Raising Funds Online Can be a Big Mystery

Two-thirds of all crowdfunding campaigns fail.

58% of nonprofit organizations cite lack of funding, while 51% cite lack of skills, as the biggest barriers facing them in progressing with digital marketing.

Storyblaster researched hundreds of thousands of successful campaigns and learned what it takes to raise money online.

Here are 9 of Storyblaster's proven tips to launch and execute a winning campaign.

1. Up your social media game

Almost 3 billion people are on social media. It's clear there is no faster, easier, and more effective way to reach a large number of potential contributors at once.

✓ Social media is everything in crowdfunding and fundraising

✓ 97% of all contributions through social media come through Facebook

✓ Make sure you have a Facebook page for your campaign so you can promote

✓ Get as many people as you can to follow your page before your campaign launches

✓ Get in the habit of posting content at least once a day prior to launching your campaign

2. It's All About the Base, 'Bout the Base

Building a base audience is core to your campaign's success. It's important to identify who you know, how to leverage your network, and how to reach out beyond it.

✓ Who are individuals, partners, and organizations that will care about your "why"?

✓ Find bloggers, journalists, influencers, and like-minded communities that might write about your campaign

✓ Make sure you have a mailing list ready to go

✓ When you launch, contact all the people you've mapped out

3. Be Smart About Your Campaign Length and Dates

✓ The most successful campaigns are 30-40 days

✓ If longer, people often see they have plenty of time to give, put it off till later, and forget about it

✓ Fundraising is active, not passive, so plan for a time when you or your team can manage your campaign

✓ Don't launch on a weekend or over a holiday

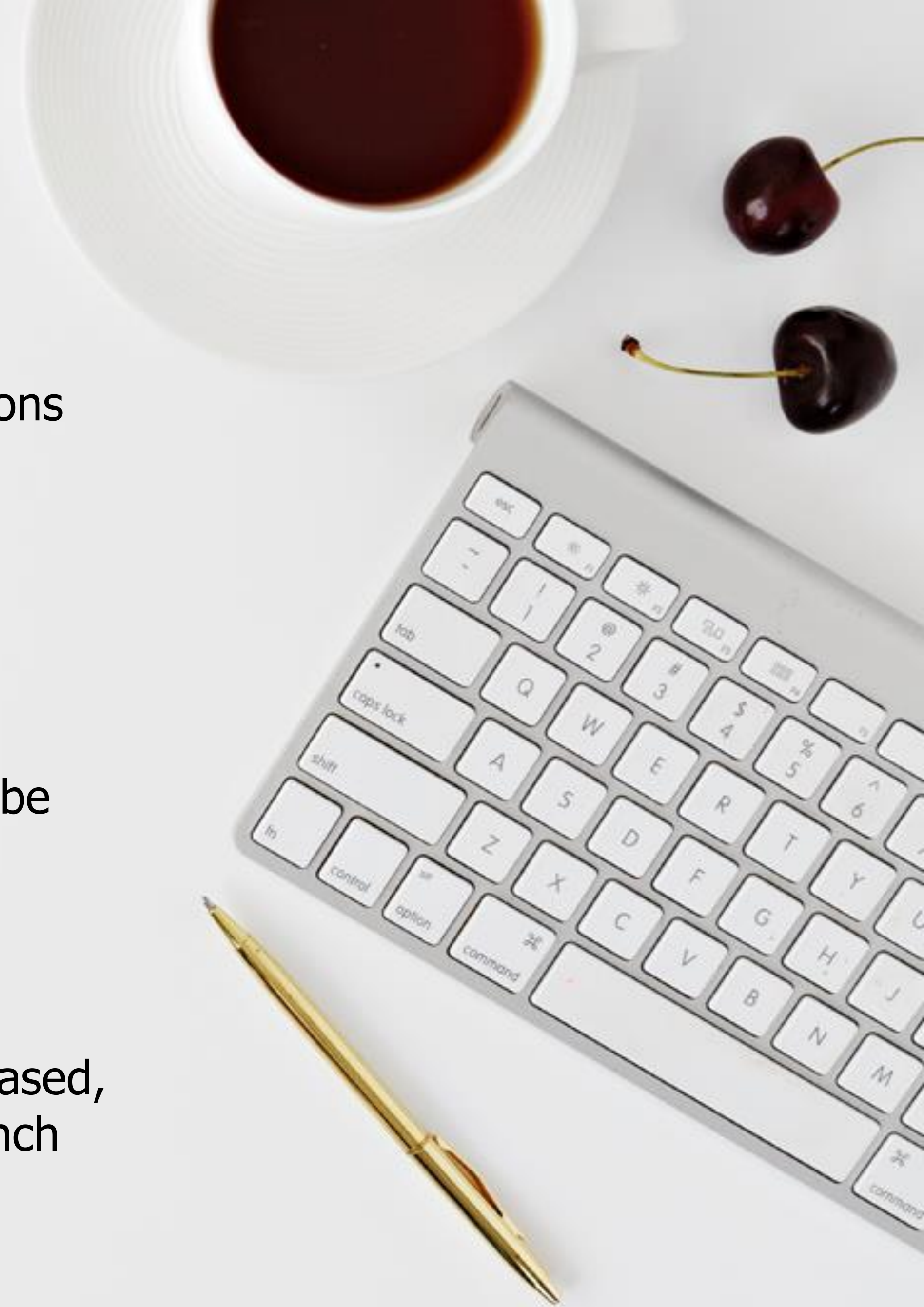# 4. Decide on the Best Amount to Say You're Raising

Online fundraising campaigns hinge on social proof. If potential contributors see you're doing well raising money, they are more likely to give. If you have a huge goal, and they see little traction, they feel like they won't make a difference so don't bother giving.

✓ Make your initial goal approachable, then swing for the stars with a stretch goal after you meet it

✓ Make sure you have some early contribution commitments before your campaign goes live, with those funders agreeing to give in the first two days of your campaign

5. Motivate prospective funders with incentives

✓ Creative, thoughtful rewards/incentives/perks can help drive contributions

✓ Look at similar successful campaigns for inspiration

✓ Think about existing things you have, or that would be very easy to create/produce

✓ Think *way* outside the box—your incentive doesn't necessarily have to be directly tied to your campaign

✓ Make sure you have incentives at various price points

✓ Incentives do not have to be physical goods; they can be experience based, like invitations to a launch event, a consulting call with the founder, lunch with your team, etc.

6. Figure Out & Communicate Your *Why*

✓ Get clear on your mission

✓ Figure out why your project, product, or organization will matter to other people, and how best to communicate that

✓ Drill down on the most important thing you need to convey to prospective funders

✓ Find a compelling way to share your core message that persuades people to invest

7. Storytelling Drive Conversions

✓ Good storytelling is the core of a successful campaign

✓ Your story consists of more than the words you use to convey your message—also important are the images and videos that reinforce it

✓ 58% of consumers prefer visual-first content—graphics and images and video

✓ You don't have to create overly produced videos—even selfies and livesteaming are highly effective ways to get contributions and build support

✓ You can also supplement your own images and videos with free assets from sites like Unsplash and Pexels

8. Paid Promotion is Critical to Your Success

✓ 97% of all crowdfunding contributions from social media come through Facebook

✓ Only 2%-10% of your followers will see your content in their feed

✓ You must promote to reach your audience and also extend beyond your network to a targeted audience that will contribute to your campaign

✓ Storyblaster's One-Click Paid Promotion reaches target audiences with proprietary data inaccessible to campaigners

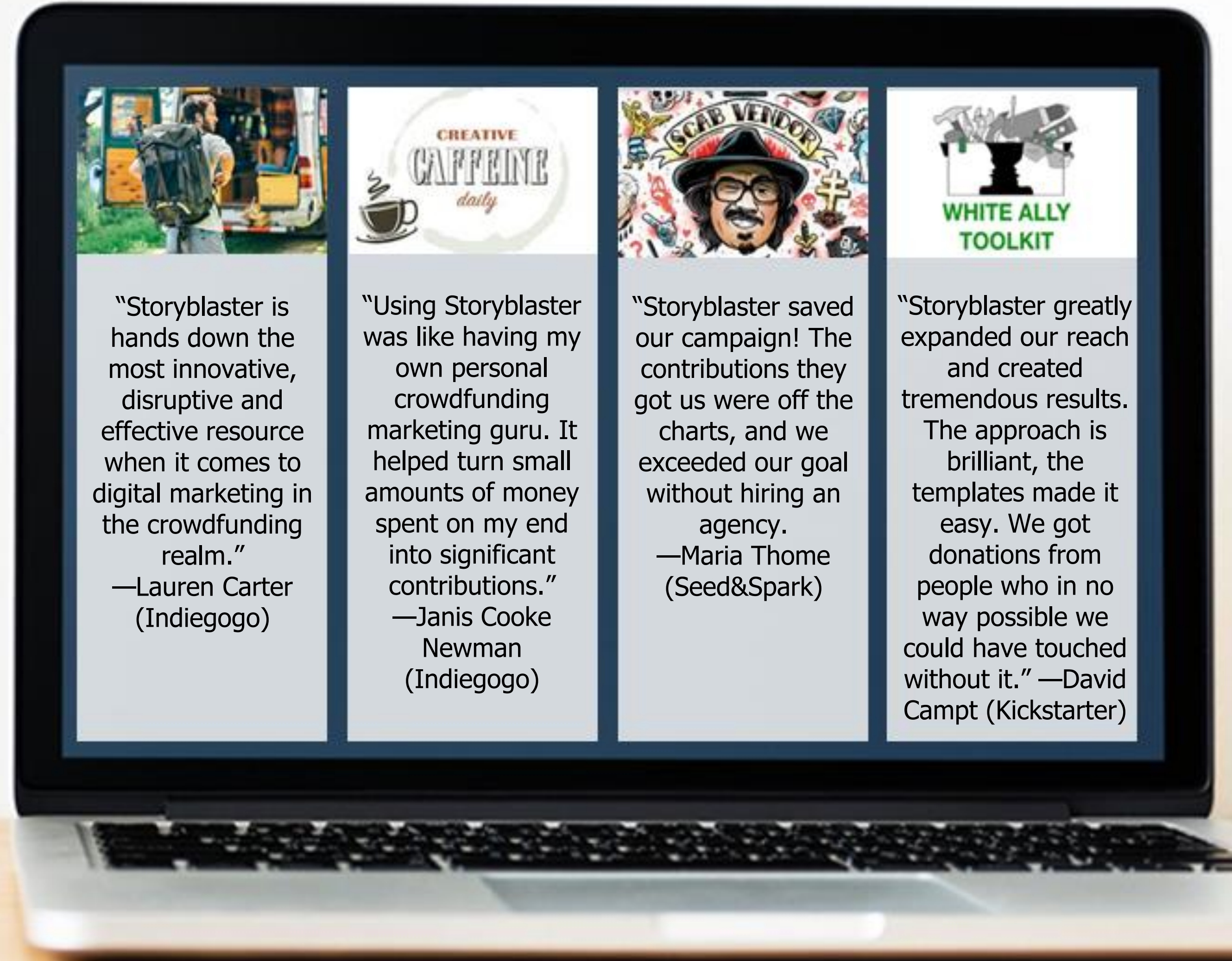✓ Set a budget for your campaign, as low as $50 per promotion

9. Use Storyblaster

Your story matters.
Tell it to sell it with Storyblaster.

✓ Social media campaign templates proven to make crowdfunding and fundraising success easy

✓ Created by award-winning storytellers and marketing experts—you just personalize, publish, and promote

✓ Agency expertise, and more, at DIY prices. Just $99.00

"Storyblaster is hands down the most innovative, disruptive and effective resource when it comes to digital marketing in the crowdfunding realm."
—Lauren Carter (Indiegogo)

"Using Storyblaster was like having my own personal crowdfunding marketing guru. It helped turn small amounts of money spent on my end into significant contributions."
—Janis Cooke Newman (Indiegogo)

"Storyblaster saved our campaign! The contributions they got us were off the charts, and we exceeded our goal without hiring an agency.
—Maria Thome (Seed&Spark)

"Storyblaster greatly expanded our reach and created tremendous results. The approach is brilliant, the templates made it easy. We got donations from people who in no way possible we could have touched without it." —David Campt (Kickstarter)

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