

# A CHECKLIST TO PREPARE FOR OUR FIRST **CROWDFUNDING CAMPAIGN**

Be sure to refer back to [the blog post](#) that this checklist is sourced from for additional details and context to help you put this tool to good use!

## IDENTIFY A SPECIFIC + REASONABLE GOAL

What is the discrete, defensible, and urgent need or opportunity this funding will support?

What will this funding make possible for our community or cause?

Approximately how much funding is needed in total, including campaign expenses?

Do we believe we can raise 30% of our funding goal in the first 48 hours of our campaign?

yes, we can do it!    hmmm, not really sure    nope, that doesn't feel possible

## SELECT A SUITABLE PLATFORM

In evaluating all key features needed for our campaign, we've opted to use \_\_\_\_\_ because:

## CONSIDER ALTERNATIVES

- AmazonSmile Charity lists
- Facebook fundraiser
- Marketplace lending
- Equity crowdfunding
- Traditional fundraising methods

## ENSURE COMPLIANCE WITH REGISTRATION REQUIREMENTS

We have verified that we (and any professional fundraisers we plan to engage in this campaign) are in compliance with any local regulations related to fundraising registration, and we have registered in other states where donors may contribute from.

### FUNDING NEEDS + TARGETS

How many contributions do we need to secure at key giving levels to reach our total campaign goal?

### ANTICIPATED EXPENSES

Known + estimated costs to successfully implement our plan include:

### CONTACT LISTS + READINESS

We've prepared or updated our contact lists:

- staff, board members, volunteers
- previous donors
- cash + in-kind sponsors
- newsletter/email subscribers
- members
- program participants
- institutional funders
- other partners, collaborators, supporters
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### CONTENT TO PREPARE

We've prepared key content, including:

- all elements of our campaign page
- campaign updates
- statements of support
- social media posts
- email messages
- sample messaging for supporters to use
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### KEY ELEMENTS OF OUR COMMUNICATION PLAN + SCHEDULE

Pre-launch communications will begin:

Frequency of campaign updates will be:

Content development will be managed by:

Campaign comms will be coordinated by:

We plan to promote this campaign via:

- crowdfunding campaign platform
- our website
- email messages
- Facebook
- Instagram
- Twitter
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