

# How to Crush a Crowdfunding Campaign

---

CATE MENO



## About Me



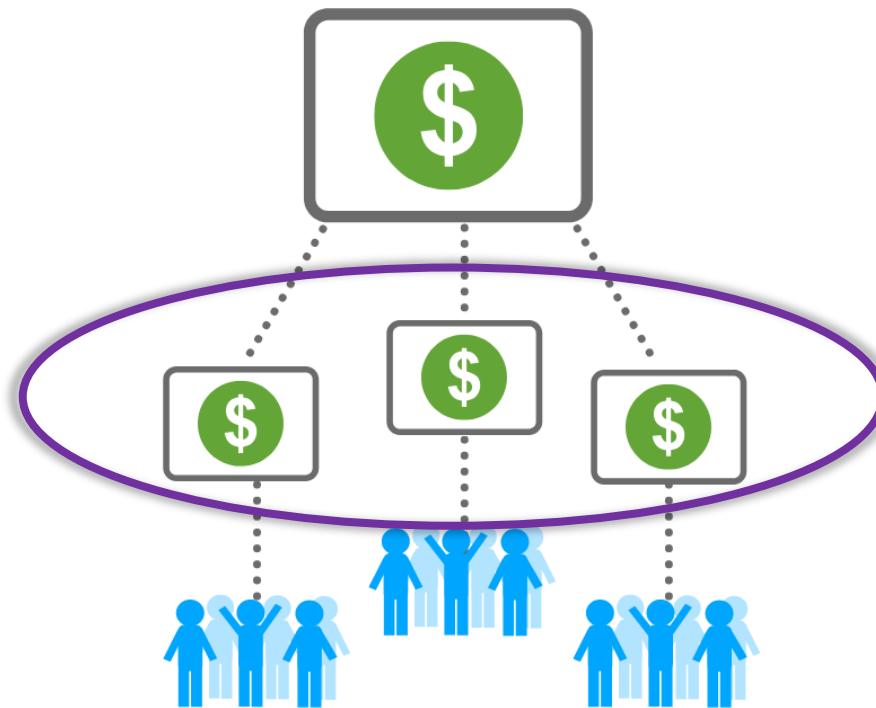
- Director of Annual Giving for UNC Lineberger Comprehensive Cancer Center
- Direct Marketing + Leadership Annual Giving (\$1,000+)
- Raised more than \$500,000 in crowdfunding campaigns

## 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?

---



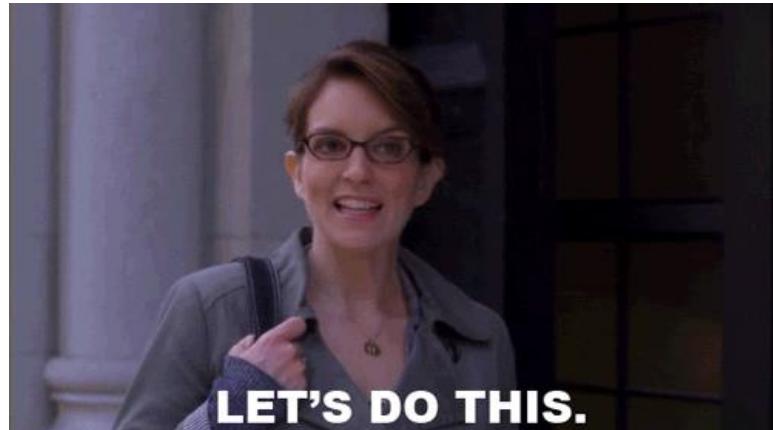
# When is a crowdfunding campaign a good idea?

---

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

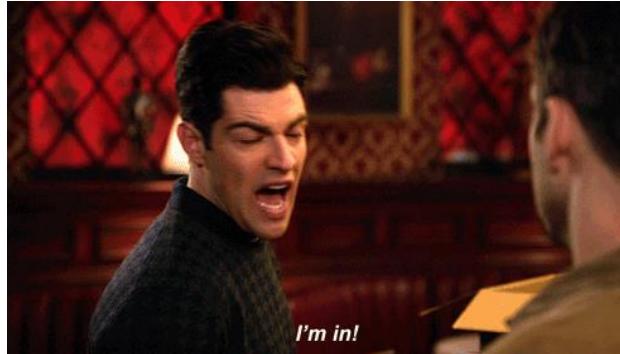
What is your timeline?

- 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

Yes - Monthly Credit Card

Yes - UNC Payroll Deduction

Other Ways To Give



### Gift Information

Top Funds:

UNC PAWS (345774)



Search:



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**

[imgflip.com](http://imgflip.com)



**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)**

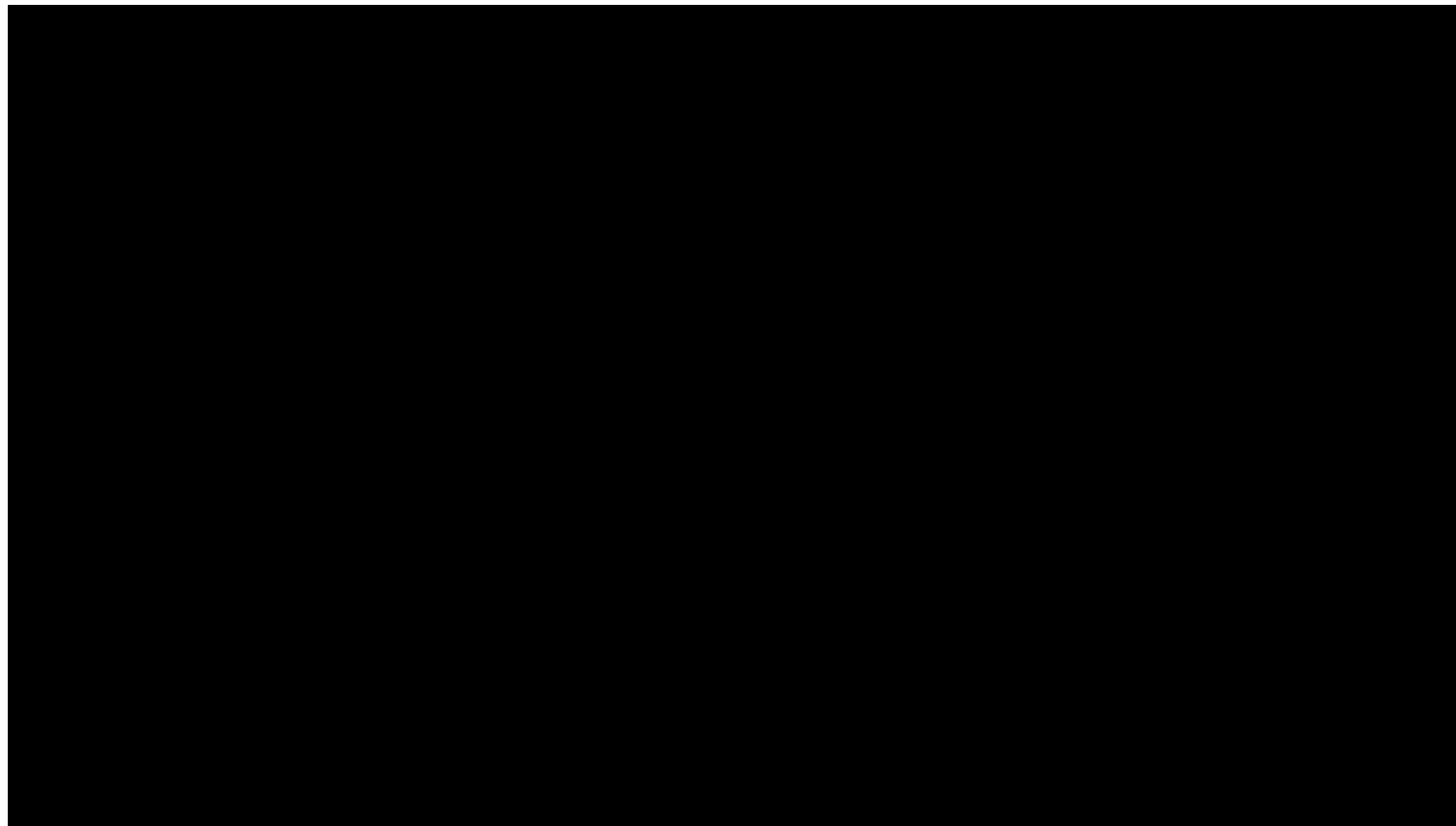
Ed Greenlee is Racing for Research in support of the Research Institute for Children's Health on August, 25, 2019 as he participates in the Ironman 70.3 in Traverse City, Michigan. This includes a 1.2-mile swim, 56-mile bike ride, and 13.1-mile run! Help Ed reach the finish line to raise \$7,000 to support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

---



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!

---



# Pre-campaign

---

Set your goal

Pre-campaign

\$50,000



Map your  
audiences

Pre-campaign

Veterinarians  
Animal Lovers Pet Stores

Friends of  
Inner Circle

Clients,  
Volunteers,  
Donors

Board Members

Student Groups

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**

# Communications Calendar

Pre-Campaign

How will your audiences hear about your campaign?

Paid media



# Communications Calendar

Pre-Campaign

## How will your audiences hear about your campaign?

### Social media

 **UNC Paws; Peer Assisted Wellness Support** ...  
Published by Cate Leona [?] · June 23, 2017 · 

You can help **#UNCPAWS** raise an extra  \$500 : If we raise \$500 in the next 24 hours, an anonymous donor will give an extra \$500! If you were waiting to make your gift, now is the time --> <http://gvcmp.us/hip29n>



GVCMP.US  
**Give a gift of any size in the next 24 hours and help UNC PAWS receive an EXTRA \$500**

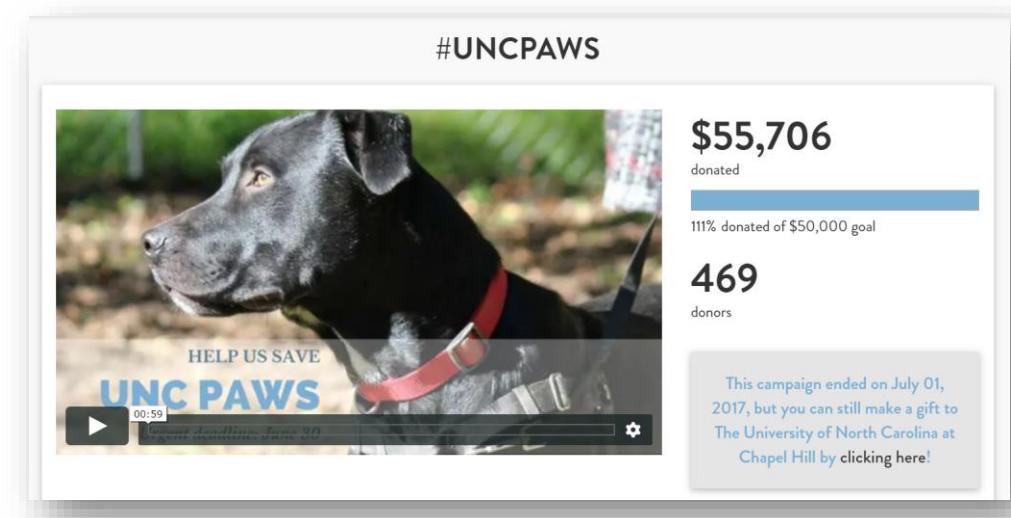
# June

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
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

---

## 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.

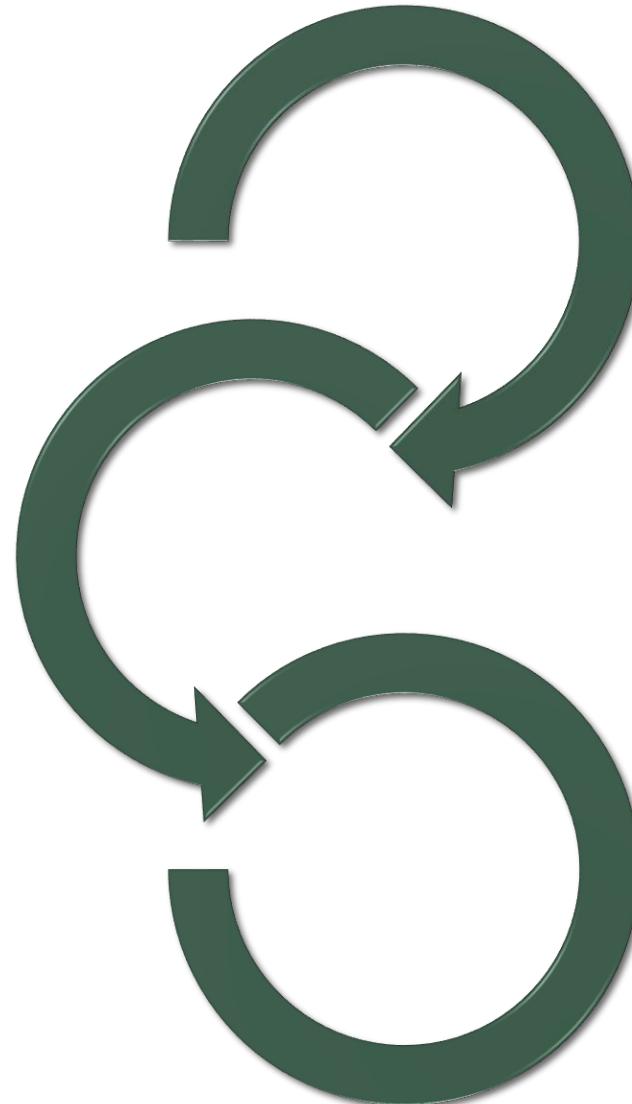
Today, we ask you to consider giving a gift in addition to your time.

## 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



## 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.

### #TarHeal Tuesday

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.



unclineberger • Following

unclineberger Until Dec. 31, all gifts to our Where the Need is Greatest Fund will be matched dollar for dollar by longtime supporters John and Shelley Clark, up to \$100,000! That means your year-end gift will go twice as far. Give today via the link in our profile.

unclineberger #UNC #unclineberger  
#cancercare #cancer #cancerresearch

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

## 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.

# Soft Launch

Pre-Campaign

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



# Launch Campaign

---

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

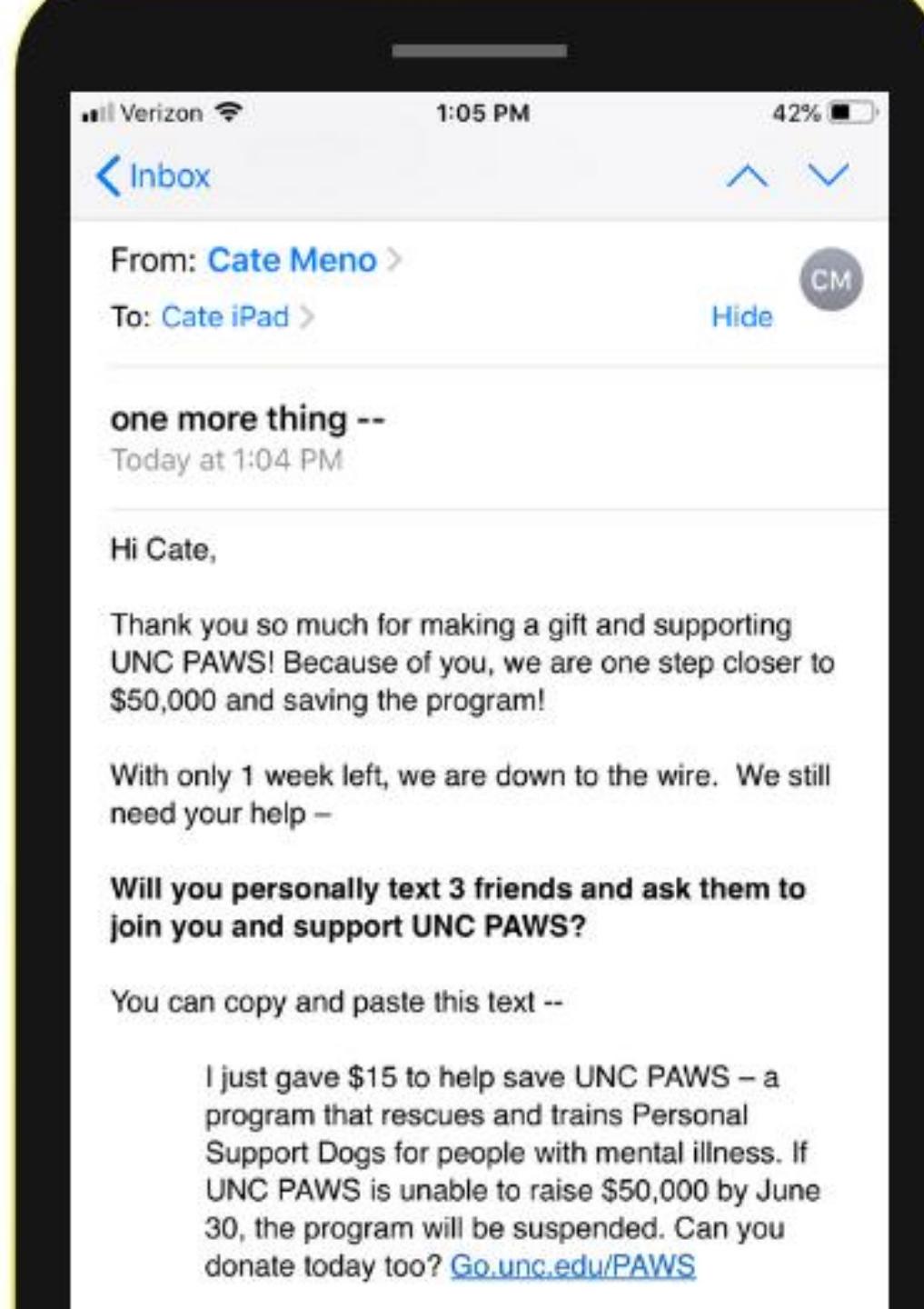
# Execute Your Plan

Campaign



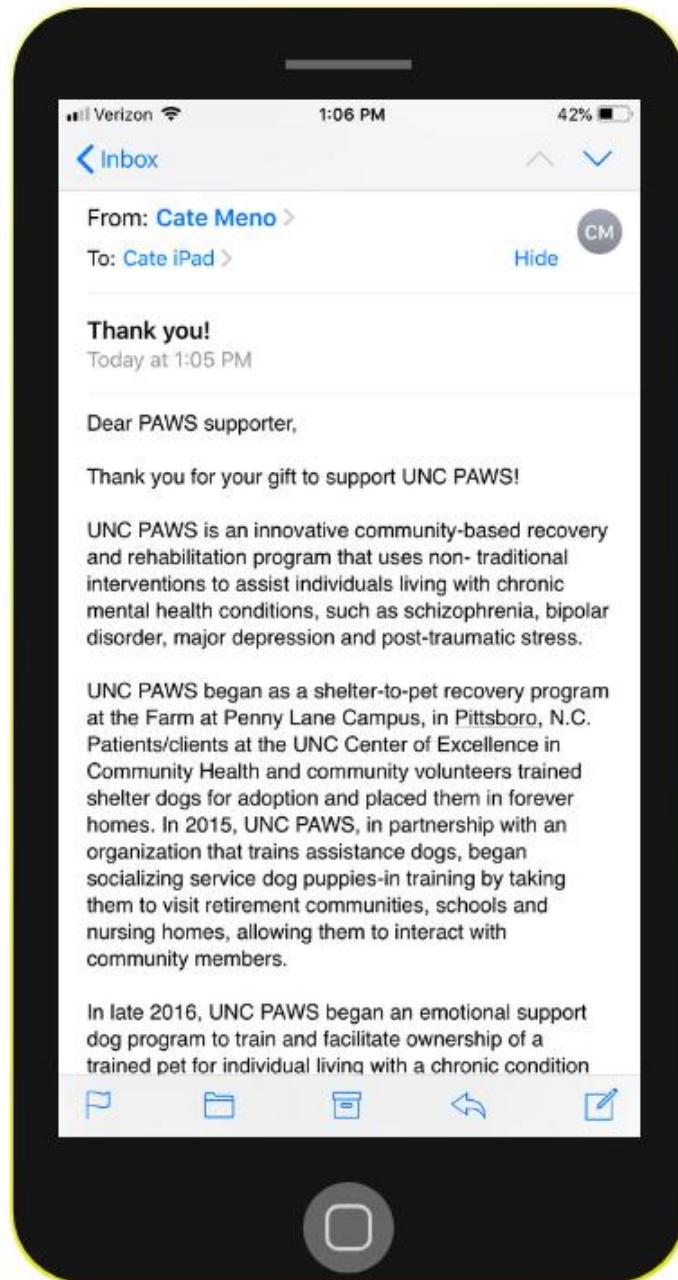
# A note about call to action emails

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!

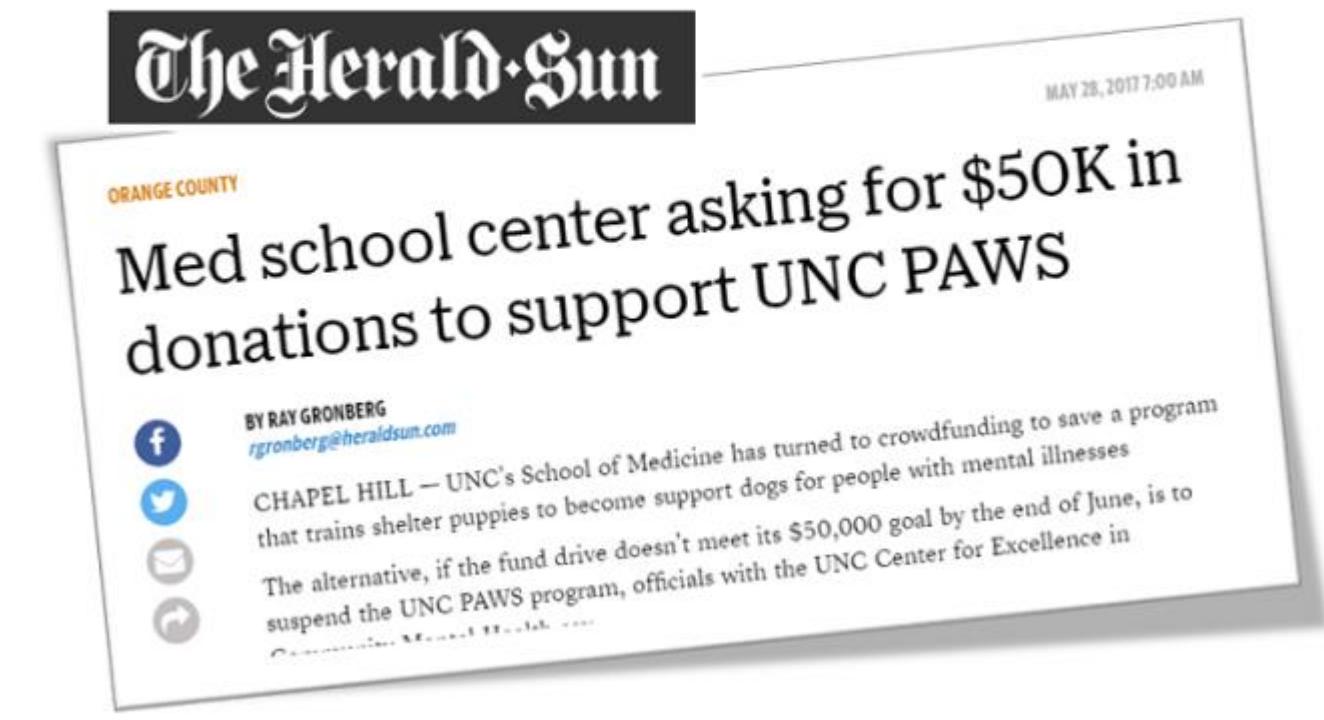


# Sample Updates

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!



The screenshot shows a news article from The Herald-Sun. The header features the newspaper's logo in a black box. Below the logo, the text "ORANGE COUNTY" is in orange. The main headline is "Med school center asking for \$50K in donations to support UNC PAWS". The byline reads "BY RAY GRONBERG" and "rgronberg@heraldsun.com". To the left of the byline are four social media sharing icons: Facebook, Twitter, Email, and Print. The article text begins with "CHAPEL HILL — UNC's School of Medicine has turned to crowdfunding to save a program that trains shelter puppies to become support dogs for people with mental illnesses". It continues with "The alternative, if the fund drive doesn't meet its \$50,000 goal by the end of June, is to suspend the UNC PAWS program, officials with the UNC Center for Excellence in". The date "MAY 28, 2017 7:00 AM" is in the top right corner of the article box.

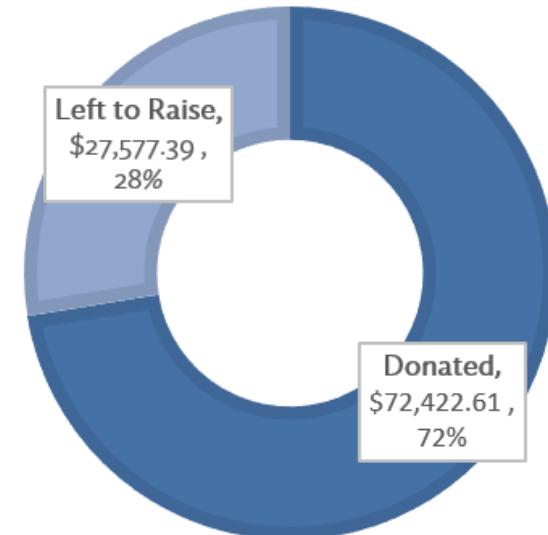
# Steward Your Matching Gift Donor

Campaign

## Timeline:

- November 8, 2017 - Direct Mail Renewal mailed
- November 25, 2017 - Direct Mail Leadership Renewal mailed
- November 25, 2017 - Direct Mail Board of Visitors solicitation mailed
- December 4, 2017 - Direct Mail Year End solicitation mailed
- December 14, 2017 - Year End Holiday Message
- December 17, 2017 - Year End Email from Clarks
- December 20, 2017 - Launch social media promotion, continues through year end
- December 20, 2017 - Year End Email from Shelley
- December 29, 2017 - Year End Email from Shelley

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

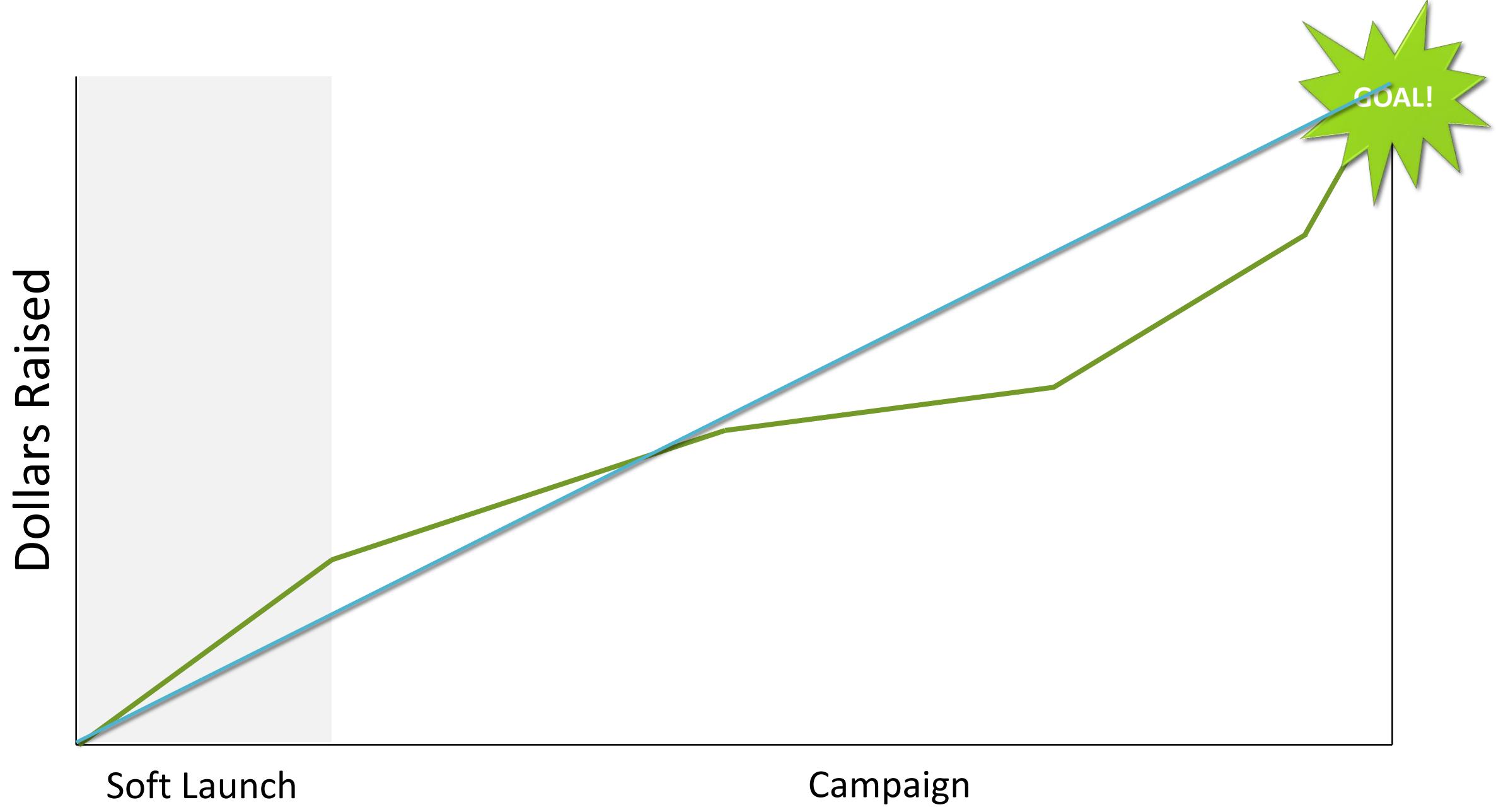


# Keep Momentum Going

Campaign

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





# And then it ends.

---

THE ACTUAL CAMPAIGN PART IS EASIER THAN THE PRE-CAMPAIGN

# How did the UNC PAWS campaign do?

---

**\$56,315.23**

# But what if...?

---



# Wrap up

---

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.

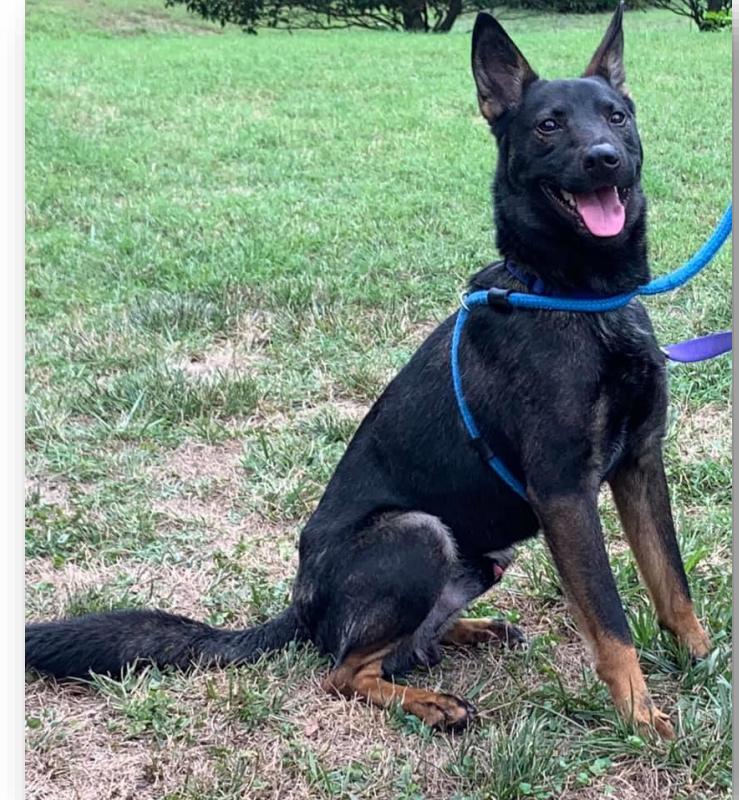
We are able to have Jack because we have you! Thank you again!

Sincerely,

Sunny Westerman  
UNC PAWS Program Coordinator

# What's up with UNC PAWS now?

---



# Questions?

---

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)