

Crowdfunding Checklist



Keep the following points in perspective:

- Identify current networks, create a community
- Articulate clear goal of project
- Draw up a consistent and confidence-building message
- Create project story
- Research and identify partners for production, delivery, etc.
- Research and identify communication channels, in particular 1-on-1 meetings and social media
- Research and identify fitting platforms
- Research and compare current and similar campaigns
- Research in depth your target groups
- Develop convincing incentive structure
- Set timeline and mark everything relevant
- Plan and set video shooting
- Set communication team and strategy
- Prepare for various scenarios by drawing up lists you will need
- Test your project story and incentives within your network before you go live
- Plan information flow pre-, during and post-campaign
- Ensure all promises are delivered on.