Aside from promoting your campaign through both online and offline efforts, what should you do once your campaign is published?

(1) Check your backerlist on the site

You can view your backer list by going to your Dashboard and clicking “Actions” and then “View Backers”. You will be able to see the important information per backer including their Name, Email Address, Amount Pledged, and Status.

There are 4 different statuses that a backer can have:

1. Pending - this means that the backer has not completed the payment process yet.
2. For Verification - this means that the backer has uploaded their proof of payment and has yet to be verified by The Spark Project team. The verified payments will be reflected within 24-48 hours.
3. Completed - this means that the backer’s payment has been verified and completed.
4. Cancelled - this means that the backer didn’t push through with their payment anymore

When backers go on your page, they will click on the reward that they want to avail of (or in some cases, they will input a customized amount that they want to give) and it will lead them to a page for them to fill out their details. After that, they will choose their payment method: Bank Deposit, GCash, Debit/Credit Card, PayPal. If they choose GCash or Debit/Credit Card, they will be redirected to a page where they can complete their payment. If they choose Bank Deposit or PayPal, they will be emailed instructions on how to complete the payment.

Please take note that for PayMongo (Debit/Credit Card, GCash) and PayPal backers (if we used our Spark link), their backing will go to our accounts.

For Reward Projects: We will deduct the PayMongo and/or PayPal payout amount (less the Gateway Fees) from your platform fee which will be reflected in your Payout Report at the end of your campaign. If there are still funds from the PayMongo and PayPal backers after the deduction of fees has been made, we will transfer the remaining balance to your account.

For Donation Projects: We will be remitting the PayMongo and/or PayPal payout amount to you at the end of your campaign, less the Gateway Fees that have been applied.

We will be sending your Payout Report at the end of your campaign, but we will be sending you your updated backer list throughout the campaign as well.

The Backer List can be used for you to determine who you can follow up and reach out to. The "Pending" backers, more often than not, will push through with their backing if you give them a little nudge via email, or if you know them personally, via private message. A sample message can be found here.

(2) Update your External Contributions Tracker as necessary

Occasionally, you will receive funding from your friends and family in the form of cash, or through other means not via The Spark Project Campaign. This can happen when the backer is unable to support your campaign via the set payment options, or if they find an easier way to get the funds to you. Don't worry though, there's a way we can work with that. Here's how it would work:

1. You'd process the donation/contribution and fill up the External Contributions Tracker that will be provided with the necessary information once you've received the contribution.
2. We'd add a donation/contribution in the amount to your campaign as an off-line/external donation.
3. Your amount raised will be accurate to the actual amount you have been receiving, and you will be 100% transparent with your progress.

For these types of backers, make sure you have their contact details for the delivery of rewards. Please also note that for Rewards Campaigns, all the contributions reflected on your campaign page will be included in the computation of your Platform Fee.

If you scroll down to the very bottom of your tiers, you will notice that you can input any amount as a backing even if it is not part of your set tiers. Don't worry if backers and cash backers choose to give outside the set amounts that you have because it won't be a problem inputting them on the site. Be sure that if you are delivering rewards to your External Backers, that you have them fill up your Delivery Details form too.

(3) Update your campaign page as necessary

If you have any updates on the status of your campaign, you can easily add them to your pitch. Simply go to your dashboard and click "Actions" and "Edit Project". Be sure to save the Pitch and the Project itself before leaving the page. If there is something that you need to edit, but can't seem to find, please email audrey@thesparkproject and let her know what you need to have changed!

(4) Keep your backers in the loop

Once someone is a verified backer of your campaign, you owe it to them to be transparent with everything to do about your project. Set up a system of how you will be reaching out to them for updates, announcements, and changes surrounding your campaign. Since there are emails that will be automatically sent by The Spark Project's system when a backer's payment is confirmed, and when a campaign officially ends, other good touch points for you to reach out would be when:

1. A backer fills up the Delivery Details Form (Confirm that you have received their details)
2. You are about to ship your rewards
3. There are major updates about your campaign
4. You have delivered your rewards (Closing email/message)