



LAUNCHING YOUR CROWDFUNDING CAMPAIGN

Spacehive



Build a crowd before you crowdfund

Crowdfunding is not just about the strength of your project idea, it's about demonstrating support for your idea from your community.

There are a few specific things you must do to run a successful campaign and reach your target! The following pages show you how...



Soft Launch

- Before you do a big public push on social media or send out a press release, you must start by getting family, friends and colleagues to pledge to your campaign.
- This process is called a 'soft launch' and creates early momentum for the campaign to ensure that you don't waste a marketing opportunity by directing people to an empty campaign page where there are no backers.
- People are unlikely to pledge to a campaign that has not already received substantial backing.
- You should aim to reach out to your closest friends, family and colleagues to make around 20 small pledges (£2+) before you start promoting the campaign wider via your social channels.



Planning

- Use the templates on the following pages to plan out who you want to approach to support your project and when.
- Don't do all your comms at the start of your campaign and then go quiet!
- It's important that you keep your project page busy with updates, photos and stories to keep your backers and potential backers in the loop and get them excited about the progress you are making.

Create a list of every person, organisation and business you could approach during your campaign. Remember some of them may be able to support you in other ways, for example promoting your project. Rank them on the % likelihood that they will pledge to your project using the categories below.

100%

E.G. YOU, YOUR TEAM, FAMILY, CLOSE FRIENDS

80%

E.G. FRIENDS OF GROUPS, FACEBOOK FRIENDS

60%

E.G. YOUR NEIGHBOURS & THE WIDER COMMUNITY

40%

E.G. THE LOCAL PRESS – TV, RADIO, PAPER

20%

E.G. BIGGER GRANT BODIES, NATIONWIDE BUSINESSES

90%

E.G. FRIENDS, COLLEAGUES, USERS OF YOUR PROJECT

70%

E.G. SMALL LOCAL BUSINESSES OR CHARITIES

50%

E.G. LOCAL LEADERS, YOUR COUNCIL

30%

E.G. LARGE LOCAL EMPLOYERS, SMALL GRANTS

10%

E.G. A LOCAL CELEBRITY / SOMEONE CONNECTED TO YOUR THEME

Once you have listed all your potential backers, consider **when** you will approach them during your campaign and **how** you are going to reach them. Map out every week for each month of your campaign. Build out your plan below and use the % likelihood that they will back you to decide how much time you will spend on each backer. See Spacehive guidance for more advice on planning your backer strategy.

MONTH 1

TOP TIP: MAKE SURE YOU HAVE A 'SOFT LAUNCH' WITH YOUR 100% LIKELY BACKERS

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MONTH 2

TOP TIP: USE YOUR BACKERS TO DEMONSTRATE SUPPORT TO LARGER FUNDERS

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MONTH 3

TOP TIP: RUN A COUNTDOWN TO YOUR CAMPAIGN DEADLINE AND ASK BACKERS TO SHARE WITH THEIR FRIENDS

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Social Media

- **Make sure you include the website url link to your Spacehive page on every email you send and every post, image and video you share.**
- **Use the search function on Twitter and Facebook to uncover relevant community and interest groups in your area using keywords associated to your project - then you can reach out to them and share your project.**
- **Social media is not just about getting people to pledge, it's about building an army of supporters and advocates who believe in your project as much as you do and will spread the word!**
- **Remember to @Spacehive when you post and use any relevant #**



Promotion

- Use the [Spacehive Update Tool](#) each time you have something to shout about - a big pledge, your 10th pledge, every time you get a nice comment...
- Whilst people are social distancing it is easier than ever to attend all kinds of meetings and events which might have moved online to a zoom call, or an online forum - search for councillor surgeries, town hall meetings and other community online gatherings in your area, apps like [Nextdoor](#) are a great hive of activity and chatter to tap into.
- Don't underestimate the power of flyering and posting on community noticeboards to reach those in your community who may not be online.

Further help



Lots more detail on running a successful campaign with handy tips and tricks can be found in our dedicated area of the Spacehive [Help Centre](#).



You can also get in touch with Spacehive via support@spacehive.com or the [live chat tool](#) - click on the icon in the bottom right of your project dashboard.