



CROWDFUNDING FOR SMALL BUSINESS Strategies and Best Practices

The following are some of the most important first steps for planning a successful crowdfunding campaign. Our team will coach you through all the components to set you up for success, but these are the first few items you should be considering as you start the crowdfunding process. Our team will work alongside you on your campaign, so feel free to reach out with questions or request feedback or ideas at any point during this process.

BEST PRACTICES

Make your ask explicit.

While you can crowdfund for what you need, donors would like to know exactly how you will spend the money they donate?

Establish a team.

Your team will work together to develop a communications and outreach strategy suitable to your community. Make roles and responsibilities very clear from the beginning.

Create an outreach calendar.

It's important to have a detailed plan in place for how you are going to raise your funding, before your campaign launches.

Think about who in your community might be able to provide donations, especially at the higher levels.

If possible, try to have one or more donations committed or on-hand before your launch day.

OUTREACH STRATEGIES

Nothing has better reach and turns a supporter into a donor than a personal call, email, private message.

In these times it's important you get creative with how you're reaching your supporters, texting and emailing are great forms of communication now. Pre-draft content you can blast out and share with your fundraising team.

Help people understand that every dollar counts, even small amounts to show their support.

Give examples your donation of \$10 will provide X or if we hit \$5,000 we can provide X. Use your existing client list as your targets, reach out and get them to support, either financially or at the very least share the campaign and get their friends to donate Include information about how to purchase products or services online NOW

Offer cost effective rewards that will support your business once it's open to the public again.

Examples:VIP treatment at the grand reopeningCouponsGift cardsProducts that are easy to fulfill (maybe backstock)

Strategies and Best Practices

Continued

MEDIA AND SOCIAL MEDIA

- Use your local radio station to have a segment or slot in ads
- If you follow a local podcast or web series, send a request for airtime
- Draft an article or letter to the editor in your local newspaper
- Feature your staff (simply with their profile photo or preferred headshot /photo) and make sure they are tagged to connect people with who you are and who your business supports and who supports your business- mutually
- Feature your favorite customers or products or stories of your business - use an attention grabbing image
- No matter what you share be sure everyone on your fundraising team personally shares the content , this is HUGELY important in the traction of your messaging
- Let people know exactly what their donation provides (visually or outright), be short and clear
- Keep updating your donors and supporters, each day/week to share how you've made progress and what you still need

MESSAGING BEST PRACTICES

Start with gratitude

Example: "Thank you for supporting our business for over 10 years...."

Acknowledge the challenges

Example: "Times are hard."

Create a sense of urgency

Example: "Our business is on the verge of closing, but you can help NOW!"

Be authentic

Example: "We want to be here when things get back to 'normal'"

Be passionate

Example: "Your donation means so very much to us."

Make it personal

Example: "Use words like 'we' and 'us' and our instead of the business or the corner bakery."

Questions? Email us at info@patronicity.com

To get started, go to:
patronicity.com/small-biz

