

Crowdfunding Alberta

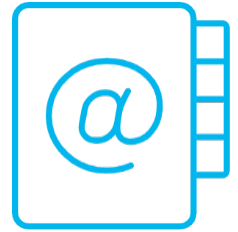
Campaign marketing tip sheet

Purpose

Use this tip sheet to learn how to promote your campaign online and maximize the number of donors who see, share, and give to it.

Tips

#1 Share the campaign across all of your organization's communication channels



- Promoting your campaign in multiple places will connect with multiple audiences, increase traffic to your campaign and the opportunity for someone to donate. Use all of your organization's touch points with community to advertise your campaign. This includes putting the link or QR code for your campaign in your:
 - volunteer and community newsletters
 - email signature
 - website
 - program posters
 - social media (X/Twitter, Meta/Facebook, Instagram, LinkedIn, TikTok, etc.)

Email is still the number one converting medium for contributions (meaning more people are likely to support a campaign from a shared link in an email than via social media, ads, etc.).



#2 Engage your board, staff, and volunteers

- People are more likely to support a campaign if they see others have already supported it. Let your inner circle know the campaign is live and ask them to consider making a donation of any size.
- Whether they donate or not, encourage your board, staff, and volunteers to share your campaign on their own social media pages (X/Twitter, Meta/Facebook, Instagram, LinkedIn, etc.) and with their close contacts.

#3 Engage your business community

- Let your core business partners know that your organization has just launched a crowdfunding campaign and ask if they would consider making a donation or promoting the campaign in their company's newsletters, social media, employee memos, etc. This includes:
 - vendors
 - membership associations (Voluntary Associations, Chambers of Commerce, etc.)
 - board members' businesses
 - sponsors

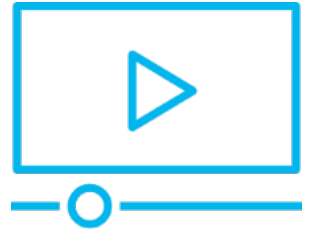


#4 Leverage influencers

- Reach out to prominent community members to ask them to endorse your campaign by sharing across their networks. This includes:
 - sector leaders
 - local politicians
 - bloggers
 - artists and athletes with collaborating interests
 - people with large social media followings (and similar interests to your cause)

#5 Update your campaign often

- Campaign promotion continues long after your organization has launched its campaign. Keep up momentum with campaign updates. This includes adding new content to your campaign story such as:
 - behind-the-scenes pictures/videos
 - progress on projects and milestones reached
 - links to mentions in media outlets
 - biographies of people (including volunteers) or animals involved - with consent
 - public posts of your cause in action
 - roadblocks, challenges, setbacks
 - background information
 - calls for feedback/suggestions for changes, etc.
 - successes, celebrations
 - anything of value or interest!



#6 Consider short-term paid advertising

- If your organization has an advertising budget, paid advertising can help direct more potential donors to your organization's campaign. This includes:
 - tv, radio, newspapers
 - social media (Facebook, X, LinkedIn, Instagram, TikTok, Reddit, etc.)
 - search engines (Google, Bing)
 - video ads (YouTube)

#7 Leverage the potential of Government of Alberta matching funds

- Donors are more likely to give and give more generously if they know their donation will be matched to any degree. Let prospective donors know that, with their help, your organization could earn up to \$5,000 in matching funds from the Government of Alberta. Urge them to act now as time is limited!

