Caring**Crowd**®

CAMPAIGN TOOLKIT

Welcome to the CaringCrowd® Campaign Toolkit

Creating a project on CaringCrowd® is part one of your journey. Next comes the crowdfunding itself. And the way you campaign for your project can make the difference between meeting or missing your funding goals.

When we say "campaign," we're referring to the crowdfunding phase of your project, and your efforts to promote it.

This guide will help you create and carry out an effective campaign that promotes your project and your organization. We'll walk you through the steps, from pre-campaigning to post-project communications. We're excited that you've come to CaringCrowd®, and we want to help make your vision of a healthier world a reality. Let's get crowdfunding!

Strategy is not one-size-fits-all. What works for one organization may not work for another. Because every organization is unique, this guide will show you how to use the media available to you to your advantage.

About Us

CaringCrowd® is a crowdfunding platform dedicated to improving global public health. Supported by Johnson & Johnson, CaringCrowd® gives organizations a voice, a place to educate the public, and a way to raise funds for public health projects.

When people care and work together, there's no end to what we can accomplish. Because caring is where change begins.

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THE IMPORTANCE OF CAMPAIGNING

You've heard the old adage, "if a tree falls in a forest and no one is there to hear it, does it make a sound?" While we'll leave it to the philosophers to iron out the specifics, this notion is exceptionally true for campaigning. When it comes to campaigning, you're only as good as the number of people you reach. And the more you reach, the more donations you'll likely receive.

Crowdfunding's power comes from activating your networks—friends, family, colleagues—online and in person. If you're raising money for a project you're passionate about, it's worth telling people about it. They may feel inspired and want to support you.

We've learned from previous projects that your network will be where many of your donations will come from, so we'll pay special attention to reaching them.

WHEN DO I BEGIN?

The sooner, the better. It's best to start before your funding period even begins. By getting people excited about your project early, you can rally your current followers and boost your audience with new people. They'll feel like part of your journey from the very beginning, which builds a feeling of community.

By spreading awareness early, your audience can know about your project before it even goes live. And since your funding period is at most 90 days, this will save you valuable time, so you can focus your communications on gathering donations rather than introducing yourself.

For more information on funding period and project guidelines, check out our Project Creation Guide.

Getting Started

WHERE DO I BEGIN?

Organizing what you already have available is a great place to start. Consider these thoughtstarters as you're working:

> Know your organization inside and out.
> - It's crucial to have a clear understanding of who you are and what you're all about throughout your journey.
>
> - Not only will this information come in handy as you create your Project Page, but it will also help guide the writing of all your campaign materials.

Try to give your communications a consistent voice. Regardless of who's writing, it's all coming from the same organization.

Gather and organize photo and video assets
> Be sure to include material from your current efforts, and from any previous campaigns you've had.

Organize your contacts
> Gather the names/email addresses/social handles of people in your organization. If you have that kind of information for people your organization has helped, that's good to have, too.

By showing photographs, video, and quotes from real people, you'll build authenticity and trust with your donors.

> Your contacts could be some of your most vocal advocates, so try to loop them in early. Reach out to them and explain your project idea, and let them know how they can help.

Put your organization's social media to work.
> We strongly recommend using social media to spread awareness about your project. While every audience is different, it's best practice to activate on a mix of [Facebook](#), [Twitter](#), [LinkedIn](#) or [Instagram](#).

Along with donating, colleagues in your organization can show their support by following your account and engaging with your content on social media.

Getting Started

We recommend using your organization's email and social media accounts rather than your personal accounts. Organizational accounts often have larger audiences, and it shows that your project is credible.

Don't have social media accounts for your organization? Make some. Facebook, Twitter, LinkedIn and Instagram are all free to join. If your organization has a website, you can put it to work, too. We'll take a closer look at all these platforms later.

Tune in: subscribe to relevant newsletters and alerts, and follow accounts relevant to your project on social media.

- To begin, we recommend following CaringCrowd® on Twitter (@CaringCrowd), as well as our Johnson & Johnson accounts (@jnjglobalhealth, @jnjnews, @jnjcares). While you're at it, follow accounts relevant to your project and nonprofit events like Global Citizen (@GlblCtzn).

PREPARING TO CAMPAIGN

Notify your network on social media and email when your project has been submitted for review. Tell them to be on the lookout for more updates as your project moves through the review process.

What's your funding timeline? It will help determine how often you post during your campaign.

> If you're unfamiliar or uncomfortable with social media, don't worry: the best way to learn how to use is social media is just that—using it! Poke around the platform to get a feel for the experience. The more you use it, the more comfortable you will become.

> Heads up: best practices for publishing frequency changes based on which platforms you use. We'll take a deep dive into what works best for each platform in the next section.

Campaigning

LAUNCH YOUR CAMPAIGN

Once your project goes live, celebrate with your friends and followers! This is no small feat, and you should feel proud that your effort is among the best global public health projects.

When you tell your audience the great news, include the following:

- The link to your live project
- The contact information of the project owner and other relevant staff
- Your organization's social media accounts and any relevant hashtags
- The crowdfunding deadline for your project, to add urgency

We recommend using tracking on your links so you can measure where your site traffic is coming from. More on this later.

WAYS TO CAMPAIGN

There are many ways to create awareness and gather pledges for your project. Once you learn which approach works for you, you can focus on that strategy. But first, let's go over each opportunity and its benefits:

Social media

Social media can offer terrific impact. It's excellent for gaining exposure, upping your credibility and sharing information quickly.

For this document, we'll focus on the four channels considered best for crowdfunding: Facebook, Twitter, LinkedIn and Instagram.

Email communications

Email updates can help you connect with your existing users.

Campaigning

Send an introductory email to your network shortly before launch. Then send simple, guided messages throughout your campaign to keep your followers involved.

CaringCrowd® will send automated emails to users who donated to or "followed" your Project Page. These email moments happen when your project reaches full funding; as your project execution phase is completed; and any time your project changes in status.

Blogs & vlogs

Blogs are an excellent place to share more detailed updates and longer content. You can incorporate your blog on your Project Page.

- Donors love seeing what happens behind-the-scenes, so writing about the progress you're making as you execute your project would be a great place to start.

Blogs help drive site traffic.

- If possible, feature your blog on your organization's website. And be sure to include a link to your Project Page in every post.

For new blog posts, you can post a teaser excerpt on social media, then direct users to the blog for the full story.

One way to further extend your reach is to write guest blogs for other platforms. If potential donors encounter your content on a reputable site, they'll be more likely to donate.

Pro tip: Feature a link to your CaringCrowd® Project Page prominently and at the top of the email. The more visible the link, the more likely users will be to click on it.

See above in the "Launch your campaign" section for what content to include.

Campaigning

A vlog (video blog) can be a great way to stand out from other campaigners. If you have access to video editing content or apps, create a simple storyline and encourage potential users to click through and see your Project Page.

Website

If your organization already has a website, great! This is a great place for spreading the word about your project to potential donors.

If possible, update your organization's website by adding a link to your Project Page front and center on the homepage

Press

The press can help extend your reach even further than your own social channels and websites. Here are some ideas for using the press to spread the word:

Connect with your local newspaper to have your project featured in a story or online posting.

- You can do this by emailing or calling the newspaper. Newspapers often list where you can pitch story ideas, on their websites and in print.

- Interacting with organizations on social media. You can do this by following relevant publications, comment and share where appropriate.

Contact local radio stations for announcer reads

Campaigning

Find an influencer is willing to share your content

• Does anyone in your organization have a large following on social media? Start with them! Ask them to share and engage with your content. Their share will get lots of eyes on your content, which can lead to donations.

An influencer is someone whose social networks or blog have a large following, and who may be considered knowledgeable in one or more topics.

Retweet and re-share relevant articles, to participate in the conversation. And, whenever possible, link back sources for more credibility.

Offline buzz

You can spread the word about your project offline, too:

• Mention or feature your project at events
• Have contests or competitions
• Write, call or tell friends, family, and previous contacts about your cause in person

Social Media

Social media will be the bread and butter for getting your donations, so let's take a closer look at how to use it effectively.

Build a strong profile

If you already have social media accounts for your organization, now's the perfect time to give your those profiles a facelift. A strong profile should always have:

- An updated photo. Best practice is to update your profile (and cover photo, where applicable) seasonally. This helps your profile appear fresh and up-to-date.
- A short description that clearly states the goals of the organization. (Think: your mission statement)
- A link to your Project Page in your bio.
- A link to your organization's website.

Build your network

Follow relevant organizations to stay up-to-date on news and alerts, be on the lookout for content to retweet, and engage promptly with followers who contact you.

Social media is a great place to continue the conversation you started with your donors on your Project Page. Be sure to direct donors to your social channels if they have any questions or need to contact you.

Strive to get your content retweeted or shared by influencers: their share means more reach and amplification than most media you could buy.

> While you're at it, you should also give your CaringCrowd profile some attention. Your profile is an important way to attract new donors, so make sure your profile is up-to-date. For profile tips, check out our Project Creation Guide.

> It's important to manage your social community. Social media interactions are extremely visible (except for private messages) so if someone does reach out to you, you should acknowledge and respond to them promptly. Never leave any serious questions or interactions unanswered.

> Influencers are a very effective way of reaching a large audience. Pay special attention to people and organizations that have a large following or have a blue "√" by their name. This means they have a verified account.

Social Media

Content ideas

Here are some thought-starters for content as you think about your social media strategy:

- Post about your work and the communities you reach. Personal, human stories are a good way to engage with audiences and inspire them to become donors to your project.
- Post project progress updates to your donors, partners, and affiliated stakeholders
- Share visual content (photos, infographics) to complement your articles
- Post videos (on a health topic, the region/country where your project operates, the people you've helped, your staff)
- Share informative articles/blog posts on your organization, your purpose or your project on CaringCrowd®

Pay special attention to videos. We've seen that videos are particularly effective with engaging potential donors. We strongly recommend using them on your Project Page whenever possible.

Writing for social

Once you have an idea of what content you want to create, here are some general guidelines on how to make your posts social media friendly:

- Be concise. Attention spans are short these days! And in some places, character counts are either strictly limited (Twitter) or affect how much of your posts people will be able to read without clicking to expand (Facebook, Instagram).
- Have a clear call to action. Users should know what exactly you want them to do and how to do it. For

As a rule of thumb, try to get to the point of your post in 120 characters or less, across all channels. This way, no matter how long a user stays before moving on, you'll know that they saw the most important part.

Social Media

your project on CaringCrowd®, this means having clear language such as, "We're launching a project on CaringCrowd! Follow this link to help us fund our project: [Link to project]."

- Give your followers useful, interesting, shareable content. Sharing your Project Page is great, but adding a mix of interesting facts, relevant articles, or motivational quotes is even better.

- Use Bitly links (more on this below).

- Respond promptly to any comments, tweets or direct messages you receive.

- Use hashtags. A hashtag is a word or phrase that has a hash or pound sign (#) in the front, making it clickable. They are used to filter content based on that specific topic.

  They're great to use for expanding your visibility. Using popular hashtags will help your content be seen by more people.

  - Here are some common nonprofit hashtags: #causes, #charity, #crowdfunding, #socialgood, #donate, #fundraising, #nonprofit, #philanthropy. Also, include the region that you're helping.

  - Hashtags are especially useful at an event. If you're participating in an event like #GivingTuesday or #GlobalCitizen, be sure to include it in every social post. Not only does this get your content seen by event participants, but you'll also be on the radar of the event sponsors, who might re-share your content.

To see how similar organizations use hashtags, check out some of your favorite nonprofit or crowdfunding accounts.

Social Media

- Twitter compiles the "trending topics" of the day. If you see a trending topic relevant to your cause, use it.

Know your audience

Understanding your audience helps you communicate with them effectively. Here are some considerations:

- If you have a social media account, look at who has followed or liked your page. Are there any notable characteristics when it comes to age, region, gender, etc.? Make a note of any themes.
- If you use more than one social channel, which has the highest following?
- Regardless of which social channels you plan on using, always track your links. You can do this by using online tools like Bitly.com, a free online link shortener. When you use Bitly links, the site automatically tracks them and measures how many clicks they get.

    This is especially helpful when you use a variety of media to spread the word about your project. When you create a custom link for content shared on Facebook, Twitter, LinkedIn, Instagram and email, then you can see where people are responding the best.

> For example, if you learn that 80% of your clicks are coming from people on Twitter, then you should prioritize Twitter.

Know your social media

Remember, social strategy is not one-size-fits-all, so content that's appropriate on one platform may not be for others. Here's a quick snapshot of the top social platforms:

Social Media

Facebook

Facebook is where you can reach the people you already know. Your existing networks like your friends, family and colleagues will be who you're speaking to here.

Demographics to consider:
- 72% of adult internet users use Facebook
- Facebook is especially popular among women (77% of users)
- 82% of adults ages 18 to 29 on the internet use Facebook
    - Source: Pew Internet

Data speaks to American users

Do's:
- Keep your network informed by posting Facebook status updates about your project.
- Engage with high-profile users.
- Tag influencers, celebrities, CaringCrowd®, and publications to increase reach.
- Always include a link to your Project Page so it's just a click away.
- Allow for comments and conversation on your posts.

You "tag" something on Facebook by using the "@" symbol before their name. When used correctly, this link should be clickable.

Copy format:
- Short copy with a link. Copy is often cut off in mobile, so make sure your most important points are mentioned first.

Social Media

Content types:
- Visuals should be vibrant and consistent. Videos are very effective, especially on Facebook
- Photos, status updates, links, videos, photo albums
    Keep it short: videos should not exceed 2 minutes in length.
- Publishing frequency: Post original content three times per week. Keep in mind that on Facebook, it's quality of posts over quantity of posts.

It's best practice to upload videos on Facebook natively. This means you can upload your .mov file directly to Facebook, rather than using a site like Vimeo or YouTube.

Twitter
Twitter is for sharing short thoughts, observations and commentary. It's great for getting timely bursts of news and information.

Demographics to consider:
- People in cities are more likely than suburban or rural dwellers to use Twitter.
- Twitter is more popular among younger adults: 30% of online adults under 50 use Twitter. (Compared to 11% of online adults 50+ who use Twitter).
    -Source: Pew Internet

Data speaks to American users

Do's:
- Engage with high-profile users. Tag influencers, celebrities, CaringCrowd®, publications to increase reach.
- Be relevant and professional. Join trending conversations when appropriate (e.g. events like Global Citizens Festival and Giving Tuesday).
- Always include a link to your Project Page.

Social Media

- Visuals are always more engaging, so include a great image whenever possible.
- Your followers should see or learn something new and different each time they visit your page.
- For more inspiration, check out these accounts on Twitter: Global Citizen ([@GblCtzn](#)), Charity Water ([@charitywater](#)) and Save the Children ([@SavetheChildren](#)). These are some best-in-class examples of nonprofits using Twitter effectively.
- Reply to users who shared your tweet or used your hashtag.

Copy format:
- Tweets should be short, shareable, clever (when appropriate).
- Try to keep tweets to 120 characters to allow for retweets.

Content types:
- Photos, status updates, links, videos, photo albums

Publishing frequency:
- Start by tweeting about (and linking to!) your project once a day. When you feel more comfortable and have varied content, you can ramp up to three times a day. Additionally, aim to share (retweet) relevant tweets or articles at least once daily.
- As you near your funding deadline, or if you're gearing up for an event, you should post more often. It depends on what you're activating for, but as a general rule, you can post anywhere from four to ten times per day.

A powerful way to thank and engage with your followers is by replying to them publicly. To make a tweet public, simply put a period (".") as the first character in front of their username as you write your response. Do this when you receive an exceptionally positive tweet, so that all of your followers can see this great interaction.

A retweet (RT) is a reposted share on Twitter.

Just because you should link to your Project Page each day, it doesn't mean that all your tweets should be same! Give your followers variety.

Social Media

- Don't post for the sake of posting. Your content should have a point, so only post more often if you have something new and different to say.

LinkedIn

LinkedIn is the social network most oriented to professionals. It's a place to find a job, make professional connections and to share industry news. LinkedIn users tend to be older and more affluent, making them a great audience for your project.

Demographics to consider:
- 81% of adults 30+ use LinkedIn.
- 50% of adult college graduates use LinkedIn.
- 44% of adults making over $75,000 use LinkedIn
    -Source: Pew Internet

Do's:
- Share articles and comment on relevant trends
- Use professional, vibrant imagery
- LinkedIn is a highly engaged community, so take advantage! Ask questions to your audience and participate in LinkedIn groups.

LinkedIn groups are where users can share content, find answers, post and view jobs, make contacts, and establish themselves as industry experts.To start, we recommend joining the following groups: Public Health Professionals, Global Public Health, American Public Health Association and Public Health.

Please, space out your tweets! Never overwhelm your followers with an influx of tweets.

You can create and schedule tweets beforehand by using free online tools like HootSuite or TweetDeck.

Data speaks to American users

As a heads up, you may have to wait to be approved by the group's administrator before you can participate.

Social Media

Copy format:

- Image or article share with a link

Content types:

- Article shares, still images, videos

Publishing frequency:

- Post three times per week. This can include both original and shared article content. (Note: Your blog posts would be a great piece of content to start sharing here.)

Instagram

Instagram is an online mobile photo-sharing, video-sharing, and social networking platform that encourages beautiful, engaging imagery.

Demographics to consider:

- Instagram has the largest population of younger users.
    - 53% of 18–29 year olds use Instagram.
    - 35% of 30–64 year olds use Instagram.
        - -Source: Pew Internet

Data speaks to American users.

Do's:

- Focus on editorial content. Images of your on-the-ground work and candid photos from your project would work well here.
- Tag other accounts in photos where appropriate.
- Instagram does not supportlickable links on photo captions. Instead, put the link to your project page in your Instagram bio.

When you want to direct followers to your Project Page, simply tell them to click on the link in your bio in your post.

Social Media

Copy format:
- Smart, descriptive copy and engagement questions. Use hashtags to help with searchability.

Content types:
- Still images, 15 second videos

Use visuals correctly

Here are guidelines for image dimensions on social media.

- Facebook: 1000 x 1000 px
- Twitter: 1024 x 512 px
- Instagram: 1000 x 1000 px
- LinkedIn: 1200 x 1200 px

Social Media tools

There are several tools you can use to help with social media communications. Here are some favorites:

- Hootsuite and Tweetdeck can help you schedule social posts beforehand. You can also use these to monitor conversations around keywords and hashtags.
- Buzzsumo and Iconosquare help you understand what content is performing the best on social media
- Infogr.am will help you easily create visual content (chart, social media content, collages).