

5 CROWDFUNDING MISTAKES

YOU DON'T WANT TO MAKE

1

SET IT AND FORGET IT

Turning on your crowdfunding page and hoping people will donate, without any marketing or promotion, just doesn't work. A crowdfunding page isn't a tip jar that can be left "on" with the hope people will randomly stop by and put in a few bucks.

You need a plan, a timeline and a goal. Crowdfunding is a campaign that needs nurturing and attention.

2

ASK, ASK, ASK

The best way to ensure you don't get a lot of donations is to be constantly asking for donations. Instead, let people know what you do, how you serve the community and what you specifically need money for. Focus on the problems you solve for others more than the services you actually provide.

Asking for money should only be about 10-20% of your communication with your supporters.

3

RELY ON FACEBOOK TOO MUCH

Social media plays a big part in any crowdfunding campaign. But don't get tunnel vision and end up focusing too heavily on social media. The fact is only about 15% of your donations will come from social media. The majority of your donations come from your direct email campaign.

Use social media for public relations, with an occasional "ask". Use your mailing list to fundraise.

4

FORGET TO UPDATE YOUR SUPPORTERS

It's easy to get so caught up in a crowdfunding campaign that you forget to let your supporters know how the campaign is going. Regular updates can triple (yes triple) the amount of donations you get.

So, make it a goal to post at least one update a week on your campaign page.

5

MAKE A LONG VIDEO

Make a video! Yes!. Make a 10 minute mini-documentary? No! Your campaign page should have a video on it no longer than three minutes. And if you put video on Facebook... shoot for 90 seconds. Tops.