

YOUR HOW-TO GUIDE ON  
**CROWDFUNDING CAMPAIGNS**

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## **SILENT PHASE | 8 WEEKS**

- 1.** Call for for campaign projects – include application
- 2.** Review applications with varsity + development team
- 3.** Build a calendar of department campaigns accordingly
- 4.** Meet with campaign team + identify team leaders
- 5.** Develop campaign strategy
- 6.** Solicit lead gifts
- 7.** Launch

## **ACTIVATION PHASE | 4+ WEEKS**

- 8.** Solicit target audience
- 9.** Activate campaign communications + social media strategy
- 10.** Weekly updates (videos, pictures, challenges, call to action)
- 11.** Monitor percent to goal+constituent-type giving
- 12.** End with a strong final push

## **POST-CAMPAIGN PHASE | ONGOING**

- 13.** Say thank you!
- 14.** Update videos/pictures to demonstrate campaign impact
- 15.** Review donor base and identify new, lapsed, recurring and major donors
- 16.** Develop + execute donor retention plan
- 17.** Report back for as long as project needs