CROWDFUNDING: CRAFTING YOUR MESSAGE

Messaging is the most important part of your campaign. So what can you do to make absolutely sure your message is ready for your campaign?

Storytelling and your message
Tell a strong story. It is important to craft the story so that the audience can readily understand the problem and know why there is a great need for them to support the campaign.

Mind your narrative. Your narrative must be focused, describing the donation and the person in need clearly. Explain the illness that “Emily” has and what her experience has been like. Then encourage them to donate, reminding them specifically how that amount will help Emily.

Understand your target audience. Think about what influences them, and speak their language. Tailor the message to highlight the benefits supporting the campaign will have to that particular audience.

Tools to use
Know why people donate. Think about the many reasons that might prompt others to donate to it. Maybe they can relate to the situation from their own personal experiences. Perhaps they have a connection, a family member or friend who has a similar issue; if they do, helping you may help solve their problem too. They may just want to make a positive difference in someone else’s life, be recognized for their donation publicly, or receive a thank you gift.

Use visuals. So they can truly understand how difficult the issue is and have an image in their mind.

Make people feel empathy. If a family is trying to raise money for a sick child who has a rare disease, explain how this illness affects their normal, everyday activities. Tell them what the life of this child is like.
You want your audience to walk in your shoes and think, “Imagine if that hit me.”

**Style matters**

*Keep it simple.* Explain the problem that the money raised will address in simple terms. Do it clearly and in one or two sentences.

*Answer key questions.* Tell potential donors what the campaign is about and how their efforts will help. Who are you? Why are you raising money? Why do you need help? How will the money be spent? What would drive you to part with your money for someone else’s campaign page? Craft your message with that answer in mind.

*Be sincere.* It’s important to be transparent and believable. People respond to emotion; the campaign should state the need earnestly so potential donors believe in it.

*Short and sweet.* People have a short attention span; create your message with that in mind. Do not use huge blocks of text. Separate the writing into smaller sections with headings that are easy to read and understand.

**Message musts**

*Be directive.* Tell them how they can help. Give them a call to action and let them know when the campaign starts and ends.

*Explain the chain.* With medical campaigns in particular, raising money for just one clinical trial may lead to major developments in another disease state or illness; remind readers of this key benefit.

*What does the money mean?* Clearly ask for what you want, and to make the amount relatable. As an example, state that $50 pays for one treatment. Personalize it so that the donor knows exactly where their $50 (or other amount) is going.
CROWDFUNDING BEST PRACTICES

STEPS & STORIES TO HELP YOU LAUNCH A SUCCESSFUL CAMPAIGN