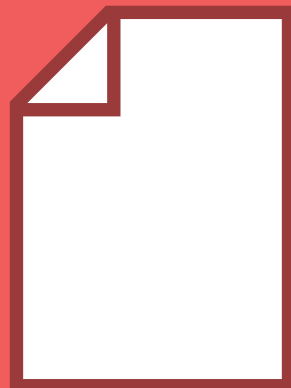
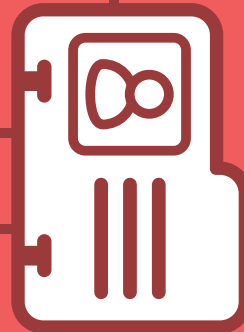
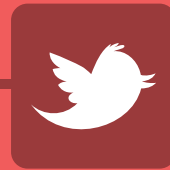
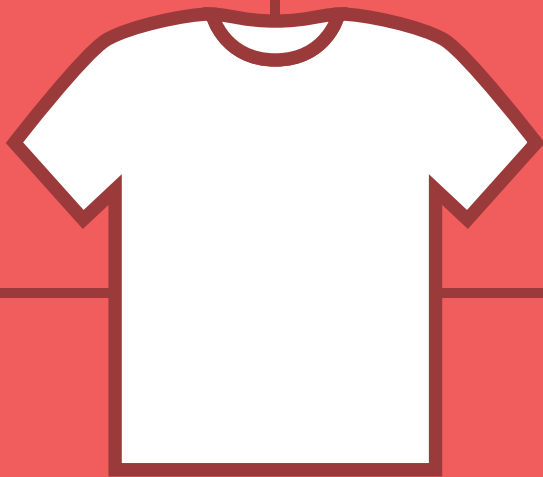


THE ULTIMATE CAMPAIGN PLANNING KIT



IN THIS GUIDE YOU WILL...

- Take a tour through a fictional online fundraising campaign
- Plan your own campaign as you follow along

WHEN YOU'RE DONE...

- You'll have your own campaign outline
- And you'll be ready to put your campaign online and [start fundraising](#)

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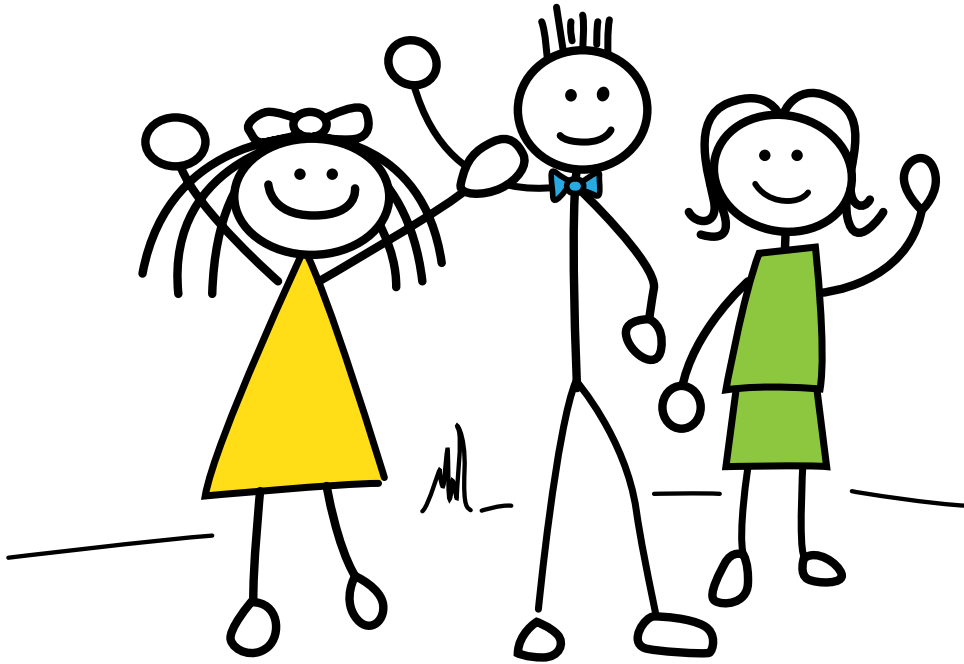
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Planning for Success

Meet Joe, Jane, and Jill. Three friends we will be following throughout this guide (and three friends whose parents apparently shared a fondness for generic sounding names starting with the letter 'J').



In any event, Joe, Jane, and Jill went to veterinary school together and quickly became close friends. After graduation, they started a nonprofit to provide care and shelter for abused animals. They finished all the paper work necessary to start their organization, secured some donated space from the veterinary school, and recruited a bunch of students to help staff the shelter.

After getting the basics in place, they decided to launch an online fundraising campaign to raise money for the medical equipment, food, and other supplies they needed to operate the shelter. Instead of launching their campaign right away though, Joe, Jane, and Jill did the smart thing... they spent a couple days planning. Take a look at what they came up with.

#1 Campaign Theme: Why are you fundraising?

The trio- This one didn't take the three friends very long, but it did require more thought than they first expected. What stumped them was how to focus the campaign on something slightly different than just animal abuse. It's not that they thought there was anything wrong with that theme, it was just a bit broad and something they'd seen many other organizations do.

At the end of the day Joe, Jane, and Jill decided to make their campaign theme revolve around the idea that they were founding the first animal welfare clinic in their city's history. Here's the blurb they wrote up when they were brainstorming:

“Be a part of Villageville history. Our community is coming together to fund Villageville's first ever animal welfare clinic. The clinic will work to rescue, care for, and find homes for abused animals in the Villageville area. Make change happen here at home; help prevent animal abuse in our community by starting a fundraising page today!”

YOUR TURN — THINGS TO THINK ABOUT:

- *Your theme should incorporate your main organizational goal (in our example helping abused animals) but try and put a more specific wrinkle on it (in our example the “historic” nature of the project)*
- *Can you make your theme relate to a timely issue? To something going on in your supporters' lives?*
- *How can you increase the emotional appeal of your theme?*
- *Don't waste too much time worrying about it if you can't seem to find the 'perfect' theme. Just come up with a sentence or two to express your purpose for launching the fundraising campaign, that's a good place to start. You can always come back and tweak things later if you want.*

#2 Campaign Goal: What are you hoping to achieve?

The trio- Joe, Jane, and Jill knew what they were going to be working for when they started planning their campaign. They needed supplies to run the animal shelter. What they didn't know was exactly how much money they'd need to get those supplies. So, they started out by doing some quick math.

They projected the average number of animals they'd be housing and tabulated expected costs for food, medicine, and other supplies. When they finally put the calculator down, they'd arrived at the consensus that they would need approximately \$25,000 to finance their year-one operations.

As the three friends finished breaking down their projected expenses, Jill came to a realization. The numbers they had just come up with could be useful in another way. By telling supporters what different levels of financial support would achieve, they could help them realize the direct connection between their fundraising efforts and the help the animals would receive. She jotted down some of the more compelling figures on a pad of paper:

\$10 = Food for an animal for one month

\$25 = Medicine for a sick animal for one month

\$50 = Screening costs to find the right adoptive family for one animal

\$100 = Funding for one rescue operation

\$500 = Food and medicine for one animal for a whole year

#3 Audience: Who are you going to tell about your campaign?

The trio- Since their charity was relatively new, Joe, Jane, and Jill had to spend some time thinking about who they'd market the campaign to. They sat down to brainstorm and made a list:

- Existing supporters from e-mail news list (400 people)
- Ask Veterinary School to use student e-mail list (1,000 people)
- Ask Veterinary School to use alumni e-mail list (10,000 people)
- Student Animal Welfare Group (250 People)
- Friends, Family, and Personal Contacts (600 People)

YOUR TURN- THINK ABOUT WHO YOU'RE GOING TO CONTACT TO GET INVOLVED IN YOUR CAMPAIGN:

- *How big is your current e-mail list?*
- *Are there other groups that you can target that might be interested in participating (in our example, the student and alumni e-mail lists)?*

YOUR AUDIENCE

#4 Incentive Strategy: How are you going to motivate people?

The trio- Joe, Jane, and Jill knew they wanted to include some incentives into their campaign to make it more fun, but they didn't exactly have extra money to go out and buy prizes. They sat down together to think of other ways they could incentivize participation:

- Anyone who raises \$100 gets an animal shelter T-shirt (shirts donated by Jill's friend who runs a silk screening business)
- Anyone who raises \$250 gets an animal shelter T-shirt and an animal shelter mug
- Anyone who raises \$500 becomes an "animal shelter sponsor" and gets his/her name etched on one of the brick walls inside the animal shelter. Sponsors also get an animal shelter mug and the animal shelter T-shirt
- Anyone who raises \$1,000 becomes an "honorary trustee" of the animal shelter and gets his/her name etched on a brick in a special section of the shelter, a monthly newsletter that goes out only to trustees, and a special T-shirt just for trustees
- The person who raises the most money gets the "animal park" (outside of the shelter) named after them (not announced until midway through campaign)

YOUR TURN- THINGS TO THINK ABOUT:

- Can you tap local business or contacts to donate prizes?
- Who is your audience? What types of incentives will actually motivate them to act?
- Come up with a tiered approach to incentives, creating different rewards for different levels of support.

- Save some of your incentives for release after the campaign is underway. You don't want to use up all of the excitement at the beginning.

YOUR INCENTIVES

#5 Communication Strategy: How are you going to engage people?

The trio- Being planners by nature, the three friends decided to chart out their basic communication plan for their eight-week campaign. Here's what they came up with:

BASIC OVERVIEW

- Send 1-2 emails per week
- Update our Facebook page at least 3-5 times per week
- Tweet about our campaign at least 3-5 times per week
- Try and get write ups in the student newspaper and in the Villageville Times

WEEK BY WEEK E-MAILS

WEEK 1:

- Intro e-mail on campaign with call to action to join campaign, pictures of animals, and incentive information. Send to our lists and have school send to alumni and student lists
- At end of week, send second e-mail with another call to action to join campaign, include short video of rescued animal made by Joe

WEEK 2:

- Send e-mail at beginning of week to all contacts letting them know how many people joined in week 1 and again asking for them to join campaign
- Send e-mail to people who have started fundraising pages with

inspiring story of rescued animal to encourage them to follow through

WEEK 3:

- Send beginning of week e-mail with campaign updates and an inspiring animal rescue story

WEEK 4:

- Send beginning of week e-mail with campaign updates and an inspiring animal rescue story

WEEK 5:

- Send beginning of week e-mail with campaign updates and an inspiring animal rescue story, include a teaser about a surprise coming at the end of the week
- Send end of week e-mail announcing that the top fundraiser gets to name the animal park

WEEK 6:

- Send beginning of week e-mail with campaign updates

WEEK 7:

- Send beginning of week e-mail with campaign updates, and call to action to finish strong and meet fundraising goals

WEEK 8:

- Send beginning of week e-mail with campaign updates
- Send campaign wrap up e-mail at the end of the week

YOUR TURN- THINGS TO CONSIDER:

- *You don't need to write out all of your messages in advance, just come up with a basic arc for your communications.*
- *Remember that just because you develop a plan doesn't mean that you can't change things during the actual campaign.*
- *When you are planning out your messages try to think of things your supporters will actually be interested in reading each week (the inspiring rescue stories in our example).*

YOUR COMMUNICATION PLAN

WITH THE PLANNING IN PLACE, JOE, JANE, AND JILL LAUNCHED THEIR ONLINE FUNDRAISING CAMPAIGN....

SO HOW DID IT TURN OUT?

The group's first online fundraising campaign was a success. Having a plan in place definitely helped the three friends achieve the results they were looking for, but even with the advanced planning some things didn't turn out exactly how they had expected them to...

- The group got off to a slower start than they had hoped for after sending their initial campaign e-mail.

- Despite the lackluster start, they stuck to the plan. After sending their second e-mail with the short video Joe had made about a rescued animal, they noticed a sharp spike in participation.
- Recognizing that they were on to something, the group decided to start filming more short stories about the animals they had rescued.
- They included a new video segment in each weekly campaign e-mail and they embedded the videos on each fundraiser's personal page.

With the help of the compelling content and the incentives they had created, Joe, Jane, and Jill were able to drive up participation. By focusing on keeping the campaign fun and interesting, supporters naturally reciprocated by sharing their fundraising pages far and wide. As time went by, more and more people got involved. With the help of their plan, some perseverance, and their willingness to adapt the trio ultimately reached their fundraising goal of \$25,000. Joe, Jane, and Jill are very happy. The animals are too.

NOW IT'S YOUR TURN

At the end of the day, the success of your fundraising campaign is in your hands. And that's a good thing. A successful fundraising campaign is well within your reach. All it takes is some thought and perseverance on your part.

If we've tried to hammer home one point in this guide, its to plan, plan, plan! Defining your goals, writing them down, and coming up with a plan will help you maximize your chances of success. Above all, keep in mind that your planning should focus on what it will take to motivate your supporters to participate. Solve that problem and you'll be on your way.

As you lay out your plan and (ultimately) as you launch your fundraising campaign, remember that your world of possibilities does not end with what's in your plan. It's important to retain your flexibility and adapt your approach as you get real time feedback. Understanding what's working

and what's not (and making the appropriate changes) will be important to ensuring your success.

Good luck with your campaign and thanks for reading! We hope you've found this guide helpful. Whether you follow the format we've laid out here or another format that you find more comfortable, make sure you spend enough time planning for success. If you put in the time and effort, your campaign will reap dividends for you in the end!

The *Classy* Team :)

We're here to help.

Contact a Classy team member today to learn more about launching your own fundraising campaigns. We'll work around your schedule.

[Contact our team member today »](#)



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Campaign

GET STARTED

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