

**Fund dreamer**

DREAMER GUIDEBOOK



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# About Us

## MISSION

Fund Dreamer helps Entrepreneurs achieve their dreams through crowdfunding. We believe that when people come together they can change the world. We are Social Enterprise based and donate 10% of our net revenue to women & diversity led initiatives.

## WHY GO WITH FUND DREAMER?

- We are a free platform for Campaign Creators. The campaign donors cover our small operating costs.
- We are flexible. Campaigns can last anywhere from 1 - 90 days. Cash out anytime, keep what you raise.
- Get campaign help from our Customer Success Agents (for 100K+ campaigns).

## WHAT IS CROWDFUNDING?

Crowdfunding is gathering small amounts of funds from many people for one goal. Fund Dreamer provides an online platform for you to crowdfund with ease.

**Let's start your project!**

# Campaign overview

# Campaign overview

## WHAT TO EXPECT

Your campaign will have many exciting components. Such as:

- Developing your Campaign: What is your project about?
- Crafting Your Pitch: This is the story of WHY you are gathering the funds. This includes the carefully crafted video and photo components.
- Setting Rewards: Make your donors a part of your project through rewards.
- Activating Your Network: Tips on creating a buzz & engaging friends & communities.
- Launching your campaign: Share your idea with the world.
- Wrapping up your campaign: Thank everyone and begin production.

We've created this packet to provide you with information in regards to all aspects of your campaign. We've also devised a handy checklist to help you succeed. Read on to find out what it takes to run a successful campaign.

# Develop your campaign

# Develop your campaign

## WRITE YOUR PITCH

Here's where you tell the world about your project. Write as if you're talking to your best friend, let your passion come through. Here are some questions to ask yourself:

- What part/s of your project make your potential investors open their wallet?  
How are you solving their problems?
- What would make you donate to you? Make your pitch short, simple, and heartfelt. The best ones are 5-7 sentences.
- Ask someone else to proofread your pitch.

Test your idea with your friends and family. It's a great way to get people involved in your project and also to get people to be a sounding board. Try to find your customers and test the products pre-launch. Iterate and improve until you have perfected your product. Make sure your product is filling an actual need and solving a real problem. That is the best way to create solid products that that will have a loyal customer base.

## WRITE BIOS

Here you will include information about you and your team. Use this section to describe everyone's position and any relevant experience they bring to the project. Make sure to include photos, twitter, facebook, and linkedin profiles.

# Develop your campaign

## DETERMINE CAMPAIGN LENGTH

Your campaign can be anywhere from 1-90 days. The most successful campaigns are 30-40 days long. Longer campaigns tend to lose momentum. You can get your funds at anytime, just add in a few days for us to process your request.

In order to achieve your goal, the first 10 days of your campaign will require your strongest marketing efforts. Always launch on a Monday.

Keep updating your Fund Dreamer page in order to keep everyone up to speed on your progress. This gets everyone rooting for you.

## SET YOUR GOAL

You want to make sure your goal is obtainable. People want to be a part your success. It's better to set a lower goal and achieve it, rather than set the goal too high.

Set a realistic goal amount:

Clearly define your project goal for potential donors. Make it very clear what you intend to achieve with the funds. Make sure that you can raise 30-40% of your goal from your own network (family, friends, and so on.) Make a list of people you can reach out to directly.

# Develop your campaign

## **BUILD YOUR TEAM (THIS PART IS CRUCIAL)**

Decide how you want to run your campaign. Do you have time to run it yourself or do you want to pay a small 2.5% fee and hire one of our Crowdfunding Coaches? If so send us an email at [support@funddreamer.com](mailto:support@funddreamer.com)

If you decide to do it yourself, ensure you have the basic skills to create a video, your campaign graphics and have time to do social media tweeting and sharing. Depending on your fund raising dollar goal, it might become efficient to hire a coach and use technologies to maximize your outreach and raise far beyond your goal.

## **FORM PARTNERSHIPS**

You might want to reach out to a company, person, or non-profit organization to make your campaign more legitimate. Partnering is a great way to increase your social media network to help spread the word about your campaign. Consider involving partners even through your reward offerings.

# Develop your campaign

## WRITE A PRESS RELEASE

Create a “Press” folder and store it on Google Drive. Here you will store your “Press Release” (along with photos). Send this Google Drive Link out to news sources. Attachments can quickly fill up an editors mailbox, a short link makes their life easier.

Make sure your press release answers the following questions:

- Who is this about?
- What is the actual news?
- When does this even happen?
- Where does this even take place? Why this is news?
- How is this happening?

Here are some helpful links to help you write a Press Release:

<http://www.entrepreneur.com/article/226011>

<http://www.wikihow.com/Write-a-Press-Release>

# Develop your campaign

## CREATE A MEDIA LIST

Now that you've created a PR release, it's time to generate your blogger database and begin press outreach. Store your database on your [Google Drive](#).

Use this database to contact bloggers who cover project similar to yours. Make sure to include their Twitter, FB & Instagram handles. Reach out to them on both platforms.

Reach out to blogs, magazines & online (facebook, twitter, etc) communities that share a common interest with the subject of your campaign.

When you actually make contact with the blogger ask them out to lunch. Writers are people and they need to eat. Build relationships.

# Craft your social media

# Craft your social media

## VIDEO + PHOTOGRAPHS

Populate your campaign page with relevant photos. Use them to showcase your product/goals. The best picture size is 1024 x 443 at 72 dpi. If you want to upload video, please post it on [Vimeo](#) or [YouTube](#) and use the link to upload it to Fund Dreamer.

If you decide to use video, ask a friend to help you. Be genuine, have fun, and tell a story worth listening to. While you don't want to sound too rehearsed, craft your message with poignant information about yourself and your project. Make sure to explain why you need the monetary support and what you will do with it. Mention your rewards and make sure to thank everyone ahead of time.

Unless you are a musician and are using your own music, try not to use any copyrighted materials in your video. You can go to [ccMixer](#), [SoundCloud](#), [Vimeo Music Store](#), or [Free Music Archive](#).

Video length on average is 90 Seconds. Campaigns featuring videos tend to earn 114% more revenue.

## VIDEO CHECKLIST

- Write out a script
- Create a storyboard for your shots
- Make sure you have good lighting
- Make sure you have good sound
- Make sure you have a good soundtrack
- Keep it under 3 minutes
- Make sure you have good editor or google the basics of editing

# Craft your social media

## FIND YOUR EVANGELISTS

Surround yourself with influencers who will be your social media evangelists. You will need them to achieve your goal. You can use <https://peerindex.com> to figure out which ones of your friends are social media evangelists.

Generate a database of your evangelists and store it on your Google Drive. These people will be key to getting the word out about your campaign. Ask them to share your project on facebook and connect you to their blogger friends.

## RALLY YOUR FRIENDS

After you rally your evangelists, you will then need to rally your friends. These friends will become your champions once you launch. Ask them to spread the word and also connect you with bloggers. Use our [email templates](#) to reach out to them. We recommend using [Boomerang](#) to schedule emails. Newsletters can be created in [Mailchimp](#) but they only work for existing customers who are on your database. Otherwise the newsletters will go to their junk folder.

Create a list of emails family, friends, acquaintance and people you barely know. Reach out to them on social media. Try to email everyone in the beginning.

Throw a party! It's a great way to get everyone excited about your project. Invite your friends over the night before launch (Sunday) and get everyone excited to spread your message.

# Craft your social media

## SOCIAL MEDIA 101

The first thing you should do is set up your social media accounts. Then use the program Hootsuite to pre-program Tweets, Facebook & LinkedIn posts daily. It is a powerful tool for maximizing your social reach. Its a great way to see all of your communication, making sure your strategy is on target.

Email is your number tool and will get the most donations. Facebook is your second most valuable network. Twitter is your third most valuable network. Followed by Instagram, Google+, Pinterest, etc.

# Craft your social media

## SET UP YOUR SOCIAL MEDIA

To create a successful campaign you need to create a strong social media campaign. Your backers will come from various circles: your friends and family, social networks. If your message is powerful, strangers from around the world.

Developing your social media (FaceBook, Twitter, Instagram, Vine, Pinterest, Personalised emails, etc.) skills before finalizing your campaign is highly encouraged. Fund Dreamer will do a lot of social media promotion on your behalf but you will need to drive your campaign to successful completion.

- Set up a Facebook page (and also one for your Business)
- Set up an Instagram account
- Set up a Twitter account
- Set up a Google + account
- Set up an Pinterest account
- Set up a Youtube account
- Set up a Linkedin account (for yourself and your business)
- Set up a Hootsuite (create a calendar all your social media posts)
- Set up a Google Drive / Docs

# Craft your social media

## SOCIAL MEDIA CHECKLIST

- ❑ List a link back to your campaign in all of your social media profiles. If it's too long you can use [Bitly](#) to shorten it and also get analytics.
- ❑ Use popular hashtags on all social media to promote your message. Hashtag you heart out but don't use more than 5 in one post.
- ❑ Make sure you and your team reach out on Twitter to influencers and ask for retweets, it's free. Ask for retweets in other posts too. Use both your campaign account and your personal ones.
- ❑ Pinterest is a tricky one. Used mostly by women and best utilized as a mood board. Keeping that in mind create content for it accordingly with that message in mind. It works great for fashion and cooking just be aware that it might not translate well to your particular project.
- ❑ The whole time you're building fans, ambassadors and influencers. Reach out to people and interact with them. Have conversations, don't just post. But don't go overboard. Moderation is key.
- ❑ People love being a part of something. Figure out a way to engage them and create a conversation.
- ❑ Post your campaign link in all of your social media posts. Seems like an obvious one but it's easy to forget.
- ❑ Post pictures. Simple idea but often neglected. Remember that you can include more info in a graphic.
- ❑ You can do a quick super hit of tweeting up to 300 influencers a night but be aware that you might be shut down by Twitter for about 2 days. It's looked down upon (but works).
- ❑ Post daily on all of your social media pages. Create content for each day in [Hootsuite](#). Change up the message every day.

# Craft your social media

## KEEP IN TOUCH

- ❑ Send an email to close friend and family about your campaign.
- ❑ Don't forget to ask them to share it with their friends on social media.
- ❑ Use Facebook and Twitter to share your campaign message.
- ❑ Set up a [Tumblr](#) blog if you like and spread the word on your campaign.
- ❑ Talk to people in person, have a kickoff/pledge party to get everyone excited. It can even be at your house. Get people excited about your campaign.
- ❑ Too many blasts can make people lose interest. Create a communication strategy and make a plan for who you will reach out to and how day by day and week by week.
- ❑ Be mindful of your personal activities on social media during the campaign. Don't post pictures that might send the wrong message.
- ❑ Start a blog and update it frequently.
- ❑ Everything is an opportunity to create content. Photograph, hashtag and share.

# Set your rewards

# Set your rewards

The best rewards give your donors a piece of your project. Get creative. If you are raising money for a movie, for a large donation you can give the donors movie credits or a small role. If you are writing a book you can name a character in your book after them. If you are producing a product, a great reward would be giving the product itself.

Make sure your rewards match your offerings. If you're seeking donations for a music album, consider offer a song download for \$5. For a \$25 donation, you can offer the entire album. Digital rewards are easier to deliver than physical ones.

Make sure you can complete your project AND fulfill your rewards regardless if you reach your goal. Price out the costs of your rewards and deduct them from your total goal. Minimize shipping costs by offering digital items for download.

Successful campaigns offer 3-8 perks. Save a few to release during the middle of your campaign to pick up the momentum. You can only have 12 live rewards going at a time. There is an option to hide the rewards that have sold out.

# Set your rewards

## PROMOTING YOUR REWARDS

Use buzz words such as “exclusive”, “one time only”, “early-bird” and “limited edition”. Get creative with the names. Make the titles relevant to your project. Consider googling similar campaigns and see what they have offered as rewards in the past.

A great way to keep the buzz going includes developing new rewards, hyping up new PR, new partnerships, etc. Do giveaways, contests, etc.

Make sure you are always changing your social media messaging. Seeing the same funding plea can get tiresome. Make sure you set up a variety of messages to keep possible donors excited about your project. If you need more time for your campaign just email us and we'll extend it.



# Set your rewards

## KEEP IN TOUCH

Updates serve as a great reminder of your progress. They are a great way to remind your donors who haven't made a contribution yet that the campaign is still going on.

Once you receive a donation, acknowledge it immediately and send a personal thank you email. Let them know how much you appreciate their efforts.

If you are planning to record a demo, tell them you settled on a recording studio. If you had a great night performing some of your songs that will go on the CD, post some pictures/clip of the recording on social media.

Notify the donors when you've reached your goal and share your progress success:

- let them know if you're having a book signing
- invite them to your play opening
- let them know that your album is coming to itunes

Make sure you are always mentioning people in your social media messages. Especially the donors. Giving them a shout out across all platforms is a great way to find new supporters. Thanking people goes a long way both in real and virtual life.

Get campaign templates

# Templates

## ACTIVATE YOUR NETWORK THROUGH YOUR FRIENDS

The best way to activate your network is through good ol' fashioned email. Being personal is key. Mass emails tend to trigger spam alerts. Sending out email blasts is unrecommended. If you are using Gmail we suggest getting a program called [Boomerang](#). It allows you to set a time for your emails to be delivered.

After your product launches and you have customers, a great way to keep in touch is create newsletters via [Mailchimp](#) and [Campaign Monitor](#).

Here we provide you with emails to send to all of your acquaintances on days 1, 3, and 9 of your Campaign. Feel free to customize these to your voice. See the next page for templates.

### EMAIL 1

**Subject line:** Fundraising campaign for the new Project Name here - please forward.

Hey |Name goes here|,

We're raising funds to build a new Project Name here! To reach our goal we created a crowdfunding project. Check it out and donate here: Fund Dreamer url goes here

Please share the campaign with friends. Forward this email and share the URL on [facebook](#), [twitter](#) and other social networks.

Thanks,

|Your name goes here|

# Templates

## EMAIL 2

**Subject line:** Project Name here Crowdfunding Update.

Hi Friends,

A few days ago we launched our crowdfunding campaign for Project Name here.

You can check it out here: [Fund Dreamer url goes here](#)

The donation response has been incredible! In just a few days we raised **\$XXXXXX**  
I'd like to extend a huge thank you to everyone who's been supportive so far. I can't make it happen without you.

Thanks again,

Your name goes here

# Templates

## EMAIL 3

**Subject line:** Help us reaching our fundraising goal for the Project Name here

Hi friends,

Thank you so much for your support! Many of you have backed our Project Name here on Fund Dreamer, sent encouraging emails, and posted on Facebook. It all worked! In just nine days, we've raised XXX% of our \$XXXX,000 goal!

We now have a unique opportunity. Out of tens of thousands of crowdfunding projects, only a select few have ever raised (original sum) \$XXX,000 in just 10 days. It's rare, ambitious and awesome. So, we're going for it. But we can only do it with your help.

Promise this is the last ask I have for you:

1. Back us on FundDreamer: the Fund Dreamer url goes here
2. Share the campaign with friends. Forward this email, share on facebook or twitter.

Thank you so much!

|Your name goes herel

Launch your campaign

# Launch your campaign

## GET THAT MONEEAAAAY

Test to make sure your campaign is set up properly to accept funds. Fund Dreamer accepts Wepay, Paypal, Credit Cards, and now Bitcoin.

Make sure your bank information is correct. Send yourself a \$1 to test the system. Before you launch, you should email a few of your close friends and ask them to kick off the campaign with a few donations. That way, when you launch, people will be excited to be a part of a momentum. No one wants to be the first to show up to the party, people will be more open to donating when they see other donations coming in.

Put your own money in your campaign to start off, so the campaign doesn't have a zero balance. If your team has 4 or more people, on average you will get 70% more funding. 1/3 of your money will come from your network.

## PROMOTING YOUR CAMPAIGN

Most projects get funded through your own network. Some of the donations can also come from your friends network as well. Make sure to tell a lot of people through social media about your project and ask them to tell their friends. You will have to tell them more than once, and in a few different ways.

# Launch your campaign

## FULLFILLING YOUR REWARDS

Once your project is funded, you should start reaching out to the donors and letting them know that you're about to send out the rewards. Keep yourself organized by keeping track of who donated and how much. You can easily set up a document in [Google Docs/Google Drive](#).

Wrap up your campaign

# Wrap up your campaign

## CELEBRATE!

- ❑ Download your donor information document.
- ❑ Send out a Thank You email to all of your donors.
  - Include information about when they will get their rewards.
- ❑ Thank everyone on social media & @FundDreamer.
- ❑ Send personal emails to donors that you need more information from
  - Shirt sizes, who to autograph a book to, and so on.
  - If you run into a few issues delivering your product, always let all your donors know.
- ❑ Give us a few days to process your funds. You should have them soon.
- ❑ Send out your rewards and email your donors that the rewards have been sent out.
- ❑ Celebrate again since you delivered your product!
- ❑ Keep all of your campaigns information and your new donors database safe and secure.
  - You will use this for your next campaign.
  - Make sure to keep in touch with your donors from time to time.
- ❑ Tell your friends about Fund Dreamer. Your friends are our friends.
- ❑ Start planning your next big campaign.