

PLEDGEME CROWDFUNDING CANVAS

**PEOPLE**

Who are you? People fund people, so show off your team & talk about their role during the campaign (pics & bios).

**SKILLS NEEDED**

What help do you need (for this campaign)?
eg. Project Manager

**FUNDING**

How much / what do you need the funding for? Break down your budget & make sure to include fees / costs. [Read this blog](#) on setting your goal.

**WHAT WE DO**

What do you do? What's your short and snappy one line ear-catching description?

**CROWD**

Who are the people you know that want to fund you? Write down your First 50 - eg. family, friends, customers. [Read this blog](#) on finding your first supporters (Kat Jenkins)

**WHY CROWDFUNDING?**

Why do you want your crowd to fund your idea?

**SPREADING THE WORD**

How will you communicate with your crowd? Comms plan: pldg.me/commsplan
Eg. Newsletter, Social media, IRL events.

**WHAT YOU OFFER**

What's being offered through the campaign? (eg. rewards or shares)

**VIDEO AND IMAGERY**

What media have you created already and what else do you need to make?

TIMELINE - PRE

Note down dates for getting your campaign ready and communicating with your crowd.

6 weeks out	5 weeks out	4 weeks out	3 weeks out	2 weeks out	1 week out	3 days out	1 day out

TIMELINE - DURING & POST

Write down what you'll do on day 1 and each week of your campaign (both communication & big tasks)

Launch day	Week 1	Week 2	Week 3