



Helpful Tips for a successful LAUNCH SHIP campaign

SOCIAL MEDIA TIPS

- Create a campaign hashtag to build up social media awareness for your project.
- Create a Facebook Event for your campaign.
- Share your campaign link to your Facebook groups.
- Step outside of your direct network. Post a link on a more public social media page, such as a Facebook page for your city.
- Share your campaign on LinkedIn, be professional and creative.
- Post on Instagram, perhaps a screenshot of your donation page with a link in the description.
- Share on Snapchat. Take a snap of the campaign screen or a unique sign/graphic that directs people to the giving page.
- Make a Pinterest post about it, this one might require a little more creativity.

OTHER TIPS

- Make a video for your campaign. Talk about your cause, how will the success of the campaign make a meaningful impact.
- Excite donors by posting creative and fun shout outs in your updates. The more personal you can be the better!
- Create a sense of urgency. Challenge people to donate by a certain day, donating sooner is better than later.
- Write your campaign link in an unexpected place. Examples: Car, sidewalk, poster (hold up at a nationally televised event)
- Print campaign signs and hang them around campus, a local business, community center, or church. Get creative and ask specific people to hang your sign in their place of work or school. Consider using a QR code on your sign.
- Reach out to your local media outlets and inform them of your cause.
- Connect with a local event. See if the event coordinators are interested in helping promote your campaign. (maybe a mic shout out or a campaign sign displayed)
- Check out other active crowdfunding pages for even more ideas at <https://tinyurl.com/LaunchShip>.