CROWDFUNDING
BEST PRACTICES

STEPS & STORIES TO HELP YOU LAUNCH A SUCCESSFUL CAMPAIGN

3 PLANNING THE CROWDFUNDING CAMPAIGN
Experts agree that successful campaigns boil down to knowing the right problem, the right approach, the right audience, and the right timing. If you mix these elements together in the correct way, you will be successful; this is why planning is essential.

Ask and answer these questions

- **How will I present this case?** Consider message, branding, and visual factors here.
- **Why is this problem important?** Explain why people should care about it and what effect funding will have.
- **Why is this timing important?** Explain why you need funding at this point: mention the need for testing, an upcoming procedure, or a roadblock to finding cures or medicine that exist.
- **Why should people fund this project?** Explain what will happen if they fund you, what will you be able to do, and what the broader impact may be.

Think about these critically to ensure that you make a connection with your audience.

Set a clear, realistic, measurable goal and timeframe

- **When do I need the funding?** Make sure you have time to plan in advance.
- **How much do I need?** Break down the numbers, accounting for all costs and needs. Be ready to explain the goal.
- **Decide on metrics.** How will you measure progress? When will you provide updates?

Ensure you take these steps before your campaign ever starts.

Choose a platform

- **Choose your tactic.** Research both the “All or Nothing” and “Keep It All” options and choose one.
- **Do your homework.** Research other crowdfunding campaigns.

Make sure you’re in the right place for your campaign’s specific needs.
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