

LikeMinded

Best Practices Guidebook



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LikeMinded.org

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Follow this Guidebook for Best Results

Congratulations on making the decision to launch a LikeMinded campaign! Your efforts to expand the impact of your nonprofit or public organization require additional sources of revenue, and LikeMinded is here to assist.

DID YOU KNOW?

The two weeks leading up to and the two weeks after launch are the most critical times for a campaign.

This guidebook will help you and your organization prepare, launch, push, and wrap your crowdfunding campaigns in the most strategic and streamlined way possible.

Let's get started!

The **LikeMinded** Difference

With a focus on nonprofit and public benefit initiatives, **LikeMinded** assists you in raising needed funds for projects in your local community, nationally, or globally. We'll help you create a **“web of influence”** that will get interested parties involved and funding your campaigns.

This guidebook shows you how to engage all of your stakeholders and manage a fruitful campaign.

The **LikeMinded** Difference

According to Brian O'Connell, founding President of Independent Sector, in his book, *Civil Society*, the makings of a civil society and healthy, engaged local communities include:



“ Successful projects often include a combination of all five stakeholder groups. ”



The Basic Steps of Running a Fundraising Campaign

We'll go into much more detail as we guide you through the process, but here's a simple look at what it takes to launch, run, and wrap a campaign:

1. Choose a worthy project
2. Set goals and timelines for your project's campaign
3. Craft your story
4. Identify and reach out to your campaign evangelists to prepare for launch
5. Launch your campaign and let everyone know
6. Keep excitement up with updates
7. Push donors to the very end
8. Wrap the campaign with a final update
9. Thank donors and send rewards

Choose a Worthy Project



The bottom line for nonprofits today is **IMPACT!**

In choosing a worthy project, ask yourself:

1. What are we currently doing successfully that has the potential to scale if we had the funds?
2. What would broaden or deepen our impact?
3. What's on our wish list that isn't funded?
4. What have our constituencies been asking for that we've not been able to deliver?
5. What would be of interest to newer donors who may someday become major donors?



Make a Campaign To-Do List

As mentioned earlier, the weeks leading up to a campaign launch are crucial. The more work you do ahead of time, the easier and more successful your launch will be. Start early and map out what needs to get done, and how you'll get it done.

A simple table like the one below is a great way to keep track of tasks and delegate where possible.

Campaign Task	Responsible Individual
Set up social media accounts	Sarah Wilkinson
Edit existing video assets into pitch video	Andrew Gomez
Write press release	Sarah Wilkinson
Create and manage list of friends, family, evangelists	Kari Hayward

Set a Funding Goal



Make sure your funding goal is well thought out as you will not be able to adjust it once your project launches. Focus on what you really need versus what you'd like to raise. But make sure you set the goal high enough to fund your project and fulfill all the rewards (don't forget to include shipping costs).

A few tips for estimating your budget:

- Make a list of every possible expense, including the cost of packing and shipping rewards. (See our tips in Rewards & Reward Strategy for more information.)
- For big-ticket items, research different vendors to see where you can get the best deal. Are there partners who could help you secure better deals?
- Are there volunteers who could help cut labor costs?
- Total everything up. If it seems too high, consider ways you could cut costs.

Don't forget that when your project is successful, LikeMinded collects a 5% fee. For IRS approved 501c3 organizations, Stripe (our credit card processor) waives the credit card processing fee on the first \$15,000 raised. Don't forget to set up a Stripe account, just go to stripe.com and click "Sign Up"—it's easy!



Set a Funding Type and Duration

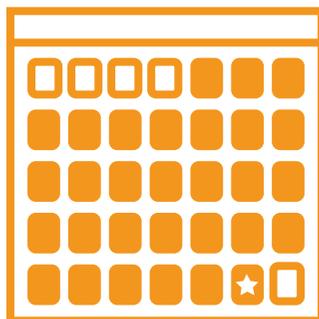
LikeMinded offers two funding types: Flexible and All-or-Nothing.

With Flexible funding, you receive the funds raised even if your goal is not met, and funds become available throughout the duration of the campaign.

With All-or-Nothing funding, you only receive funds if your minimum goal is met.

We recommend you set a funding duration of 30 days. Not only will it cut down on your work, it'll ensure the campaign feels fresh, active, and exciting throughout the entire funding phase.

Again, plan accordingly, as you won't be able to change the duration once your campaign launches.



Craft a Compelling Story



When crafting your story, you need to find a way to make your audience care. If people aren't aligned with your passion, they won't get involved.

One major advantage to crowdfunding on LikeMinded is that most people really want to contribute to nonprofit initiatives that make their communities, neighborhoods, nation, or world better—after all, everyone actually benefits! Your job is to show them how your project will change their lives and the lives of others for the better.

We'll take you through the steps you'll want to follow to produce a strong story:

1. Map it out
2. Keep it short and interesting
3. Show, don't tell
4. Be clear with your ask

Create a Story Roadmap



Determine what story will be at the heart of your campaign. For example, if your campaign is raising money for a new playground, interview neighborhood families talking about how they wish they had a safe place for children to play. Use everyday language (no jargon) with words that convey confidence in your project and explain:

1. WHY you are doing this project
2. WHO the project will benefit
3. WHAT it will mean to the neighborhood, community, or locality
4. WHAT the project actually is
5. WHERE it will take place
6. WHAT you're raising money for—and where it will go (example, breaking down the total into buckets such as administrative costs, material fees, etc. so people can see that you've thought it out carefully.)
7. WHO you (and/or your team) are—Have you done this before? Do you have a relevant background or some expertise to lend the project?

The answers to the above questions will be the foundation of your written pitch.



Keep it Short and Interesting

Edit, edit, edit, until you find the balance between telling too much and not telling enough. Grab the reader's attention upfront and fill in necessary details from there.

Use callouts and quotes to visually draw readers in (like this!). Your sentences should be short and clear and use everyday language. The goal is to make your story relatable and understandable to everyone.

Ask someone not involved in the campaign to read over your written pitch to ensure it is understandable and includes the right amount of information.

Show, Don't Tell



The words in your pitch are important, but the visuals are often the most powerful element you can include in your campaign.

When choosing images and video for your campaign page, make sure they help illustrate the message of your story. For example, if you're redoing a school playground, you'd want to feature photos and video of what the current playground looks like (or the empty lot), shots of the neighborhood kids and their families, etc. You may also want to get shots of an ideal playground so donors can see your vision.

Look for images that convey an emotional connection, and make readers feel they can be a part of the greater story—If I donate, I can provide those kids with a safe place to play.



Use High Quality, Emotional Photos

When determining which photos to use, keep the following in mind:

- Use good quality, high resolution images. We recommend an image size of at least 1024 x 576px, and a 16:9 ratio for maximum high resolution compatibility.
- You don't necessarily need a top of the line camera, a newer iPhone or Android phone will be able to take decent photos
- If you don't trust your own photography abilities, ask around or contact the photography department at local colleges and universities to see if there's a student who might be able to help you out
- Shots should be clear, crisp, in-focus, well-lit



Strategy for Using Photos



- Choose a variety of images to appeal to the broadest audience
- In your photos, try to convey an emotion that's tied to your story
 - Using the playground project as an example, you could show a close-up shot of the broken, unusable swing or take photos of the empty playground in disrepair—you want your readers to clearly see the need
- Use captions where appropriate when loading your story onto the LikeMinded platform
- Never use generic photos from the internet. LikeMinded campaigns are typically local and community-based, so make the time to get photos that match the specific cause
- Remember that photos are one of the most effective ways you can show potential donors the difference they can make—take the time to select the right ones

Bring Your Story to Life with Video



A brief, compelling video is probably the best tool you have to help your campaign succeed—take the time to do it right. Here are some great tips to follow:

Consider the following for your video:

- Be brief. Your video should be no longer than 3 minutes, and ideally half that length
- Wow viewers in the first 10 seconds
- Introduce yourself or your team briefly and tell why you're involved in the campaign
- Use the video to convey the importance and impact your project will have. If it's within your resources and makes sense for your project, give potential donors an idea of what their impact will mean. In the playground example, get some footage of an ideal playground to show your viewers what you're working toward
- We recommend a recording at 1080p

Bring Your Story to Life with Video



- Use music to bring your story to life. Sites like royaltyfreemusic.com are a great resource
- Ask for money AND time. Invite contributors to get involved with the project beyond donating money
- You don't have to have expensive equipment. A smartphone & tripod can do the trick
Search Youtube for great tutorials like these to get the best footage and audio
- Use graphics to segue into a new topic or add visual variety
- End with a clear call to action and make it easy for people to join the cause

As with photos, if you're hesitant about your videographer skills, ask around or contact the journalism or film department at local colleges and universities to see if there's a student who might be able to help you out.



Be Clear with Your Ask

As mentioned before, when it comes to fundraising and you want someone to do something—donate money, share the cause, or give their time—you have to ask them!

Make your call to action stand out on its own, but also tie it back to your story. Instead of writing “Please donate \$50,” tie your ask back to your story with something like,

“Please donate \$50 to give children
a safe place to play.”



Determine Your Rewards

LikeMinded campaigns are typically about nonprofit and public initiatives that improve local communities, so they have the unique benefit of a built-in reward to local donors. That being said, offering additional perks is a great incentive to your campaign, and can help push a donor into a higher tier of giving.

When determining what to set as a reward, keep this in mind:

What helps the story along and will make the donor feel closely tied to the success of the campaign?



Determine Your Rewards

Creative experiences instill a sense of inclusion and ownership in the project. Think about unique experiences that could really bring your team of “likeminders” together and increase engagement. Additionally, having face time with your backers can lead to lasting relationships, which is a gift that keeps on giving.

In the playground example, for the lower donation tiers, the donors could receive handwritten thank you cards from the neighborhood kids about how much they love their new playground. All donors could be invited to the opening party for the new playground.

Make rewards easy and affordable to deliver, especially in the lower donation tiers. Make sure to check our [Terms of Use](#) to learn more about rewards restrictions and what’s not allowed.

Set Up Your Rewards Strategy



The goal for setting up your rewards strategy is to keep it simple, but enticing. You can do that by:

- Keeping reward tiers to a minimum. Campaigns with more than 6-7 reward options tend to be confusing
- Simplifying your language for rewards. Make it clear exactly what they'll get at each tier
- Offering perks at popular pricing levels, for example, a typical crowdfunding contribution is \$25 so it's a good idea to offer a reward at that level as well as something at the \$10 level. Also offer a couple higher priced tiers with enticing rewards for your most generous supporters. Take a look at other crowdfunding campaigns to see how similar projects are set up
- Remembering to put yourself in your contributors' shoes – what reward at what price would excite you?

Set Up Your Rewards Strategy



What's Prohibited:

- Rewards not directly produced by the campaign manager or team
- Financial incentives
- Raffles, lotteries, and sweepstakes
- Coupons, discounts, and cash-value cards
- For more details, please see our list of prohibited items and subject matter detailed in our [Terms of Use](#)



Promote Your Campaign

Just as important as telling a compelling story is getting it in front of as many likeminded people as possible, including community members who may not even know you. This is where you can really build momentum, sparking your existing donors and fans and engaging new ones. It's crucial to launch your campaign with a trajectory, as an active campaign will help draw in donors. People want to be a part of something that looks like it has life and movement. If you start early, you'll have a team of supporters at the ready when the campaign actually launches. The more donors you have lined up to give in the first 24-48 hours the better!

In this next section, we'll guide you through leveraging each element below to launch your campaign successfully:

- Friends, family, colleagues
- Partners, influencers, evangelists
- Press releases
- Social media
- Offline and guerilla marketing



Get Friends, Family, Colleagues Involved Early

Most crowdfunding campaigns have 20-30% of their total funds raised from early followers (friends, family, colleagues, etc). Announce your project by sending emails to close friends and family so they can be the first to pledge when the campaign opens. If your list of family and friends is large (that's a good problem!), you may want to create several lists and send tailored messages to each, calling out your relationship with them "Dear Family Members...".

As always, be clear and to the point, and always include a link to your LikeMinded campaign page, or a concise version of your written pitch if your page hasn't launched yet.

Later in this section, we'll give you tips and a sample email to get you started.



Identify Partners— The LikeMinded Difference

Earlier in this guidebook, we highlighted what makes LikeMinded different from other crowdfunding platforms, and how our platform helps you engage across your community and supercharge your campaign—it’s all about partners, those who have a shared interest in the cause and are “likeminded” about meeting a need or enacting change.

Start by checking LikeMinded’s list of partners to see if there are any organizations that fit with the goals of your campaign. As you’re exploring potential partners, remember your “web of influence” to make sure you’re covering all bases:

- Individuals (Friends and Family)
- Community (Neighbors and Civic Groups)
- Government (Mayors, City Managers, and Agencies)
- Business (Corporations and Small Businesses)
- Voluntary Participation (Philanthropy and Nonprofits)



Identify Partners— The LikeMinded Difference

Early on, involve the residents who stand to benefit most from your campaign. You'll find that "doing with" rather than "doing for" makes your followers feel empowered and engaged.

Collaborate with complementary nonprofits and civic groups (e.g. Rotary) to increase impact with those you serve.

Check out your local Chamber of Commerce to find business partners. Walk the neighborhood and talk to businesses in your project's locale.

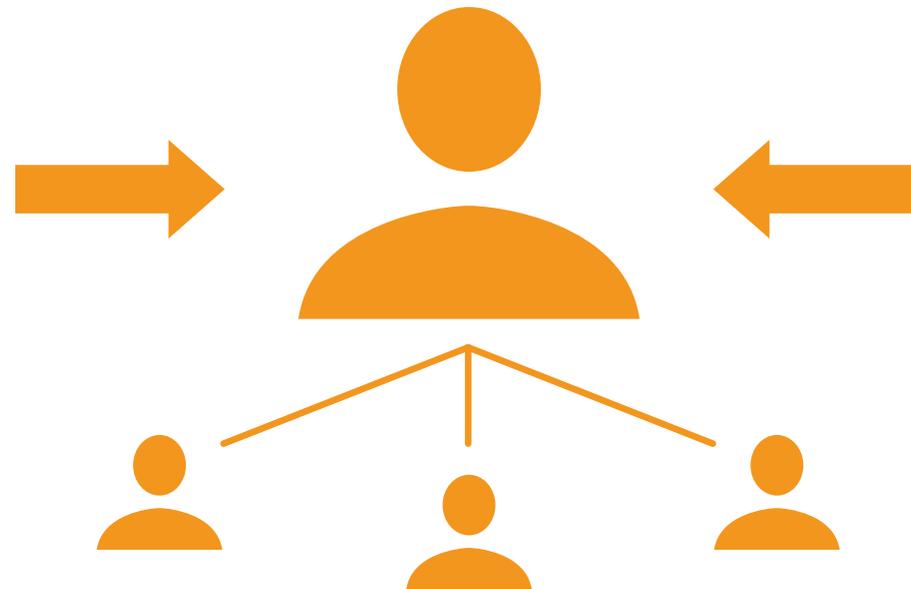
Do a Google search of local government representatives who might have an interest in your cause (mayor, city manager, parks department) and send them a tailored email. Always remember to follow-up—they're busy so you might have to remind them a few times.





Who are Influencers?

Influencers are people who have a wide range of connections in the “real world”, on social media, or both. Influencers can be anywhere, so do some research, make a list, and reach out to them with tailored messages (and of course, follow-up!) Their support can really super-charge your campaign if they share it with their large networks.



Amplify Your Campaign Through Influencers



How to find influencers right for your campaign:

Engage People! Type keywords into Google and see what comes up. Go to your city's listing of agencies and officials. For example, one campaign manager discovered that a key city manager sent out a newsletter to thousands of people every week. The campaign manager was able to get his cause featured in the newsletter, highlighting his need in front of people who already had a vested interest.

Introduce yourself to local business. Local businesses often have built-in followings at their brick and mortar as well as social media. Condense the basics of your campaign page into simple flyers and ask businesses if you can hang them up in visible areas. Also, ask if they'd be willing to give your campaign a shout out on their social media channels. Make it easy for them and give them the actual wording (and images) you'd like them to use on their sites.

Ask Everyone to Get the Word Out



Getting people to donate is the main goal, but getting your supporters to share your cause can go a long way in accomplishing that.

Do some research to identify influencers for your targeted audience. In the playground example, organizations like the local Parent Teacher Association, local schools and teachers, daycare centers, parks and recreation staff, the neighborhood association, etc. will have a likeminded interest, and therefore be more open to supporting the campaign. Be clear with your ask and provide them with prepared messaging to make the task easier. That messaging can come from your campaign page, or other emails you've sent to your own network.

Don't forget to thank them and keep them on your update list so they can track the campaign's progress with you.

Craft the Perfect Ask Email



Tip: It's a good idea to bcc when sending out mass emails. It gives your email a much friendlier, personalized feel and protects the privacy of those you're mailing to.

- 1.** Write a catchy headline - The best headlines are direct (no flowery language), short (readable on a smart phone), and customized to your audience (adding information such as donor location)
- 2.** Introduce yourself - Potential donors won't want to give if they don't know who you are or what you stand for.
- 3.** Timing is everything - The best days to send emails are Tuesdays through Thursdays when people are in the midst of a productive week, but not yet signed off for the weekend.

Craft the Perfect Ask Email



4. Include a Call-to-Action – It wouldn't be an “ask” email without a CTA! Once you've briefly stated the reason for your email, clearly state your ask; donate money, give some of your time, share this with your network, etc.
5. Include imagery – Even though you'll include a link to your campaign page, include your strongest imagery within the email itself.
6. Always know the why – Make your emails feel valuable, so potential donors don't feel like they're being spammed. Look for ways to get donors excited about what you're doing. That could include success stories or an invitation to an upcoming event.





Example of an Effective Donor Email

Dear [Recipient],

I am writing to ask you and [Name Of Recipient's Organization] to collaborate with [Name Of Organization Seeking Donations] on a LikeMinded campaign to support [Reason You're Seeking Donations].

Ways you could collaborate with us include:

- Sending an email to your clients and vendors, sharing the mission and needs of our campaign with them [Link To Your Campaign Page]
- Writing posts for your company's social networks, newsletter, and/or website about our campaign
- Informing your employees of volunteer opportunities with [Name Of Organization Seeking Donations]
- Providing rewards we can use in our crowdfunding campaign [Link To Your Campaign Page]
- Making a donation in the first two days of the campaign, which will significantly increase the likelihood of our campaign's success

I will follow up with you later this week, or feel free to call me at [Your Phone Number].

Thank you kindly for considering this opportunity to engage in an important cause in our local community.



Prepare a Press Release

Press releases are the best approach to getting your campaign media coverage. Draft your press release before launch, but don't send it out until your campaign page is actually live. In fact, it's a good idea to wait until your project has about 30% of its goal already funded. Journalists want to write about campaigns they think will be successful. Do some quick Google research to put together a list of potential outlets and publications.

Use keywords like the name of the city or community your campaign will affect + "news" + "publication" + "newspaper" + "radio station" + "news channel" + "magazine."

Also include local high school and college newspapers or blogs.



Press Release Tips



A few key tips for drafting a press release:

- Use clear, concise, jargon-free language
- Write a brief, compelling headline that summarizes the press release
- Add a sub headline that adds detail and provides a different, yet compelling angle
- In the first paragraph, answer the big questions: *who, what, when, where, why*
- In the body (usually 3-6 paragraphs), give more detail, drill down into the specifics, and offer a quote from you or the project's leader or from a local representative on how the project will benefit the community



Press Release Tips

- In the closing paragraph, wrap it up and provide any links to further information
- Add a “boilerplate” paragraph at the bottom, which summarizes you or your organization, and include contact information, including name, organization (if applicable), contact phone number, email, campaign page URL
- Double-check your spelling and grammar and any facts or statistics you may have mentioned. Let someone else look it over—sometimes we get too close to a project to notice obvious errors

A Google search will also turn up templates for visual reference.

Send the Press Release



Once your campaign is live, direct your press release email to the reporter who normally covers the space your project falls under. In the example of the revamped playground, you'd want to direct your email to the reporter or blogger who covers topics such as Education or Family.

If a news outlet picks up your story—congratulations! Leverage the coverage by getting your friends, family, colleagues and influencers to post links to that piece in their own networks. Also be sure to update your campaign page so fans and supporters can share in the good news.





Share Your Campaign on Social Media

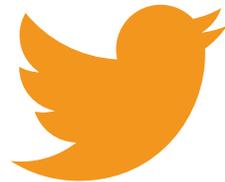
Social media is the perfect place to create real-time conversations that can spark donor engagement and help your message reach many people with minimal work.





Focus on Relevant Platforms

We suggest Facebook and Twitter, as they're so well established and heavily used by friends and families, but you might also want to consider LinkedIn for the professional networking angle it provides.





Familiarize Yourself with the Analytics

This will help you understand and adjust how your social media efforts are going. Facebook and Twitter offer their own analytics tools you can use to gain insight about your audience to better shape future messaging.





Research and Befriend Influencers

As with all crowdfunding marketing, research the people and groups who have the greatest influence in your community or cause, and and befriend them online to get their attention and support.





Choose a Campaign Hashtag

The hashtag should be short and catchy and related to your campaign. Use it in all your social media posts so you can easily organize the posts in one page. Encourage your supporters to use the hashtag too.

#giveback

#community

#4change

#volunteer

#changemakers

#donate

#dogood

#socialgood

#impact

#engage2act

#fundraising



Build a Social Media Following

Entire books have been written on this subject, so by no means are these the only ways to build a healthy following, but these tips do provide a great starting point.

- Cross-promote – Include your Twitter information in a Facebook post and vice-versa
- Like/Follow Other Pages/Accounts – Find and connect with the people and organizations that could have an interest in supporting your cause. Interacting with their account will bring you to their attention and hopefully get you some social media love in return
- Retweet Relevant Content – Related to the above, give some social love to the accounts already talking about topics related to your cause. Follow them, comment on their posts, etc
- Create Shareable Posts – You can encourage your fans to share your posts, but make sure the info is interesting, valuable, and shareable to begin with
- Ask Supporters to Engage – Add an update to your [LikeMinded](#) campaign page asking everyone to interact with your social media accounts



Get the Most Out of Twitter and Facebook

Twitter

Search for Relevant Hashtags – Keyword search the hashtags potential supporters are likely using. In the revamped playground example, you'd want to try hashtags like #kids #children #getoutside #playground and a hashtag that represents the city or community. Once you've found these conversations, chime in and let the person know what you're up to and invite them to follow you for updates.

Facebook

Run a Paid Media Spend – If you're willing to spend a little money, try putting some money behind your posts to reach new followers. Facebook's robust targeting capabilities will ensure you're reaching the right people. Learn more about paid media on Facebook's Business page.

Get the Most Out of Twitter



Any time you're using social media as a brand or organization, you want to make sure the conversation is a two-way street. You never want to push out messages, as if you're talking at your audience. On Twitter, you'll want to make sure your communication is engaging and educational. Try these strategies:

- Ask a Question – Make sure it's related to your campaign, and don't stop there. When your followers respond, reply back to keep the conversation going
- State a Fact – Get potential donors interested and involved by sharing a shocking/surprising/etc. fact that relates to your cause
- Add a Picture – Image-based tweets are more likely to be read and shared. This is a great time to re-use the high quality images you took for your campaign page
- Call to Action – Once followers are engaged, hit them with your clear ask. Always link back to your campaign page to make it easy for them

Get the Most Out of Twitter



Additional Strategies:

- Tweet Often – Most people follow hundreds of people, so publishing your message a few times a day increases the likelihood of your message being seen
- Reply to Everything – As we mentioned before, it’s crucial you maintain conversations with your followers on Twitter. Don’t let any comment go “un-replied” to
- Retweet with Caution – Retweet information that provides value to your followers—statistics, resources—but be cautious about retweeting simple mentions of your organization. For example, if someone tweets about how great your cause is, thank them in a reply, but do not retweet. The people following you already know you’re great, they don’t need you reminding them of it with a bunch of “bragging” retweets



Get the Most Out of Facebook



Though some of your Facebook strategy will be similar to Twitter, it's a different platform with different capabilities and should be treated as such. Be sure to:

- 1.** Communicate Like a Real Person – People come to Facebook to connect with friends and family. Your organization's voice and language should come across as a trusted friend.
- 2.** Use Clear and Effective CTAs – Your campaign is not going to benefit from a "Like." Be clear with what you want the fan to do: share with a friend, visit the campaign page and donate, comment so you can interact with them, etc.
- 3.** Give Fans a Reason to Come Back – This is best achieved by always providing value. Interact with your fans, ask for their thoughts, share interesting facts and articles related to your cause.
- 4.** Share Photos and Video – Re-use the imagery from your campaign page and elsewhere so that you "brand" your campaign and make your followers feel part of an important cause/movement.
- 5.** Personalize Messages and Responses – Unlike your website, Facebook lets you talk to fans directly. Use that to your advantage by personalizing everywhere you can.

Promote Your Campaign Offline



As we touched on in Amplify Your Campaign Through Influencers, don't forget to promote your campaign offline, too. Create a nice flyer using relevant information from your written pitch, and some of your strongest images or graphics. If you can, print in color for the most impact. Remember to list your campaign URL and of course, the call to action. Then ask local cafés, yoga studios (which often have a community board), grocery stores, local gyms, community meeting rooms, libraries, etc. if you can post it in a high traffic area.

Time to Launch!



Once you've crossed off all the pre-launch tasks on your campaign to-do list, it's time to turn your campaign page live!

Remember the most crucial part of a successful campaign is launching with a trajectory. By this time, you've put weeks of work into preparing for the launch to ensure you open the donation doors with excitement.

If you utilize all the best practices in this guidebook, you'll be well on your way to a fully funded campaign, not to mention making a positive impact in your community!

But you can't rest yet! The weeks after launch are just as important as those leading up to it. The following section will take you through the steps you'll need to take post-launch.

Let Everyone Know!



As soon as your LikeMinded page goes live, it's time to spread the word. Start by:

- Sending the emails you prepared to your friends, family, influencers
- Letting family and friends know that your campaign has launched and they can now donate and link directly to your LikeMinded page
- Publishing announcement posts on your social media pages, again linking directly to your campaign page
- Sending press releases to journalists, local publications, appropriate media, etc.—as long as your campaign has some traction. (See section on Press Releases for more information)
- Posting your flyers in high traffic areas at local businesses (with their permission, of course)



Keep Excitement Up

Rallying the troops is super important during the campaign's funding timeline, especially the two weeks right after launch. You should set aside time every day to post updates, respond to comments, and continue reaching out to potential supporters. You should also:

- Update Supporters – They want to know how their contributions are helping the project, and want to see it gain momentum. Use email, social media, and the Update tab on your LikeMinded page to let supporters know how it's going
- Use the Comments Feature on Your Campaign Page – The more active and alive your page looks, the more potential supporters will want to get engaged. Publicly thank those who've already donated, respond to questions or thoughts people have posted, and encourage those who've already donated to comment about their experience and/or excitement for the cause



Keep Excitement Up

- Keep Social Media Fresh – Don't regurgitate information from the Updates tab, but come up with new, valuable information to share. Consider going back into old posts to reply to fans with updates to show the campaign is up and going!
- Encourage Supporters To Share With Their Networks – Ask them to invite their own circles to get involved in making a positive impact





Continue Adding to Your Potential Donor List

Post-launch is the perfect time to continue adding to your potential donor list, because your live campaign (and the traction you've earned with all your hard work) gives you something powerful and concrete to point to in order to prove your hard work and determination.

Reach out to the influencers who have donated and ask them for an introduction to some of their friends who also have wide social circles.

Take a look at who's donated and do some digging to see if you can uncover a network you hadn't thought of before. In the example of the revamped playground, maybe a group of urban garden activists donated because they'd love to see a garden planted near the new playground. Look at those activists and see if you can find other associations or clubs they belong to and then reach out to those as well.



Revisit Donors for Additional Money

Research shows that 28% of donors are repeat donors. So reach out to those who have donated and encourage them to give just a little bit more, and more importantly, to share the cause with their circles. Clearly you've already touched them with your story, so chances are they'll likely be open to giving just a little more.

Make your messaging clear and digestible by breaking the need down into smaller pieces. Consider using a line like: If you and 9 friends give just \$20, that's \$200 dollars toward a much needed playground. Use the amount of money you still need to create urgency and excitement—“We need just \$500 more to revamp a playground that will provide a safe place to play for hundreds of neighborhood kids!”

If you're getting close to your funding goal, send out an email with some visual representation (a bar graph or pie chart) that shows you only need a little more to do so much good—people love to feel they've made something happen.

Wrapping Up the Campaign

Hopefully your campaign was fully funded and you're now beginning the project. Regardless of the outcome, you should send wrap-up messaging via email, social media, and the Updates tab on your LikeMinded campaign summarizing the campaign and letting people know where they can stay up to date on the project's progress. Also don't forget to mention the plan for delivery of rewards!

If your campaign fell short, avoid negative or disappointed messaging in your wrap up note. Instead, point out the positives—such as a community coming together to make a positive impact, shedding light on an important need, the valuable connections made, etc. If you're planning on regrouping and launching the campaign again down the road, let people know so they're ready when you reach out to them again.

Thank Everyone

Again, regardless of the outcome of the campaign, everyone who donated or helped out in any way deserves a sincere thank you note.

- If you'd like to make a strong, positive impression (of course you do!), take the time to write a personal, snail-mail thank you note. Your donors took the time to learn about your campaign and open their wallets, so they deserve it
- You don't need to write a novel in your thank you note, and there's nothing wrong with a standard message, as long as you personalize the greeting (No "Hello There" or "Dear Friend")
- If your campaign was successful, show them how their generosity made an impact—"Thanks to you, hundreds of kids will soon have a safe place to play"
- Use the opportunity to set the stage for the future — tell them how they can get involved as the project comes to life

Thank You, and GOOD LUCK!

We hope this guidebook helps make your campaign successful. We can't wait to see the amazing things you and your "likeminders" can accomplish in your community.

For comments and questions, feel free to write:

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