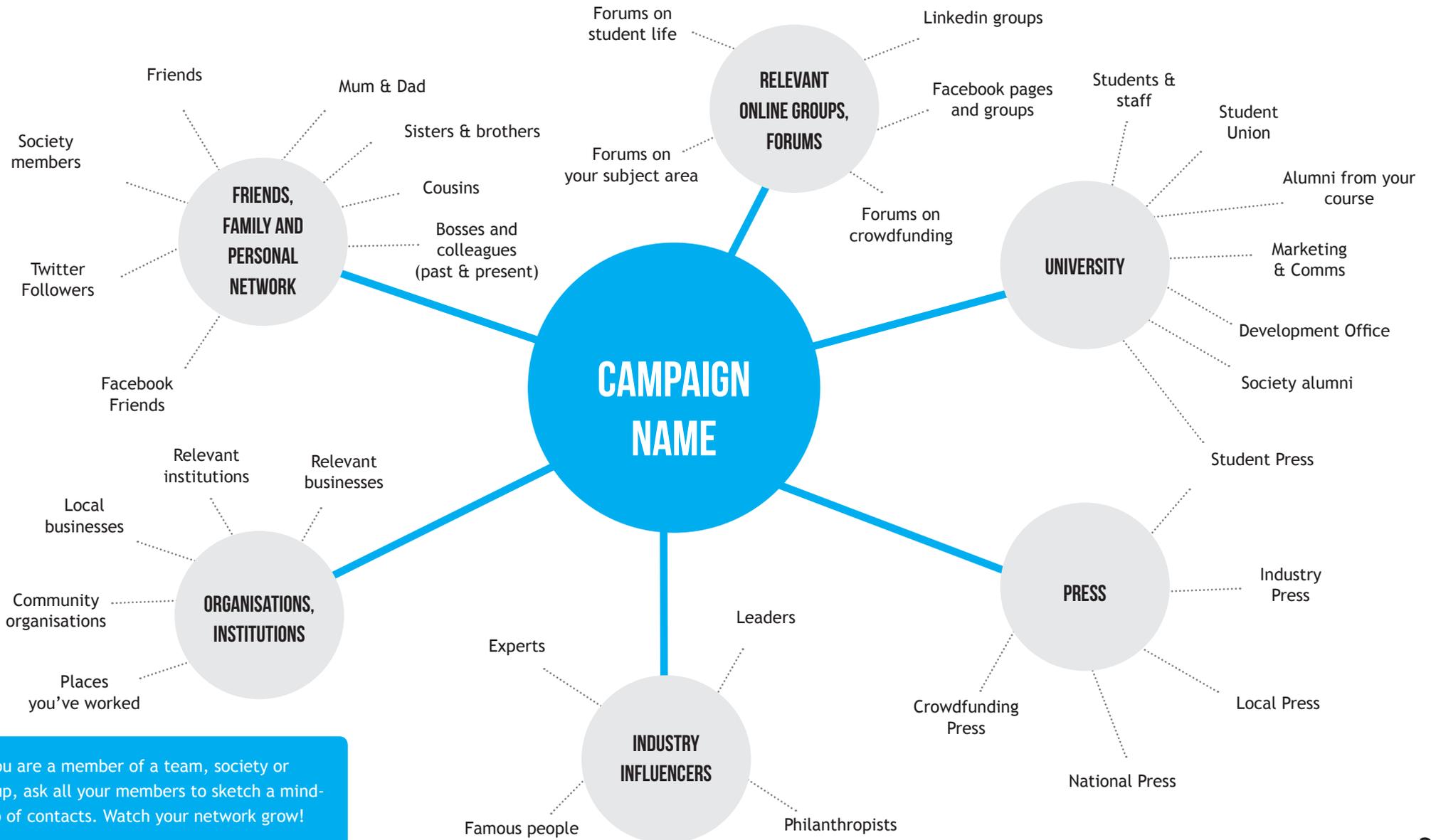
Draw a mind map for your campaign.

A mind map is a diagram used to visually organise information. This is a helpful starting point for brainstorming the network you will reach out to for your crowdfunding campaign. Grab some paper and draw your map!

Who can you get on board to support your project?

Who can you promote your project to?

Who can you target in your industry?



If you are a member of a team, society or group, ask all your members to sketch a mind-map of contacts. Watch your network grow!

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### YOU'RE LIVE!

The first week is the most important for getting your campaign off the ground. It's time to reach out to your network, build excitement and support, and get those donations coming in!

### MESSAGING

Mind mapping helped you to identify your network. From this map you can create your contacts list. It can also help to break down your list into smaller groups and tailor your message to each audience.

### PERSONAL

It doesn't matter if you call, text, email, tweet, or send messages on Facebook - the messages just have to be PERSONAL and positive.

### HELPERS

Sign up as many helpers as you can and ask that they share your campaign on social media and engage with the content you share. Hype! Hype! Hype!

### TWITTER

Mention @hubbubnet in your tweets and we'll Re-Tweet to our network. Include hashtags, share images and videos - get people excited about your campaign and give them content they want to share.

### VIDEO

Everyone loves video! You don't need to be a pro. Use mobile apps - Vine, Instagram... etc

## CHECKLIST

- Organise a gathering to celebrate the launch and invite potential supporters
- Be creative: can you organise a flash mob or anything else that will bring attention to your campaign
- Update your email signature to include information and a link to your campaign
- Send personal emails to friends and family
- Update your social media profiles with information and a link to your campaign
- Share your campaign across all of the channels you identified
- Share your campaign on the Hubbub Facebook page, your university page, your university alumni page and any other relevant groups, Vine, Instagram... etc
- Thank all of your sponsors, let them know how much their pledge and support means

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### CHIN UP, THE SLUMP IS NORMAL!

**Mid-campaign slump is a common trend in crowdfunding.** Don't lose heart, this does not mean your campaign is going to fail. There is plenty to do to keep your campaign alive and interesting.

### UPDATES

Stagger your updates. When the launch hype has calmed down you can keep up the campaign momentum with interesting facts, behind the scenes images and video clips, testimonials..etc.

Don't spam people! Keep your core message the same but mix up your communications by adding news about you, your society or your team and the campaign to engage and re-engage your crowd.

Keep all your channels up to date.

### PERSONAL EMAILS

Follow up with individual emails focusing on things about the project you think each individual might like.

### PRESS

Do you have a hook? Is there something about your campaign that is controversial or in current news?

Contact student press to cover your campaign. Make a list of 10 local and national journalists to contact that might be interested in your story. Find their Twitter details and send them a tweet asking for their email so you can send them details of your campaign and a hook for the story.

### CHECKLIST

- Create and share content that keeps your audience interested
- Celebrate each milestone on social media e.g. We've just reached 10% of our target - thank you to all our supporters! You guys rock!
- Show gratitude, thank your donors on social media
- Ask your donors for their continued support in the form of sharing and engaging with the content you share
- Contact press with your story
- Reach out to your heroes with a personal plea for help
- Prepare messaging for the final days of your campaign - emails, posts, tweets, press releases

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## FINAL COUNTDOWN

**The clock is ticking, let's get those last donations in!**

In the final days of your campaign it's important to create a sense of urgency. Contact everyone you have reached out to so far for one last push. Often people have every intention of donating to your campaign but they leave it until the last minute. Make sure they know there's only a few days left to get their cool rewards and to support your campaign.

## CREATE HYPE

There's just a few days left to get more funds in. Now is the time to thank your supporters for everything they have done so far and to get everyone on board to get maximum exposure in the final days.

Ask your supporters to take a few minutes to think of anyone they know that would be personally interested in the campaign. Ask that they send a personal message and share on social media.

## FLYERS

Print flyers with 'Countdown to DD/MM/YY' and brief details of your campaign. These flyers can be simple text-only black and white flyers or ask an artistic friend to help out.

It might just take one flyer to win you the donation that takes you across the finishing line.

## ALREADY OVER TARGET?

Let people know what you will do with any additional funds raised.

## CHECKLIST

- Email everyone you contacted at the beginning of your campaign with a specific and clear request e.g. please post on Facebook, could you retweet this (and include the link!)
- Explain how important achieving your goal is and how much you would appreciate support in the final few days
- Update your social media images e.g. Twitter header, Facebook cover photo with an image which says "final days of our crowdfunding campaign" and include a link to your campaign
- Create a sense of urgency across all of your channels - social media, word of mouth and emails. e.g. "3 days to get to the Karate World Championships"
- Make flyers to distribute amongst friends and in local shops and cafes, as well as across campus
- Thank all your sponsors

# PROMOTION PLAN

Create a plan for the entire project - detail **who** you'll contact, **when**, with **what** content, over **which** channels. A simple spreadsheet, like the example below, is ideal for getting your plan together.

	DATE 1	DATE 2	DATE 3	DATE 4	DATE 5
<b>WHY?</b> launch, milestone, update, news, nearing the end					
<b>WHO?</b> which group/s of people					
<b>WHAT?</b> story, photos, email, video, update					
<b>WHICH CHANNELS?</b> email, blog, Facebook, Twitter, Vine, Instagram					