


SERVICE YEAR ALLIANCE

Service Year Crowdfunding Outreach Guide *For Service Year Corps Members*

February 2018



Welcome to the supplemental crowdfunding resource!
Before proceeding with this guide, please read the main
Service Year Corps Member Crowdfunding Guide.

Adding a video to your crowdfunding campaign makes your campaign seven times more likely to succeed. Creating a video can feel like a daunting part of the campaign planning process, but it will aid in your campaign outreach once your campaign is live. Do research for yourself and see what kinds of campaign videos you like and then make your own using those same methods. No matter which strategy you choose, be sure to write a script and revise it so your video tells a powerful story.

There are few supplies you will need to put together a successful campaign video. Smartphones shoot high quality videos and are a great option for an easy way to film. If you are new to video editing there are smartphone apps, digital software downloads, and many computers even come with video editing software already on them. You don't need a degree in videography to produce a high quality video.

The Elements of Making a Good Video:

Keep it short and include a call to action

Your video needs to be under three minutes. If you don't want to sit through your own video, neither will your supporters. Share specific goals and include a link to the campaign.

Pick powerful music

This can help you connect with viewers emotionally and inspire them to get involved. Voice overs can also make the video seem more professional. Just remember to be mindful of music volume. Quiet or no music at all while people are speaking is important to make sure that the viewer can hear your words.

Be genuine and be yourself

Be the best version of you! Pretty much everyone watching your campaign video will know you in real life, so don't lose any of your charm and pizzazz in front of the camera. Do your best to make this video something potential donors will be excited to watch as it could be what ultimately encourages them to donate.

Outreach

Learning the most effective ways to do outreach is crucial to ensuring your efforts do not go to waste. Remember, since crowdfunding works well when you raise small amounts of money from many different people, it makes outreach an essential component of a successful campaign.

What to highlight in your outreach:

- Where are you serving?
- Why you are relocating for your service year?
- What is the mission of the organization?
- Why did you decide to serve?
- Why do you need to raise funding for your service project?
- Why do you need to raise funding for your service project?



SOCIAL MEDIA

Twitter

Twitter is a great resource. It allows you to reach out to potential donors and share your story. Here are a few tips for doing outreach on Twitter:

1. Do more than just ask for money! Make sure to mix it up.
2. Post shout outs to donors, stories, milestones, and successes
3. When tweeting the link to your campaign or a link to other relevant information, make sure you only post one link per tweet. Try not to tweet the exact same message multiple times. To get around this, use new language in your tweet. Repetitive tweets do not show up on followers' newsfeeds. Always remember to include a photo – tweets with photos get 150% more retweets. When taking a picture to post on twitter, make it horizontal! These photos do better since more of it can be seen in the preview.
4. When using a hashtag in a tweet, try to use trending hashtags, but don't go overboard. This creates a cluttered tweet and makes it likely that potential donors will ignore it. Use #serviceyear to increase the likelihood that Service Year Alliance will retweet you.
5. Mention your service year program in your tweets and maybe they will retweet you as well.

Facebook

While the frequency of posting on your Facebook is up to you, it is encouraged to post both your campaign progress and continue to build the narrative of why you are running your campaign. Your posts should be inviting and make your network want to get involved, donate, and share.

Facebook is a great tool to rally support from your network. Individuals do not respond well when they are constantly being asked for money. A better way to use Facebook is to fire up your network. Ask your closest friends and family to share the posts to their networks. If they care to help in that way, they might also donate a little to your campaign.

Thank donors in comments on your post! It is a great way to give public thanks for people supporting your campaign.

One of the best strategies to utilize is hosting a Facebook live! Because videos are the most desired content, there are so many **benefits to running Facebook live** during your campaign.



SOCIAL MEDIA

Instagram and Snapchat

Let's be real, Instagram and Snapchat are two of the most popular social media platforms used by millennials at the moment, outweighing both Facebook and Twitter. If you want your campaign to gain more traffic, be sure to throw it on the 'gram!

Tips for promoting your campaign on these two platforms:

1. If post on Instagram, be sure to include the link to your campaign in your bio, and direct your audience to click that link. Links put directly on the post itself cannot be hyperlinked.
2. If you are posting a Snapchat story about your campaign, you can link right to your campaign from your post! For instructions on how to do that, [click here!](#) This feature is currently unavailable for Instagram stories, but again, include your link in your bio!
3. Make sure to keep your content and your posts fun! Your viewers won't dedicate time to looking at your campaign page if your posts don't move them to do so!

Campaign Updates

These updates will appear on your public GoFundMe campaign page so all donors and prospective donors will be able to see your updates. Because of this, this content will not be able to be personalized for each donor. These updates can be longer or could be a quick couple of sentences. The updates should have an upbeat, and encouraging tone to them. This is your chance to get donors more engaged with your campaign.

GoFundMe

Service Year Alliance supports service year corps members crowdfunding on GoFundMe. At the end of 2017, GoFundMe restructured their payment structure for all campaigns to have a 0% platform fee, compared to the previous 5% fee. Many platforms have fees that range between 4-9% with an additional payment processing fee on top of that. GoFundMe, like all other platforms still have a **2.9% processing fee**.

Do you have any questions with how to use GoFundMe? [Click here to learn more!](#)

If you have any questions, email support@serviceyear.org.

Ready to Get Started? [Click here!](#)