CROWDFUNDING
BEST PRACTICES

STEPS & STORIES TO HELP YOU LAUNCH A SUCCESSFUL CAMPAIGN

WRITE AN AWESOME CROWDFUNDING EMAIL
WRITE AN AWESOME CROWDFUNDING EMAIL

Your goal is to raise the first third of your fundraising goal before the campaign begins. The key to this is to get the commitment before the campaign begins from your network. You need a great email chain and effective email messages.

Nuts And Bolts

Time it right. Emailing your network before the campaign begins asking for their support is the best way to get your community engaged. On the day of the launch, you want everyone to see that you have those funds raised so they know the campaign is legitimate.

Assemble your email team. Ideally, your team should send out emails to their networks.

Stay organized. Keep a log of the emails you have sent. Write down every commitment to support your campaign when it begins.

Follow up effectively. For those that commit to a donation, send another email out on the launch day of the campaign. This will first remind them of the mission of the campaign then thank them for pledging to support this cause, and finally end with the exact link to the campaign’s donation page, not just the homepage of the crowdfunding website.

Crafting The Message

Keep it personal. Use your contacts’ names in the first line along with something that shows your connection to the recipient of the email. This lets them know it isn’t a mass mailing. Personalized emails offer a higher probability of success.

Tell the story. In the message itself continue this personal approach: “I wanted to tell you about a friend of mine and their child.” Write an email that tugs at the heartstrings and signals that you really care about the campaign. Talk about the child, their family, their illness, and the imminent need to find some answers.

Give information. Talk about the potential of the research that hopefully can change lives. Tell them about the cause and ask them to donate when your campaign begins.

Don’t forget to ask. Try to get a commitment for them to support the campaign by donating on the launch day of the campaign.
Who Gets The Message?
First wave. Send out an email to all the people in your close circle.

Second wave. Your core team sends out the email to all the people in their close circles

How To Write Your Message
Dear Mom. Sit down and write an email to your mother about why she should give her hard earned and saved money to help this family. You can’t use marketing language with your mother. Be sincere.

Best friends. Write a similar email to your best friend and tell her why she should support this family.

Craft the final message. Now you have ideal, authentic language for your message. This is very different than an email that a marketing department would write. You can then craft these personalized emails into a template for reaching out to hundreds of other people.

Here are some examples to use at different times in your pre-launch efforts and during your campaign:

Sample email from participant to friends/coworkers in pre-launch effort:

Dear [insert their name],

[The first sentence should be something personal ie It was great seeing you last week] We are very excited about an opportunity we have to help our [son, daughter, friend] get exome sequencing testing. We will be having a crowdfunding campaign to raise money for the testing to help determine the actual cause of [his, her] condition.

Here is how it works. We will launch our crowdfunding campaign on [date], and we have 30 days to raise the money online. I am writing today to ask for your support, especially on the first day of the campaign.

We would appreciate any amount you can give. I will remind you as we get closer and definitely send a follow up email on our launch day! When the crowd sees a campaign with many donations the first day, those are the campaigns most likely to reach their goal. Even if you cannot donate, please share this campaign with your friends, family and colleagues.

Warm regards,
<Your name>
Sample email from participant to contacts:

Hi [their name],

I wanted to let you know that we have entered the Amplify Hope Initiative to help raise money for [name of patient] exome sequencing. We are almost at our launch date on [date] and hope you will join us in this effort and share this with your friends.

Warm regards,
[Your name]

Email for launch the next day:

Dear [their name]

The Amplify Hope launch for [person’s name] is tomorrow and we need your help! Please join us as we launch our campaign for [person’s name]. If we can get many donations tomorrow, then the crowd will help support us and raise more money. Please help us in our effort and share this campaign [link to campaign].

Warm regards,
[Your name]
LAUNCH DAY for our campaign--Today is Launch Day

Dear friends,

I would really appreciate your help with our new fundraising campaign to raise money for exome sequencing to determine the cause of my [relationship to you—ie son, daughter, friend’s] illness.

Any contribution you can make would be greatly appreciated. Please help us spread the word and share this campaign with friends, family and colleagues. [link to campaign]

Thank you from all of us.

Best regards,
[Your name]

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Email updates and resources for participants and potential donors:

Dear friends,

We have now raised XX% of the money we need to reach our goal. [Discuss the update here]. Please help us spread the word to your family and friends over social media. Together we can make a difference not only in [participant’s name] life, but for other rare disease children. Thank you so much for your support!

Best regards,
[Your name]
Crowdfunding Best Practices

Steps & Stories to Help You Launch a Successful Campaign