HOW TO MAKE A GREAT CROWDFUNDING VIDEO

Getting a crowdfunding video to go viral is one of the best things that can happen to a campaign.

What Does The Video Say?
A personal story. If the campaign is for a child’s medical costs, a video of the mom or dad or a close friend telling the story of the child’s illness works. If the child is in the position to actually speak and explain their situation, that may also prompt deep empathy in others. You are creating an immediate, personal endorsement. “I personally know their situation, and I know they need help.”

Focus on the sick person. Your video should have the sick person as its primary focus. Ideally you will show a brief yet poignant “snapshot” of the way this child’s life is—one that shows the viewer the problem in a compelling way so they will want to help.

Be creative. You’re not educating a classroom about the disease; you’re making connections with people.

Be sincere. Your watcher should feel empathy. Potential donors can read about someone’s problem, but if they can also see and hear how it is affecting them, they are more likely to connect and feel empathy.

Share the details. Explain the specifics of the disease in detail. The video and campaign must provide a stark, emotional portrait of the problem.

Inspire donors. Offer a way to help: “But there is hope.” Then tell them why. In this way the video and campaign both connect with viewers and offer an actionable step they can take—something they can do with this newfound connection.

Think ahead. Plan to eventually transition from the initial short term goal to longer term goals, and make your video work not only alone, but as part of a series.

Technical Issues
You don’t need a professional video. An effective video builds trust and helps you reach and connect emotionally with people. It does not have to be a high tech video, but it should show the problem or need and how you will solve it with their help.

You may be able to get professional help.
Although your video does not have to be professionally made, you may well be able to find a professional videographer to help your campaign. Even if you can’t get someone to make the video, they might be willing to listen to your story and tell you how you should go about making it.

**Use the right language.** Don’t ask people to donate at first. Ask them for three minutes of their time to watch and share the video. They need to know it’s short and worth the time. After they watch, they can decide whether or not to donate (and if it’s well-made, they usually will).

**Make it easy.** Show the direct link to your campaign. This keeps it personal, and easy.

**Focus on the bigger picture.** Align yourself with the larger crowd effort. This campaign is not just us, it’s all of the donors on the site in all of the countries.

**Use social media.** Create a hashtag for everything you do. Once you have media contacts, give those updates. Share something on social media every day.
CROWDFUNDING
BEST PRACTICES

STEPS & STORIES TO HELP YOU LAUNCH A SUCCESSFUL CAMPAIGN