

Project managers: Suggested communications plan

Pre-campaign

- Build a list of people you plan to contact and ways you will be in touch (email, social media, in-person, phone, hand-written notes/letters)
- Brainstorm media outlets that may be interested in your work
- Plan events and/or in-person meetings with donors
- Research hashtags, blogs and Facebook groups that may be interested in your work
- Identify 2 people who will review your project page to help you refine your pitch
- Identify 5 people who will commit to donating on the first day of your campaign
- Send out a teaser email, Facebook and Twitter post hinting that you'll be launching a campaign soon to build interest

Campaign launch

Day 1:

- Email all contacts describing your project and why they should fund it.
- Announce your campaign on Facebook, Twitter and other social media outlets and link to your page
- Thank donors who get your campaign off to a great start with a personalized email. Ask them to share your page with their networks
- Reach out to any media/blog contacts

Days 2-6:

- Update your project page with a thank you to those who have donated and how much you've got left to raise

Day 7:

- Email the contacts who haven't yet donated with an update on your progress and a reminder to donate
- Reach out to your media/blog contacts and ask if there's any additional information they need
- Schedule an in-person meeting with a potential donor or a small fundraising event

Day 15 (half-way point):

- Add a jolt of excitement to your campaign to help it through the middle: post another ask on your page and social media and email your contacts

Day 20:

- Start the countdown! Just 10 days left to reach your goal! Create a sense of urgency and excitement on your project page and your social media feeds. Remind everyone how much you have left to raise

Days 21-28:

- Don't be afraid to keep asking! Create a sense of urgency: you've only got a few days left!

Last Day:

- Email all donors with another thank you and an update on how you did.
- Remind them how you will use the money raised and what impact it will have on your work.

Any time:

- Post a relevant photo of your work or lab with a fun fact. Remind people to go to your page and provide a link
- Post trivia facts or questions about your work on your social media feeds
- Ask social media followers to Share/Retweet your post asking for donations and the link to your page
- Make a meme about your work and post it to Twitter with a link to your project
- Ask a project-related question to your followers with a link to your page
- Link to your page and ask followers to share
- Update your social networks with your campaign's progress—tell them how well it's going so that they'll feel like they don't want to miss out on a good thing
- Did you reach your goal? Make it a stretch goal! It's a whole new reason to email ALL your donors—some may be inspired to donate again!

After the campaign:

- Keep in touch with your donors.
- Send them an update a few weeks after you've received the money and started using it.
- Describe the impact of the money and their support on helping you reach your scientific/engineering goals.