

# How to Crush a Crowdfunding Campaign

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CATE MENO



## About Me



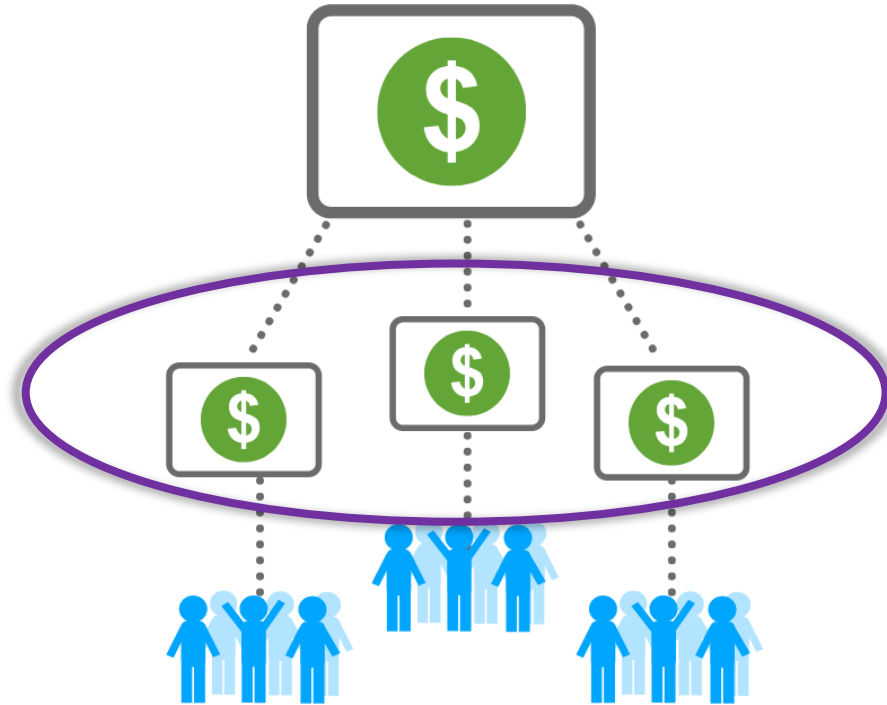
- Director of Annual Giving for UNC Lineberger Comprehensive Cancer Center
- Direct Marketing + Leadership Annual Giving (\$1,000+)
- Raised more than \$500,000 in crowdfunding campaigns

# Objectives

- Create a fundraising plan
- Find and soliciting a matching gift donor
- Cultivate your campaign advocates
- Develop a follow up plan to prospect new donors

# Crowdfunding or Peer-to-Peer?

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# When is a crowdfunding campaign a good idea?

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AND WHEN IS IT A BAD IDEA?



Is this a good idea?

You work at a food pantry and a recent hurricane increased the number of people seeking support. Your executive director estimates you will serve an additional 500 families this year. She asks the development team to figure out how to raise an additional \$20,000.



Is this a good idea?

A board member lets you know that she does not like receiving mail solicitations. She heard about this thing called the “Ice Bucket Challenge” and suggests that you replace your annual direct mail campaign with a crowdfunding campaign.



Is this a good idea?

You work at a hospital, and an administrator informs you that a beloved program will be cut due to lack of funding. He asks if you can raise \$50,000 in a month so he can keep the program going next year.





# How to judge if it's a good idea or bad idea

Is the funding opportunity is a specific, marketable need?

- ✓ Unexpected need
- ✓ One-time expense
- ✓ Attention grabbing
- ✗ Annual Fund

# How to judge if it's a good idea or bad idea

Is there a goal?

☒ Attainable

☐ Unattainable

☐ Too attainable

How to judge if  
it's a good idea  
or bad idea

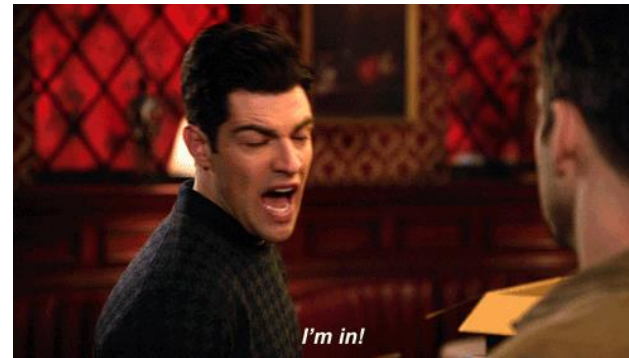
What is your timeline?

- ☑ Need at least a month of pre-campaign planning
- ☑ Campaign should be live 1 – 30 days

# How to judge if it's a good idea or bad idea

Do you have advocates and an audience?

☑ Need people that already care



☑ Need people that will care



# How to judge if it's a good idea or bad idea

Do we have the capacity to run a crowdfunding campaign?

☑ Staff

☑ Technology

- ➡ Show progress and update your audiences, dynamic, builds excitement
- ➡ Classy, GiveCampus, Crowdrise, Facebook and many others



# Make a Gift

## Center for Excellence in Community Mental Health

### Become a Sustainer

Making a monthly recurring gift is a great way to support UNC!

One Time Gift
<input type="checkbox"/> Yes - Monthly Credit Card
<input type="checkbox"/> Yes - UNC Payroll Deduction
<input type="text"/> Other Ways To Give



### Gift Information

Top Funds:

UNC PAWS (345774) ▼



Search:

Q Search all available funds... ▼

Amount:

100.00 250.00 500.00 1000.00 Other

\$ 0.00 \*

+ Add another gift

# Races for Research



**\$4,030**

donated

57% donated of \$7,000

**52**

donors

**35**

Days remaining

**GIVE**



[Share](#)

[Tweet](#)

[Text](#)

[Email](#)

*This campaign ends on August 25 at 11:59PM EDT*

## Matching Gifts

[Offer a Matching Gift](#)

**ABOUT**

**DONORS (52)**

**ADVOCATES (2)**

Ed Greenlee is Racing for Research in support of the Research Institute for Children's Health on August, 25, 2019 as he participates in the Ironman 70.3 in Traverse City, Michigan. This includes a 1.2-mile swim, 56-mile bike ride, and 13.1-mile run! **Help Ed reach the finish line to raise \$7,000 to support research for childhood diseases. That's \$100 a mile!**

It's a good idea if  
you have...

- ☑ A specific, marketable funding need
- ☑ An attainable goal
- ☑ A realistic timeline
- ☑ An audience
- ☑ The capacity to run a campaign



# UNC PAWS

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It's a good idea if  
you have...

- ☑ A specific, marketable funding need
- ☑ An attainable goal
- ☑ A realistic timeline
- ☑ An audience
- ☑ The capacity to run a campaign

# Let's save UNC PAWS!

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# Pre-campaign

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\$50,000

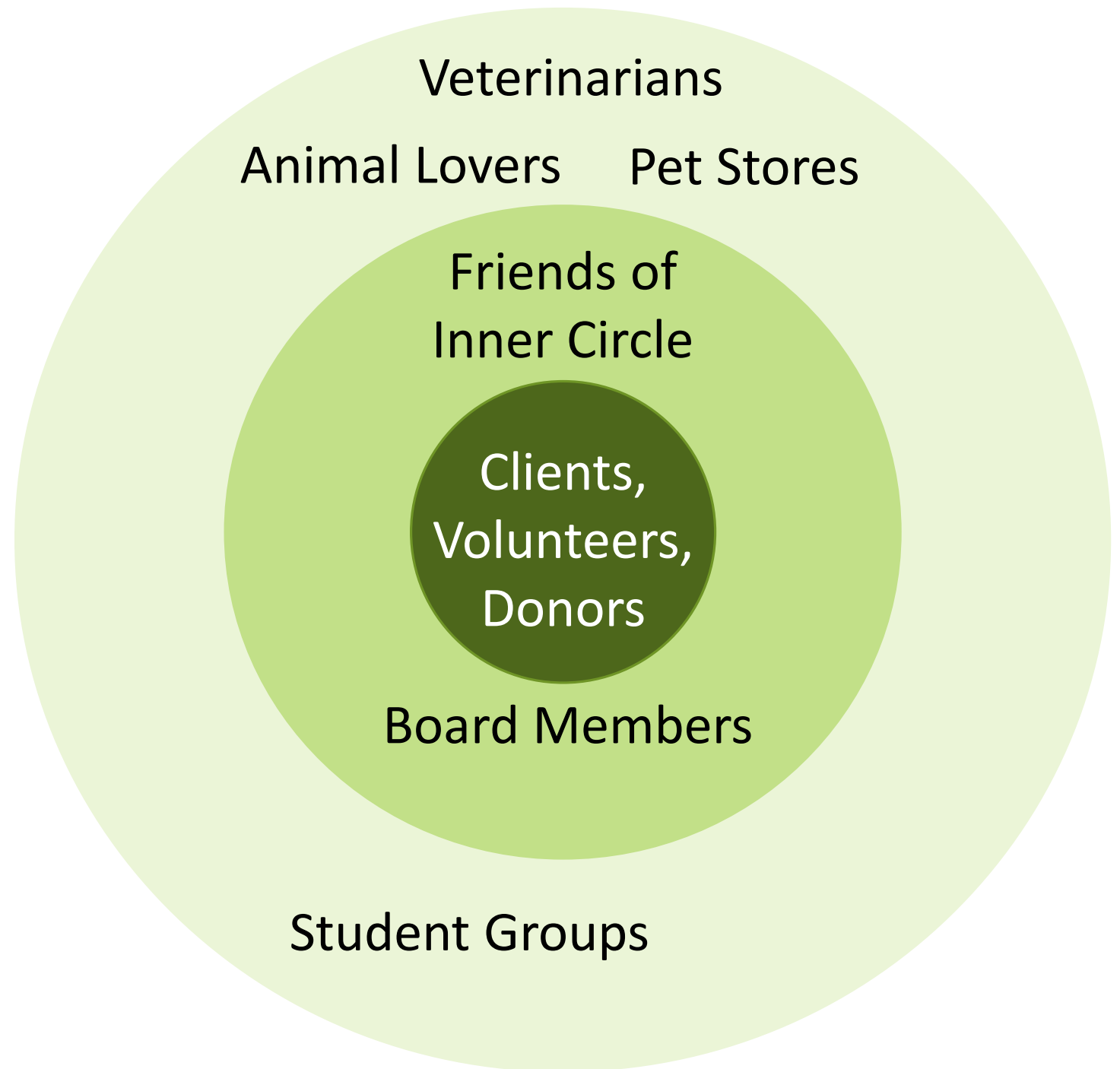
Set your goal

Pre-campaign



# Map your audiences

Pre-campaign



How will your audiences hear about your campaign?

# Communications Calendar

Pre-Campaign



# Communications Calendar

Pre-Campaign

How will your audiences hear about your campaign?

☒ Earned media



**Pet Therapy Program Needs  
Help to Sit... Stay**



How will your audiences hear about your campaign?

☒ Paid media

# Communications Calendar

Pre-Campaign



How will your audiences hear about your campaign?

☒ Social media

# Communications Calendar

Pre-Campaign



# June

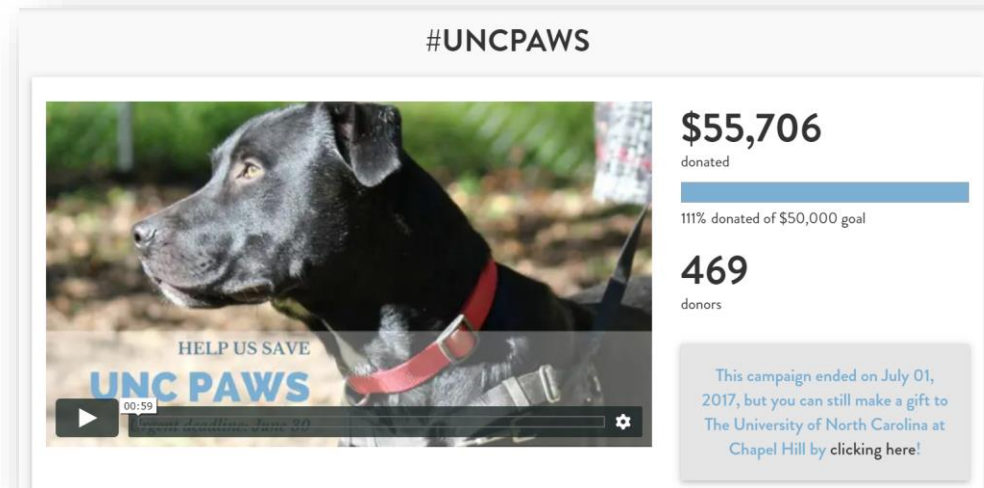
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	28	29 Email - Soft Launch	30	31	01 Email - Introduce Campaign // Social Media - Release Video	02	03
	04	05 Send Press Release	06 Social -- Testimonial from PAWS dog owner	07	08	09	10
	11	12	13	14	15 Email - Halfway Mark	16 Social - Hit 50% of Goal	17
Run FB Ads Run FB Ads	18	19 Social - Video of Volunteer	20	21	22	23 Email - One Week Left!	24
	25	26	27	28 Social - Last CTA	29	30 Email - Last Day to Give!	01 Social - Update/Final Numbers
	02	03 Email - Thank you, Campaign Close w/ Video	Notes:				

# Create your collateral

Pre-Campaign

☑ Write a lot of copy

☑ Create landing page/donation site



# Tailor your messaging

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## DONOR

As a past supporter, your donations have made this amazing program what it is today.

Now, we need you more than ever.

## VOLUNTEER

As a volunteer, you know firsthand how special UNC PAWS is and the impact it makes in our community.

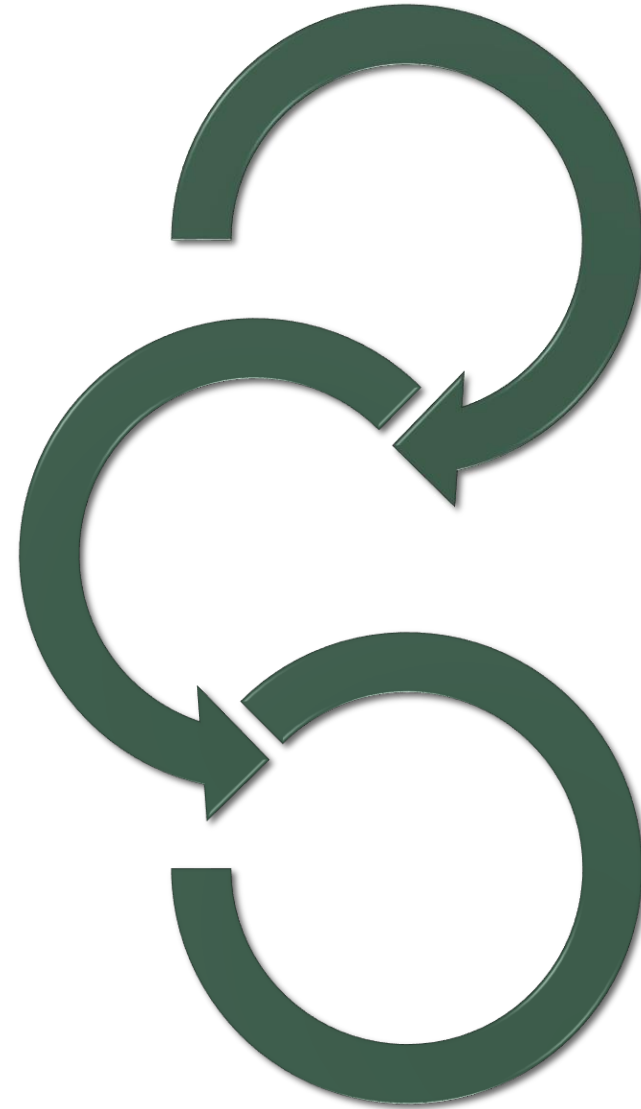
Today, we ask you to consider giving a gift in addition to your time.

## CLIENT

I know UNC PAWS has played a special part in your life. We hope this program will continue to impact others the same way it has impacted you.

# Go through your workflow

Pre-Campaign



# But then what?

Pre-Campaign

Get them to do something else!

☒ Text 5 friends to give

☒ Share on Facebook

☒ Call 3 coworkers

☒ Email us back and tell us why YOU support UNC PAWS

# Get a Matching Gift Donor

Pre-Campaign

- ☑ Who to ask?
- ☑ How to steward your match

**DOUBLE**



**YOUR  
IMPACT!**



## Matching Gift Opportunities 2019



LINEBERGER COMPREHENSIVE  
CANCER CENTER

**Matching gifts are forceful.** They increase a campaign's response rate, the amount of funds raised, and the enthusiasm of our community. They are a compelling motivator for lapsed donors to renew their support, and for longtime donors to increase their gifts. They also effectively double – or even triple – your gift.

The following are critical times during our fiscal year where UNC Lineberger has seen a matching gift produce a tremendous response.

Please consider these opportunities as a chance to be a champion for UNC Lineberger.

### Spring Campaign

**\$25,000 - \$100,000 | Where the Need is Greatest Fund**

Spring 2019 – The spring campaign launches during a traditionally slow time of giving, but is crucial for a strong finish to the fiscal year. A matching gift can be the difference between a hit and a miss during this season. This campaign is mainly promoted through direct mail with promotional support through email, asking donors to fund the innovative research at UNC Lineberger that could lead to a new novel therapy or a life-saving breakthrough.

### GiveUNC Day

**\$5,000 - \$25,000 | Where the Need is Greatest Fund**

April 10, 2019 – The UNC community will come together on this one day to drive UNC into the future with an all-encompassing campaign to raise millions of dollars across campus. GiveUNC is a wonderful opportunity to leverage ties with the broader university and get the UNC Lineberger brand in front of students, alumni, and staff who are not yet donors. This demographic is extremely supportive of UNC Lineberger's mission and participation in a matching challenge on this day can be the first step in a life-long relationship with the cancer center.



*Continued on back.*

## Matching Gifts (continued)



LINEBERGER COMPREHENSIVE  
CANCER CENTER

### #TarHealTuesday

**\$5,000 - \$50,000 | Where the Need is Greatest Fund**

December 3, 2019 – #GivingTuesday is increasingly becoming a staple of year-end online giving efforts. The Tuesday after Thanksgiving, UNC Lineberger collaborates with UNC Medicine Development to highlight advances made here in Chapel Hill. This day is promoted exclusively through digital communications, reaching a younger audience than our other annual giving efforts.



A matching gift on this international day of giving will set UNC Lineberger apart from the thousands of charities participating and provide donors with an irresistible proposition at a time when supporters are inundated with requests to give.

### Year-end Campaign 2019

**\$100,000 - \$250,000 | Where the Need is Greatest Fund**

Fall 2019 – Our year-end campaign is our most successful every year, and a matching gift amplifies this already thriving appeal.

A year-end matching gift is promoted across all our communication channels, including direct mail, email, and social media. Last year's \$100,000 matching gift generated more than \$200,000 from 1,055 supporters in 2017. This was also our most successful email campaign, raising more than 5-times previous email efforts.

By stepping up to be our year-end matching gift donor, you will anchor our biggest campaign of the year and ensure our continued growth in digital and direct mail fundraising.



**We hope you will consider becoming a matching donor, be a champion for cancer research and care, and inspire likeminded peers to join you.**

For more information on how to leverage your gift to make the greatest impact, please contact:

Cate Meno

Director of Annual Giving, UNC Lineberger  
919.962.8458 | cate\_meno@med.unc.edu

## Matching Gift Opportunities 2019



UNC

LINEBERGER COMPREHENSIVE  
CANCER CENTER

**Matching gifts are forceful.** They increase a campaign's response rate, the amount of funds raised, and the enthusiasm of our community. They are a compelling motivator for lapsed donors to renew their support, and for longtime donors to increase their gifts. They also effectively double – or even triple – your gift.

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# Soft Launch

Pre-Campaign

- ☑ Get the ball rolling with the inner circle
- ☑ Be transparent
- ☑ Secure 30% of goal



# Launch Campaign

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WOW – THIS WHOLE TIME WAS IN PRE-CAMPAIGN??

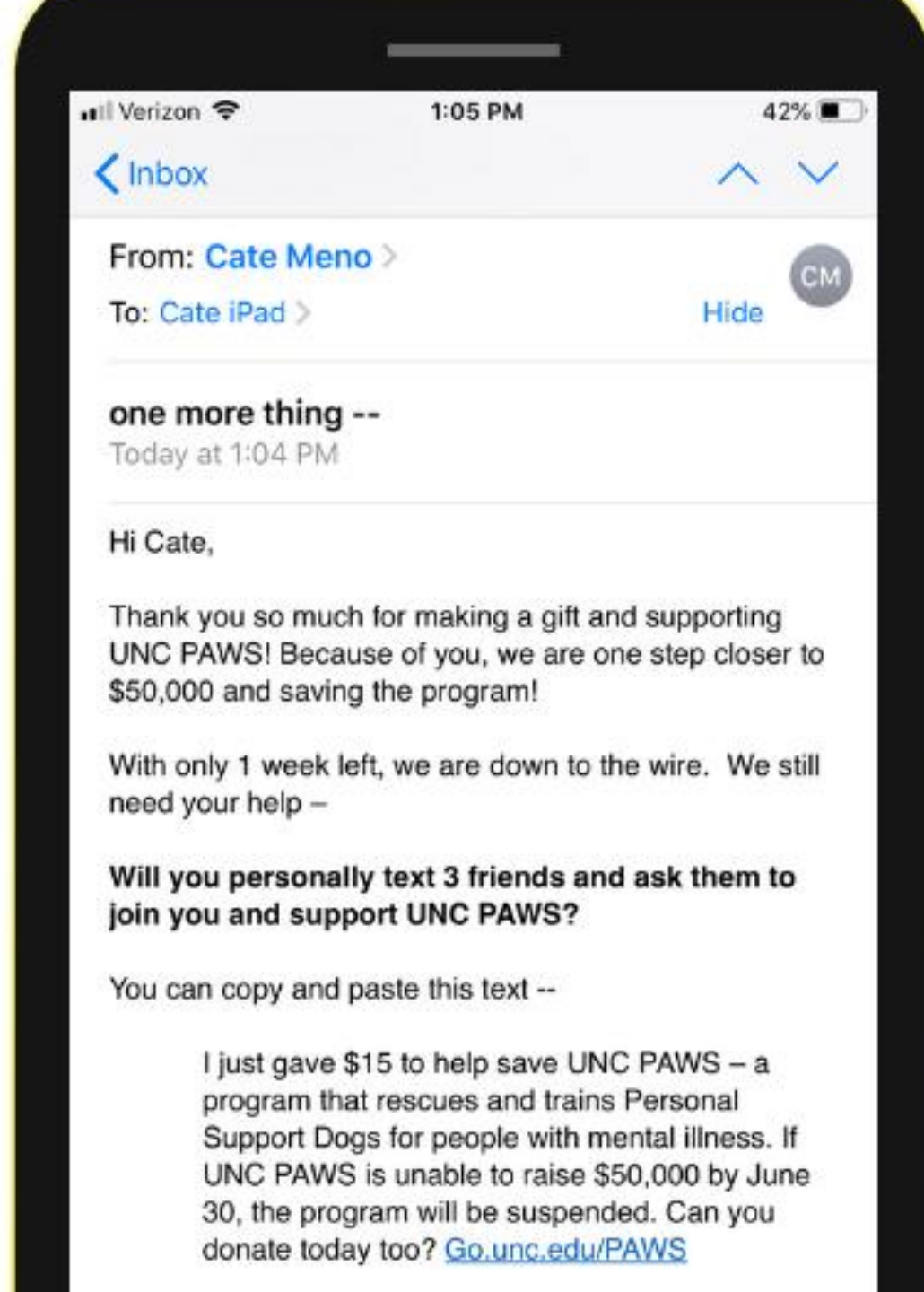
# Execute Your Plan

Campaign



# A note about call to action emails

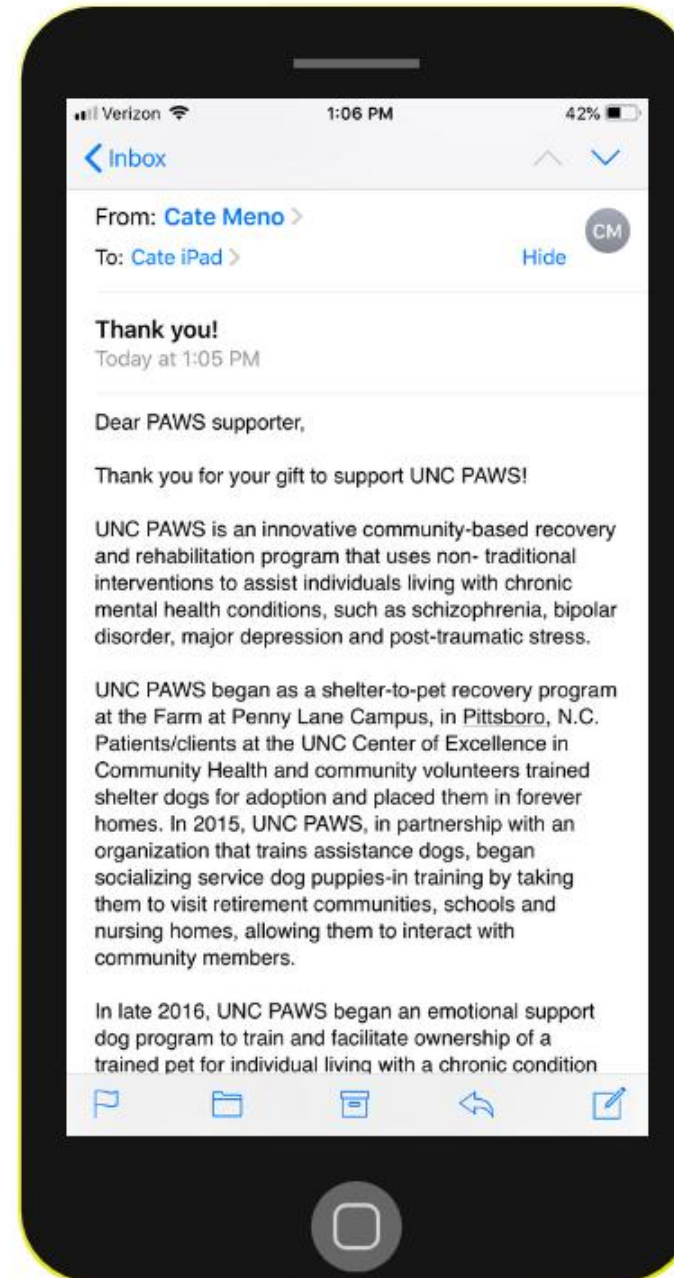
Pre-Campaign





# A note about call to action emails

Pre-Campaign



# A note about call to action emails

Pre-Campaign





# Keep Momentum Going

Campaign

**Wow! The UNC PAWS campaign is halfway there!**

With about two weeks left, you can help us raise another \$25,000 to reach our goal.

**Can you take 5 minutes today to get us to the finish line?**

How you can help:

1. Like the [UNC PAWS Facebook](#) page and share a #UNCPAWS post from our page.
2. Personally ask 3 friends to donate the same amount that you generously gave.

Thank you so much! Let's keep up the energy until June 30!

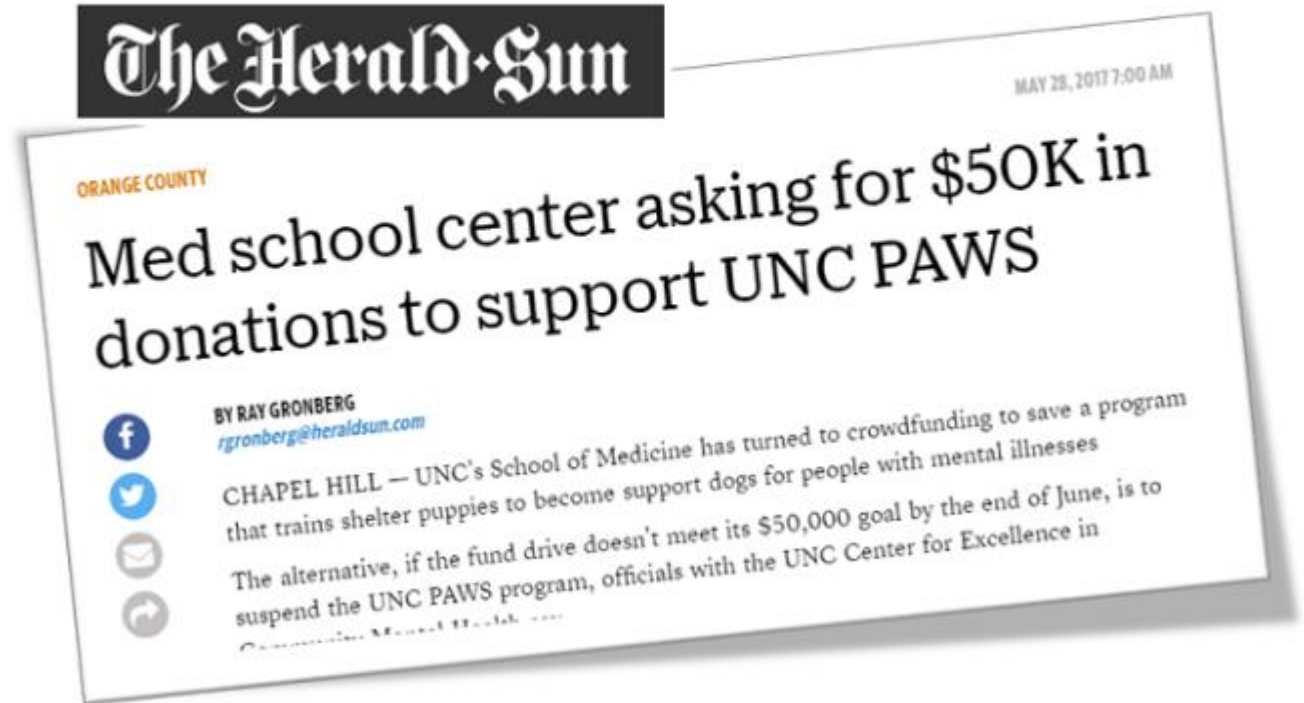


# Sample Updates

Campaign

Did you see this article on UNC PAWS?

The Durham Herald-Sun heard about our campaign and wrote a feature -- [check out the article here](#). Share it on social media, too!



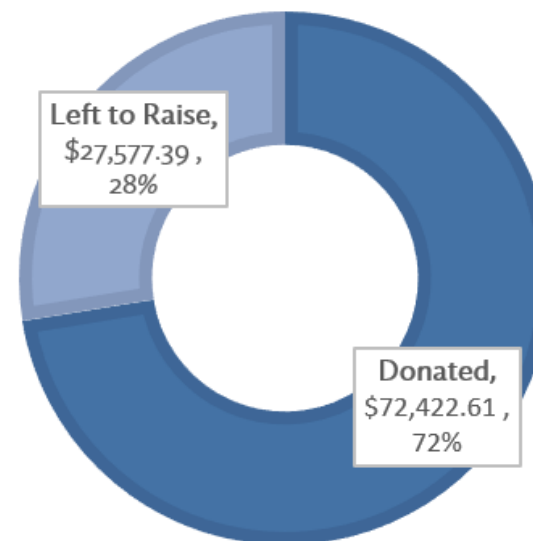
# Steward Your Matching Gift Donor

Campaign

## Timeline:

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> November 8, 2017  | - | Direct Mail Renewal mailed                                |
| <input checked="" type="checkbox"/> November 25, 2017 | - | Direct Mail Leadership Renewal mailed                     |
| <input checked="" type="checkbox"/> November 25, 2017 | - | Direct Mail Board of Visitors solicitation mailed         |
| <input checked="" type="checkbox"/> December 4, 2017  | - | Direct Mail Year End solicitation mailed                  |
| <input checked="" type="checkbox"/> December 14, 2017 | - | Year End Holiday Message                                  |
| <input type="checkbox"/> December 17, 2017            | - | Year End Email from Clarks                                |
| <input type="checkbox"/> December 20, 2017            | - | Launch social media promotion, continues through year end |
| <input type="checkbox"/> December 20, 2017            | - | Year End Email from Shelley                               |
| <input type="checkbox"/> December 29, 2017            | - | Year End Email from Shelley                               |

## \$100,000 MATCHING GIFT STATUS as of 12.15.2017

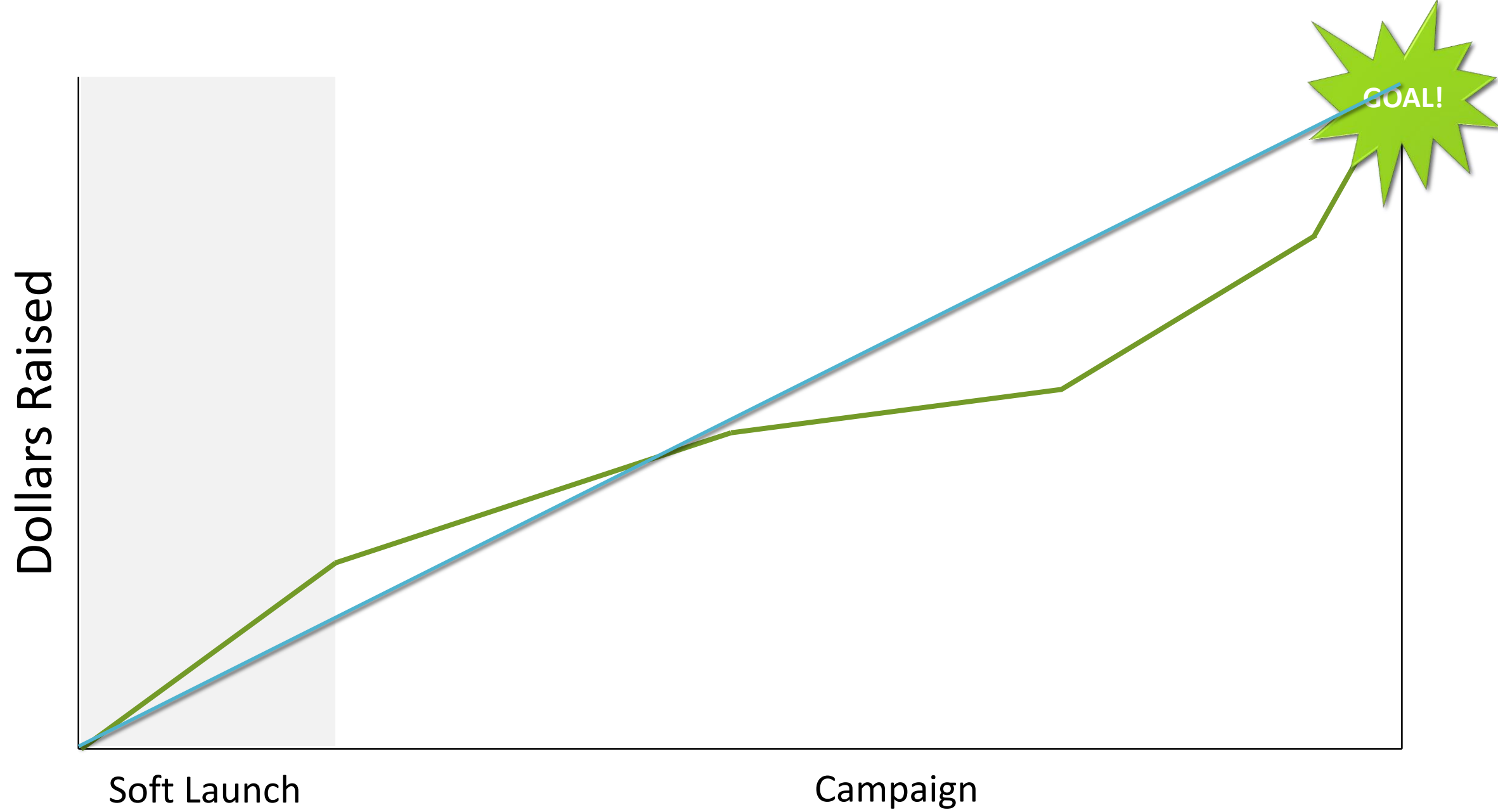


# Keep Momentum Going

Campaign

- ☒ Leave no stone unturned!
- ☒ Communicate with your supporters
- ☒ Keep asking





# And then it ends.

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THE ACTUAL CAMPAIGN PART IS EASIER THAN THE PRE-CAMPAIGN

A solid green horizontal bar spanning the width of the slide at the bottom.



How did the UNC PAWS campaign do?

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\$56,315.23



# But what if...?

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# Wrap up

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BUT YOUR WORK ISN'T DONE YET

# Keep the workflow going

Post - Campaign

- ☒ Add all contact info to your database
- ☒ Survey donors
- ☒ Prospect list for advocates, major gift donors, and future matching gift donors
- ☒ Debrief internally
- ☒ Report back
- ☒ Report back

# Sample Stewardship

Post-Campaign

Sunny Westerman <sunny\_westerman@med.unc.edu>

■ Meno, Cate

Have you met Jack yet?

Dear Catherine,

Our family is growing!

This month, UNC PAWS was able to remove two precious pups from a local shelter, and give them a new life as personal support dogs. This is all thanks to you – our supporters – who rallied around our program this summer to help us raise more than \$50,000. We can't thank you enough.

Now, I'd like to introduce you to Jack.



Jack is a lovable beagle mix who was recently removed from the Chatham County Animal Shelter. We were so lucky to find Jack. He is incredibly sweet, smart, and loving – a perfect PAWS dog! Jack has already started training with his new owner and together, they make a great team.

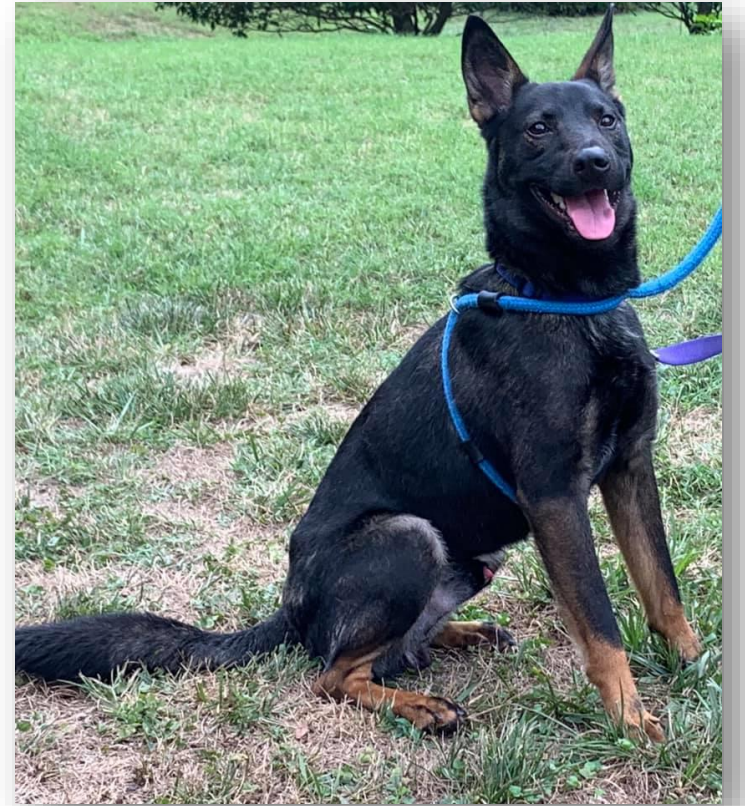
We are able to have Jack because we have you! Thank you again!

Sincerely,

Sunny Westerman  
UNC PAWS Program Coordinator

What's up with  
UNC PAWS now?

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# Questions?

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CONNECT WITH ME AT [CATE\\_MENO@MED.UNC.EDU](mailto:CATE_MENO@MED.UNC.EDU) OR  
DOWNLOAD THE CROWDFUNDING HANDOUT AT [CATEMENO.COM](http://CATEMENO.COM)