

Crowdfunding Campaign Planning Worksheet

What is wrong with the world as it is now? What problem are we addressing?	
What are we proposing to do about it?	
What can you (the reader) do to help?	
Why us? Why are we uniquely positioned to do this work?	
Why now?	
How much?	
By when?	
For what?	
Who else is supporting this?	
What's in it for you (the reader)?	

What is your Theory of Change?

If _____

Then _____

Because _____

How big is your email list? (you can expect 1-2% of your list to take part in your campaign)

_____ x 0.01 = _____
 (a)(email list size) (b)(number of people likely to take part in your campaign)

_____ divided by _____ = _____
 (c) (\$\$ target) (b) (d) (average donation size needed)

In your campaign, ask for \$d amount, or higher!

Sample Campaign calendar

Day 1 Email: Launch day! Story: Launch day! Social: Launch day!	Day 2 Email: report-back on day 1 Social: Share nice notes from donors	Day 3	Day 4 Email: personal story from reporter	Day 5	Day 6 Email: Book giveaway	Day 7
Day 8 Email: Why this is so important Story: Why this is so important Social: quote on background about power of journalism, link to donation page	Day 9	Day 10	Day 11 Email: Personal story from donor/someone affected by our reporting	Day 12	Day 13 Email: Book giveaway	Day 14
Day 15 Email: Halfway point!	Day 16	Day 17	Day 18 Email: Check out this sweet piece of swag donors get	Day 19	Day 20 Email: One day left!	Day 21 Email: Last day! Story: Last day! Social: Last day!

Throughout campaign: shout-out people on social media, thank them, retweet people who tweet about giving to your campaign.

One day after campaign: report-back on campaign, let people know how you did and if you hit your goal.