

fundsurfer

Fundsurfer Workshop

How to create a campaign

1. Choose a good **project name**

- ~ Keep it short but descriptive (remember it will be shared on Twitter & Facebook)
- ~ Could you use a relevant hashtag in the title?

2. Set your **funding goal**

- ~ How much do you really need to fulfill your project?
- ~ How much will it cost to make + fulfill your rewards?
- ~ How big is your existing community?

3. Campaign **duration**

- ~ 30 to 45 days is recommended

4. Choose a **funding model**

- ~ Fundsurfer offers both Fixed (all or nothing) or Flexible (take what you raise)
- ~ Use Fixed if you have fixed costs you need to meet

5. Building your **fan base**

- ~ How can you build gratitude through rewards?
- ~ Create a Facebook page and (if time) Twitter account

6. Choosing **rewards**

- ~ List around 4 to 8 potential rewards you could offer
- ~ Digital rewards are cheaper than physical ones
- ~ Be unique & personal (rather than generic)

~ Study other campaigns and their most popular rewards

7. **Media contacts**

~ Find existing blogs/magazines/journalists that would like to cover your campaign

~ Build a spreadsheet with their contact info

~ Write a press release

8. Define your **narrative**

This is the story of your campaign, broken down on the following three levels.

Explanation

~ What is broken with the world today? What is the 'problem' ?

Meaning

~ Why does your project help "fix" what is broken?

~ Why does your project matter?

~ How will the world be different with your project in it?

Story

~ What are your credentials to make it happen?

~ How will the project unfold once you get the money?

~ Where will the money be spent?

9. **Pitch video** ideas

~ Keep it short, under 3 minutes

~ Clarity is better than cleverness

~ Show yourself in your video

Good luck!