

InvestLocalBC Campaign Success Workbook

**So you're ready to
fundraise for your
project online?**

**We're here to help! Use this
fillable workbook to plan your
campaign so submitting is easy!**



InvestLocalBC

GROWING OUR COMMUNITIES

Campaign Details

Naming your Campaign

Answer your donor's question within the title with what you're raising money for, and who you are. "Help Build Raised Beds for Little Growers Kid's Gardening Program" explains that the donor is supporting "Little Growers", which is a children's program raising money for a specific project (raised beds). The better you can succinctly display this in one line, the better it will share on social media and emails.

My Campaign Title:

Campaign Description

*This is the most important part - here's where you get to pitch your story to your potential donors. We're going to structure this in short paragraphs by clearly stating the **Who, What, Where, When, Why** of your project.*

The first paragraph should be focused on the "**Who**" and the "**What**". Start with who you are, including your mission, your values, and, most importantly, who you help! Help the donor feel connected by showing them what their donations are benefiting! Finish up the paragraph by describing what you're fundraising for. Give some details about the items you're looking to buy, the building you need to build, and most importantly how that donation will positively impact who you help.

Example:

We are the Little Growers Garden Program, and our mission is to give kids of all ages the chance to learn about permaculture. We work with school groups and inner city centers to empower children to nurture their own gardens because we believe everyone deserves accessibility to nature.

This campaign is to raise the funds needed to add 5 more raised beds to our inner city gardening compound on Vancouver St. New raised beds will mean we have the space for 20 additional personal plots in our garden, with the benefit of inviting 20 more kids into our afterschool program!

Campaign Description ctnd

Start with your "**Who**" and "**What**":

Next, follow with the **Where**? Where are you located in the province, in your town, and in your community? Think not only about physical location, but also what gaps you fill that are needed in your community.

Example:

Many of the children we work with live in apartment buildings and neighbourhoods where they rarely get a chance to get their hands in the dirt and explore gardening. Our 3 gardens are located in plots donated to us by the municipality to get the neighbourhood growing. Our programs are a great help to many low income families who want their children to experience hands-on learning after school.

Address your "**Where**":

Now let's address "**When**" - give some details of the timeline for finishing your project to demonstrate you're well planned out and trustworthy to follow through once you receive the donation. This is also a great place to give a project cost breakdown, if applicable.

Campaign Description ctnd

Example:

With the money from this campaign, we will begin the construction process during the month of March. This will give us time to build and plant our beds before April. We've already received a commitment donation of compost rich dirt for the beds from Dirt and Gravel Co., pending on successful completion of our campaign.

Give some details about "**When?**"

Finally, leave your readers with a reminder of "**Why**". Express thanks for their interest in supporting, and reiterate the difference they can make by participating! Don't forget to ask them to share!

Example:

We're so excited to see our project underway through the support of contributors like YOU. Your donation makes it possible to continue to support the children and families in our community with the education and innovation to give our kids a greener future. Thank you for your support! Use the links below to share our campaign with others!

Finish with "**Why**":

Campaign Description ctnd

Campaign Short Description

Imagine someone only reads one quick paragraph about your project - what do you want them to see? This will appear on the page displaying multiple different campaigns, and potentially on social media - describe your cause well!

Campaign Short Description:

Category (Region)

Identify your region so others know where you are located:

Cariboo, Nechako, Northeast, Vancouver & Metropolitan Area, Kootenay, North Coast, Thompson/Okanagan, Vancouver Island and Coast / Victoria

My Region:

Tags:

Consider any tags you can use to let people know what your campaign is about. Great ones to use if applicable include: *Women, Indigenous, Youth, Persons with Disabilities, Growth Cluster, Technology, Agriculture, Arts and Culture, etc.*

My Tags:

Featured Image or Video

Don't forget to add an image! People want a visual to pair with who they are supporting. Once you have the permission of whomever is in the photo, add it here. Do you have a video explaining more about your cause? After uploading it to YouTube or Vimeo, you can use the link here.

Campaign End Method

There are four types of campaign methods to choose from:

Target Goal - Only collect pledged funds when the campaign ends if the set goal is met. This is a great option if you know that the only way the project can go forward is if you have the full amount by a specific date.

Target Date - Collect as much as you can until a specific date - then your campaign closes with your deadline.

Target Goal *and* Date - This means your campaign ends after a specific date *and* when a certain amount is raised - the campaign will stop only when both conditions are met.

Campaign Never Ends - Collect funds pledged at the end of the campaign, no matter what. If you know that every donation will help, regardless of whether you reach your goal or not, this is the option for you.

Which Funding Type we choose:

Start and End Date

Calculate the number of days until you want your campaign to expire. We recommend an easy-to-remember date so you can communicate it with your supporters easily.

Campaign Start and End Date:

Minimum Amount / Maximum Amount

Set the minimum/maximum amount a campaign backer can contribute.

Minimum/Maximum Amount:

Goal (\$)

Know exactly how much you want to raise and in what timeframe. "The windows and doors will cost \$20,000 and we need them by September 30." Also, make the goal achievable. Going too high at once may discourage donors from joining your cause - everyone would rather be part of a success than a failed attempt. You can always follow up your initial campaign with an 'extension' campaign later!

Don't forget to budget in your fees upon completing the project. There is absolutely no cost to start a fundraising campaign on InvestLocalBC. We operate under a "fixed funding" model. Fixed funding assumes administrative fees of: a 5% commission and a 3-5% payment processing fee (which we pay out to our website's payment processor).

Campaign Financial Goal:

Recommended Amount

Help the donor along by suggesting an initial recommended donation amount.

Recommended Amount

Predefined Pledge Amount

Suggesting predefined donation amounts allows the donor to place the amount in the donation box with one click, the prices should be separated by comma (,)

Example: 10, 20, 30, 40

Contributor Table/Contributor Anonymity

You can choose to enable the Contributor Table option, which will show a list of all contributors with the amounts they've pledged on the campaign page, or the Contributor Anonymity option, which will hide the name of contributors on your page.

Location

Set the location of your campaign so your donors know where you are.

Backer Rewards

Backer Rewards are an opportunity to show thanks and create incentive for individuals (campaign *Backers*) to donate! There are many kinds of Backer Rewards - think photos of the project, t-shirts, invitations to a special event at the site, thank you phone calls or emails, keychains or other memorabilia... Think about what someone who supports your work would most like to receive. If you choose to do this, you'll need to

- Budget appropriately to cover the costs of the reward,
- Plan for how you will distribute the award (By mail? Shipping costs?)
- Decide what the reward should be
- decide how many rewards you would like to offer (one to every donation, or only for the first 50 backers?),
- Decide how much a donor needs to donate in order to receive an award. (\$5 gets you a picture, or \$500 gets you a special invitation?)

You'll then have access to a personal inbox that will allow you as the campaign manager to contact funders and verify contact information like shipping details. Funders will be able to choose if they want to provide their personal contact information or not.

My Backer Rewards Plan:

Backer Rewards ctnd

Reward Option

Tell the donor about the reward option you have for them to incentivize a higher donation. You'll have the option to add another reward option later on if necessary.

Reward Option

Pledge Option How much do they need to donate to receive this reward?

Pledge Option

Reward Image Add an image to help them visualize.

Reward Amount

Estimated Delivery Month and Year

It's important to build trust with your donors by letting them know when you'll deliver on your promises.

Quantity How many of these incentives are available?

Your Information

Contact Information

Name/Organization

Location

And you're ready to SUBMIT YOUR CAMPAIGN!

InvestLocalBC has an easy to use Campaign Submission Process. Go to www.investlocalbc.ca and click on the "Start a Campaign" button. There is a link there to create a new account for your organization. Once your account is approved, you'll be able to log in to your Campaign Dashboard and submit a new campaign. If you need assistance with this we are more than happy to help.

We look forward to hearing your success story!

-Community Futures Stuart Nechako