CROWDFUNDING
BEST PRACTICES

STEPS & STORIES TO HELP YOU LAUNCH A SUCCESSFUL CAMPAIGN

HOW TO COACH YOUR CROWDFUNDING TEAM
Crowdfunding works because people working together can make things happen. Be sure you have the right team for your crowdfunding campaign.

**Who Are They?**

*Identify your core team.* Successful crowdfunding campaigns have a committed team. Before you start, identify at least five close friends or family members who will stick with the campaign no matter what. This is your core team.

*Find your community experts.* Assign one team member to search for a smaller or startup PR company in your area and try to get them involved. Find other local “experts” who can help you, from media contacts who will publicize the event to artists and business owners who are interested and may donate goods and services.

*Share connections to create your peripheral team.* Ask those five core team members to share their contacts and get them involved.

**What Are Their Skills?**

*They understand crowdfunding.* Explain crowdfunding so that your team understands it well. This ensures their feedback and brainstorming is more useful.

*They know the story.* Let your team work on the messaging; they know the story. Brainstorm the compelling aspects of the story, asking team members for feedback as you go.

*They fit into the team’s organization.* Think and discuss how you are going to manage this as a group. Have each person maneuver their network and connections appropriately to fit the plan.

*They communicate.* Your team has a huge, collective mailing list of people. Even the most peripheral members can help by spreading the word.

**What Will They Do?**

*Play to their strengths.* Team members will have different strengths based on their skills and contacts. One person may have media contacts they can reach out to. Another may be a great communicator and want to be responsible for
answering all the campaign emails. Another may have experience with offline fundraisers like chairing benefits, organizing a car wash to raise money, or connecting with the high school PTA. Make use of your group talents and strengths.

**Be creative with what they have.** Think creatively about solving the problem as a group. For example, a family may have a limited network of family and friends, but their contacts may have many connects to reach out to.

Raise funds as individuals and team members. Encourage everyone on the team to get involved with their own list to secure donations. The team should be willing to work together on all aspects of the campaign including creating a video to support the campaign that they will share with their connections.

**When Will They Do It?**

**Start early.** Get your communities engaged before the campaign. Prime people ahead of time. Let them know you are planning a campaign, tell them when, and ask them to commit to spreading the word.

**Keep up the effort.** Your team must actively promote the campaign throughout its duration. The campaign has to reach and engage people, and this is most possible with a concerted group effort.
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