THIS PLACE MATTERS

Project Success Kit

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1.0 Executive Summary

The National Trust for Canada developed THIS PLACE MATTERS as a fundraising resource for project groups working to save places that matter in their communities. According to a recent industry report $16.2 billion was raised on crowdfunding platforms in 2014. Crowdfunding can be a powerful fundraising tool but it takes careful planning, good communication strategies, and hard work to realize your crowdfunding goal.

We wrote this Project Success Kit to help you plan a successful crowdfunding campaign. Here you will find information about setting up your crowdfunding page on THIS PLACE MATTERS, fundraising and marketing tips, and communication strategies for the full lifecycle of your crowdfunding project, across multiple channels and social media platforms (e.g. Email, Twitter, LinkedIn).

At its core, crowdfunding is about building communities and connecting people around a shared goal. What is unique about crowdfunding is that anyone with internet access and an interest in your cause can be part of your community no matter where they live. This fundraising model has already helped thousands of organizations raise funds, engage supporters, and build stronger networks. We hope this Project Success Kit helps you tap into the power of crowdfunding.
2.0 Need Help?

Crowdfunding campaigns rely heavily on using and managing social media. Many people are familiar with social media tools such as Email, Facebook, Twitter, and Instagram but if you aren’t, we can help. Whether you need help posting your Project Page, producing your photo file or video, developing your social media messaging, or managing your social media, we have expertise to share with you. If you need help contact us at thisplacematters@nationaltrustcanada.ca.

Youth in your community are a great resource for technology expertise and social media skills. Consider visiting your local high school or community college to recruit volunteers for your campaign team. It’s a great way to involve youth in heritage and show them the impact your project can have on life in their community.

Consider recruiting volunteers from your community to help you plan and implement your crowdfunding campaign. They may bring specific expertise in dealing with social media and planning community projects, or they may simply want to help you spread the word. The more hands you have on deck, the more likely your crowdfunding campaign is to succeed.
3.0 Getting Started on THIS PLACE MATTERS

3.1 Steps to Submitting Your Project to THIS PLACE MATTERS

Step 1: Is your project eligible to crowdfund on THIS PLACE MATTERS?
Please review the Eligibility Requirements. If you have any questions, contact us.

Step 2: Register your project.
The Registration Form gives us important information about your project and it will help you gather all the information you need to upload your project to the site. Once you have completed and submitted the registration form allow 5 business days for approval to upload your project to the site. If we have questions we will contact you.

Step 3: Review the Submission Fields on THISPLACEMATTERS.ca
Take time to review the submission fields and gather all the information you will need to complete them. The information you enter in the text boxes is what will appear on your Project Page so it is best to have it written before you begin. You can upload photos and videos to your Project Page, so you should have those ready before you start.

Step 4: Submission Field #1 – Log-In
Ignore this for now. Further down in the submission fields you will create your log-in password that allows you administrative access to your Project Page. With this access you can update your project information, upload new photos and videos, and view your list of supporters.

Step 5: Submissions Fields – Administrative Details
With the exception of social media, these are all required fields because it’s important information we need to contact you and transfer your funds when your campaign has ended. If you have a website URL, a Facebook URL or a twitter username be sure to include them. There are certain automated functions in the site that use these.
Step 6: Submission Fields – Project Details
Remember, the information you enter in these text boxes is what will appear on your Project Page.

- The French translation check box allows you to upload a translated version of your Project Page to the French page of the website. Translation is at your cost. If you prefer not to provide a translated version, the English version of your Project Page will appear on the French page.
- About This Heritage Place: Tell the story of your heritage place, why it is unique, and what it means to your community.
- About This Project: Provide details of your project, what you want to accomplish and how you plan to succeed.
- Community Impact: In this section talk about the positive outcomes, measurable successes, and the benefits to your community.
- Project Category: Choose the Project Category that best describes your project. This feature allows visitors to sort projects according to their special interests.
- Join a Competition: From time to time the National Trust runs crowdsourced competitions. If you are entering an ongoing competition check the drop down menu. If you are using the site to crowdfund for your project, ignore this section.

Step 7: Submission Fields – Fundraising Details
Enter your crowdfunding goal and the start and end dates for your crowdfunding campaign. Successful crowdfunding campaigns last from 45 to 60 days using a compressed period of time to create a sense of urgency and maintain momentum.

Remember that your crowdfunding goal is not necessarily your total project goal. You need to think about your networks and be realistic about how much you can raise.

Step 8: Submission Fields – Content & Media

- Upload Photos:
The site uses Instagram to upload photos. You can download your free Instagram app at the Apple App Store or Google Play store. Create your free account at https://instagram.com.
Note the recommended sizes and formats for photos on the site are are:
Large image size: 960 x 360 pixels; jpg or png
Thumbnail size for the photo gallery: 225 x 140 pixels; jpg or png

Any normal, relatively new [purchased within the last 5 years] digital camera will produce photos in these formats. If you are a new Instagram user you can download a free guide at The Beginners Lens that has lots of information about how to take and share good photos. The Instagram Help Centre is another good resource.

- Upload Videos:
The recommended specifications for videos on the site are mp4 or wmv with mp3 audio. Any normal, relatively new [purchased within the last 5 years] digital camera will produce videos within these specifications.

Copy and paste your YouTube video ID# into the video URL field. After hitting update it will appear in your project banner field. If you are a new YouTube user, visit the YouTube Help Centre where you will find lots of tips on producing a good quality, effective video.

**Step 9 – Submission Fields – Rules & Regulations**
Please read the Rules & Regulations carefully and be sure you understand what you are agreeing to before you check the box.

**Step 10 – Upload Your Project Page**
Click SUBMIT to upload your project page to the website.

**Now What?**
Our Site Administrator is automatically notified that you have submitted your project. Your submission will be reviewed and posted to the site within 3 business days. If we have any questions, we'll be in touch!
3.2 Things You Should Know About Your THIS PLACE MATTERS Project Page

Your Post Card:
The Post Card is a snapshot view of your project and it’s the first view visitors see. It displays your project title, your photo, how many days are left in your campaign, what your crowdfunding goal is and how much you have raised to date. Contributions to your project are recorded in real time. Clicking on the photo takes visitors to your full project page.

Your Project Page:
Your project page is where visitors learn what your project is about.
Things you can do here:
- Update your project information [every time you do this visitors who have subscribed to your project receive a notification e-mail].
- Add photos to your Gallery.
- Change your video.

Things visitors can do here:
- Fund your project and share their support with their Facebook contacts.
- Subscribe to your project [you have access to this list on the administrative side of the site].
- Like and tweet your project.
4.0 Top 10 Fundraising Tips for Crowdfunding

1. **Tell your story**

   Everyone loves a story – and heritage sites have stories to tell. The story about your project should be compelling and engaging. It should clearly state how the money you raise will be used and demonstrate how it will impact your community. People are more willing to fund a campaign that is unique or special, when the need is urgent, and when they clearly understand what their money will go towards.

2. **Introduce yourself**

   People want to know they are funding an organization that is sound and will spend their money wisely. Tell people about your organization, what it does, and who is involved. Celebrity endorsements from community leaders can help to introduce you.

3. **Set Realistic Goals**

   Setting your crowdfunding campaign goal is a tightrope act. People like to back a winner. Set it too high and you look like a loser. Set it too low and funders think you have more than you need.

   The goal of your crowdfunding campaign is not necessarily the full amount you need for your project. Set a goal you have a reasonable expectation of achieving over the span of the campaign. Assess the networks you have access to and their capacity to give. Think about how you can reach new networks.

   If you have a big-budget project, consider focussing your crowdfunding campaign on smaller, distinctive aspects of it [i.e. the project may be the restoration of a
community town hall, but the crowdfunding campaign is to restore the original bell tower].

4. **A picture is worth a thousand words**

Tell your story in photos and videos. Average attention span on a webpage is very short. So use visuals to tell your story. The site allows you to post a gallery of photos where you can feature the team who are working on your project, people who are supporting your project, fun community events in support of your project – and of course engaging and compelling photos of the project itself.

The site also allows you to post videos. Again, keep in mind the attention span of your page viewers. A video should be no longer than 45 to 60 seconds, be very focussed in its message, be entertaining, and make a pitch for donations.

5. **Variety is the spice of life**

Why would you go to the same place very day if you keep seeing the same thing? You can change pictures and videos on your webpage throughout the campaign to keep people coming back to your site. Tie them to your social media messaging, inviting people to come and see something new on your page. Create a story line than spans the campaign period.

6. **The elevator pitch**

If you were in an elevator and you had one floor to convince people to support your crowdfunding project, what would you say? It’s important to think about the key points you want to convey, both on your project webpage and in your campaign messaging. Write them down, rehearse your pitch, and be sure to train your campaign team to do the same.
7. **If you build it they may not come!**

It’s not enough to post your project page then sit back and wait for people to come to you. Only a small percentage of crowdfunding projects go viral. You have to work at bringing people to you. That means organizing a campaign team to get the word out through their contacts and networks and keeping that team engaged throughout the campaign.

Have you ever sold raffle tickets to support your organization, or organized an event and had a team selling tickets? That’s crowdfunding, only now you’re doing it on the internet and reaching out to audiences through social media.

You will need to organize a team of volunteers who connect regularly to assess where you are and what your next steps are. Like any volunteer campaign make sure everyone has fun working together. Consider awarding prizes to the volunteers who:

- generate the most tweets and re-tweets
- reach out to the most Facebook followers

Developing a critical path to plan the steps you will take throughout the campaign period will help to keep your team on track and meet your project goals.

8. **Peaks & valleys**

There is an ebb and flow to crowdfunding campaigns. The initial launch starts off with a blast with all the media and attention generated by your first round of social media messages. But then activity on your page flattens, the initial excitement of the launch fades, and supporters lose interest. Then again towards the end of the campaign as all your “final push” messages go out it picks up again.

What can you do to keep momentum going through that middle stage? You can change photos and update your videos. If you have a loyal base of close friends and
supporters, consider asking them to wait to make their donations so you can orchestrate a wave of support to get you through that middle period.

In the “final push” don’t be afraid to go back to everyone who has already supported you and ask them to do it again. Everyone wants to be part of the excitement of pushing you over your goal.

9. Charity begins at home - building community support

The first wave of people most likely to support your crowdfunding campaign are people who know you, know your organization, and are aligned with your cause. Many of them are in your community. You can use “natural events” in your community like festivals, to promote your crowdfunding campaign. Produce a post card to hand out at community events that drives people to your crowdfunding webpage. Book a booth or table at community events and, where possible, arrange for the technical capacity to enable people to access your webpage right there.

Consider creating a community event to support your crowdfunding campaign. Focus on easy to organize, low cost, or cost recovery events. Remember the goal is to draw people so you can introduce them to your crowdfunding campaign. These should be fun and informative events like:

- Picnics in the park
- Backyard BBQ's
- Town Hall meetings

10. How did you do?

The campaign is over, everyone has been thanked, and the team has celebrated – now what? Would you do it again? Were the results you achieved worth all the effort?
A complete campaign report is a road map for future campaigns. Recording what you did right, where you went wrong, and what you can do better, will make your next campaign stronger. What should you include in your campaign report?

- A snapshot of your project page.
- A photo/video file of all the visuals you used.
- Any promotional or media materials you prepared.
- Clippings/audio files/videos of any media you received.
- A profile of your funders – how many were existing supporters, how many were new?
- What was the total amount you raised? What was the average donation? Did you reach/exceed/miss your goal?
- Weekly tracking of the activity on your project page over the campaign period.
- The number of tweets and re-tweets, e-mails generated.
- Feedback from your campaign team.

11. **This one's a bonus!**

Have fun! Crowdfunding is a great way to build volunteer support, create public awareness about your project, and add new supporters to your database. Unlike some methods of fundraising, there is minimal financial risk and lots of new expertise to be gained.
5.0 Communications Strategies for Crowdfunding

5.1 Influencers & Champions

There are two recommended target audiences for your communications: influencers and champions. The first step in planning your crowdfunding campaign is to identify your influencers and champions. Review your list of contacts and determine who could be an influencer or a champion for your crowdfunding campaign.

High-level influencers are people that can invoke massive support for your project as they are considered highly influential and leaders in their respective industries and amongst their networks. You can tell they are influencers because they typically have a large number of followers on their networks and generate a lot of discussion and comments around content they post or share. Targeting their support will help ensure that you achieve, and even exceed, your campaign goals.

Champions are the people you want to get talking about your project. These are people who are respected in your circles and communities, who are fairly easy for you to connect with because they know you, and who are more likely to spread the word about, and support your campaign.

5.1.1 Email & Blog Post Examples for Your Influencers & Champions

Below you will find examples of emails or blog posts that you can send to both your influencers and champions throughout the lifecycle of your crowdfunding project.

- Announcing your Project:

  This email announces the launch of your project and can be used for both your influencers and champions. After sending this email remember to post any updates about your project to your THIS PLACE MATTERS project page.
Hello <<Firstname>>, 

We have just launched an exciting crowdfunding project on THIS PLACE MATTERS. We want to [add in project information]. Every little bit helps, so if you are able, please consider supporting our project by spreading the word, using traditional communication or social media channels.

Visit our project at [insert your project's unique shortURL here]. If you have any questions, feel free to send me an email or tweet @twitterName emailAddress@domain.com

Your Name

- Mid-way Reminder

    Half-way through your crowdfunding campaign, send an email to your influencers and champions to let them know how far you’ve come, how far you still need to go, and what they can do to help you achieve your goal.

Hello <<Firstname>>, 

A major update from the team. We’ve reached XX% of our fundraising goal. This campaign is very important to us and the money we raise will allow us to [add in project information]. To everyone who contributed, thank you so much! Keep sharing and tweeting to new people and help us reach our goal.

Your Name

- Other Updates

    When you have interesting news and updates about your project - big supporters, media releases or other attention-getting events - you will want to share it with your
supporters and followers. It keeps the enthusiasm and momentum going throughout the project.

- Final Stretch

Typically, with a week or 10 days remaining before your crowdfunding campaign ends, it’s a good idea to do one last push to promote your campaign with your influencers and champions.

Hi <<Firstname>>,

We are in the homestretch. With only 10 days left, we still need $[insert amount here] to reach our goal. Now is when we have to push the hardest. Everyone please reach out to your family and friends, tell them about this project and let them know how much it means to you.

Your Name

- Post-Campaign Thank you and Recap

At the end of your crowdfunding campaign it’s important to send an email to both your influencers and champions to thank them for their support, to let them know the outcome of the campaign and, specifically, how their support helped you reach your goals.

Hi <<Firstname>>,

We did it! 100% funded! Thank you so much for your support and help getting our message out. With your help we will [add your project information and goals]. Your contribution is helping change the world in its own special way.

Here’s a brief overview from our campaign: We started off with … [add in project information]. At the end, it was because of [add in personal information about their efforts]. Thank you again!
5.2 Social Media

Sharing information about your campaign with both influencers and champions will be an important place to start your crowdfunding campaign. Another equally important element will be sharing that information through social media. The power of communications platforms like Facebook and Twitter comes from the fact that they can quickly connect you with hundreds of new potential supporters. You will need compelling content to engage people, and you will need to make sure your influencers and champions share the information with their networks.

Social media is a great tool for non-profits and an essential part of any crowdfunding campaign. Facebook, Twitter and other social media platforms allow organizations to get their message out directly to stakeholders, interested groups and individuals, and potential funders.

Successful social media engagement requires regular maintenance to keep your profile current, and your followers interested. Your project team should plan to dedicate at least 2 hours, 2 or 3 days a week, to managing your social media accounts.

5.2.1 Useful Tips for Social Media

Here are a few quick tips to keep in mind while posting your content on social media:

- **Follow the National Trust for Canada.** Be a part of the national heritage community. Tag the National Trust in relevant posts to help reach a wider audience.
  - Facebook: [www.facebook.com/NationalTrustCanada](http://www.facebook.com/NationalTrustCanada)
  - Twitter: @nationaltrustca
  - Instagram: @nationaltrustca
  - Youtube: youtube.com/c/NationaltrustcanadaCa
  - Google+: google.com/+NationaltrustcanadaCa
Engage. Set aside time each day to comment on and like others’ posts. Being active and engaged on social media will help you reach more people.

Use hashtags. Make it easy for people to find your posts. Use hashtags related to your cause. Need some ideas? Try: #nationaltrustca #heritage #heritagebuilding #conservation

5.2.2 Facebook

Imagine Facebook as a community bulletin board where people post events, calls to action and fun things they think others will enjoy. As the administrator for a Facebook group or page, you want to be a curator for your audience, posting and sharing items that relate to your organization and fundraising efforts. Facebook works well for storytelling and for building relationships with your supporters.

Rules of thumb for Facebook:

- Aim for between 2 to 5 posts a week (no more than 2 in a given day). Most Facebook users get annoyed if they see the same person or organization with multiple same-day posts in their feed. At the same time, because people are on Facebook at different times during the day, it’s important to post frequently to engage with the most people possible.

- Post pictures, videos and/or links whenever possible. An image or video is more likely to attract someone’s attention, making it more likely they will engage with the information you have shared.

- Check your links and pictures for quality, content and messaging.
  - You should always click on a link you are sharing to make sure it works and that the content matches your organization’s goals and objectives.
  - Same goes for pictures – think about how they will look online or on a smartphone screen. You want to use high resolution pictures that are of a proper size.
Ask yourself, does the picture/video I'm using match my text? For example, if you are posting about how nice the weather is, a rainy picture doesn't work.

- **Engage.** If someone comments on your post, respond to them, even if it's just by clicking “Like.” If someone posts or directs messages to you, respond promptly (within a day when possible). If you don’t have an immediate answer, tell them you will get an answer for them, and then make sure to follow-up.

**Useful tips for Facebook:**

- **Scheduler:** did you know you can schedule your posts to appear at specific times? Click the down arrow next to the blue “Post” button and select “Schedule.” You can pick a time and date for your post to appear. This is very useful for regular events, campaigns, or to have posts appear on the weekend. Be sure to manage your posts, i.e. if an event is cancelled and you have a post scheduled, you’ll need to delete it.

- **Insights:** If you click on the Insights tab along the top bar of your page, you will see all kinds of analytics about your account, including page likes, post reach (how many people saw your post in their feed), and post engagement (how many people clicked, commented, or liked your post). Facebook uses algorithms based on content to determine how many people see your post – these formulas are kept secret, but by tracking your post engagement and reach, you’ll start to get a sense of what works and what doesn’t.

- **Tagging:** When mentioning people or organizations in your posts, you can tag them by writing ‘@’ followed by their name (e.g. @National Trust for Canada / Fiducie nationale du Canada). Tagging other Facebook users and pages in your posts notifies the person or page you have tagged that you have mentioned them so they that are more likely to share or engage with your content.
Using Facebook during a crowdfunding campaign:

Below, you will find examples of Facebook posts for your audience of influencers and champions throughout the lifecycle of your crowdfunding campaign. You may want to consider adding photos or visuals to make it even more compelling.

- **Announcing your Project:**

  Use this post to announce the launch of your crowdfunding campaign. Let your networks know why you are excited about the project and what you hope to accomplish. Don’t forget to include when your crowdfunding campaign ends.

  **<example>**

  We just launched our crowdfunding campaign on thisplacematters.ca. We want to [add in project information]. Visit THIS PLACE MATTERS and support the campaign. [http://bit.ly/ [insert your project’s unique shortURL here]]

- **Mid-way Reminder**

  Use this post to share where you are with your crowdfunding campaign. This is a good time to post details about support you have received, what you still need, and how your network can help you achieve your goals.

  **<example>**

  A big breakthrough in our [add in project information]. We still need support to help us see our dreams become a reality. Visit THIS PLACE MATTERS and support the campaign. [http://bit.ly/ [insert your project’s unique shortURL here]]

- **Other Updates**

  Whenever you have interesting news and updates about your projects - big supporters, media releases or other attention-getting news, you will want to share
this with your supporters and followers. It keeps the enthusiasm and momentum going throughout the campaign. http://bit.ly/ [insert your project’s unique shortURL here]

- Final Stretch

Typically, with a week or 10 days remaining before your crowdfunding campaign ends, post content to help promote your campaign with your network of influencers and champions.

<<example>>

10 days left and we are XX% there. Now is the time to push the hardest. Let’s start knocking on doors and help make our dream a reality. http://bit.ly/ [insert your project’s unique shortURL here]

- Post Campaign Thank you and Recap

At the end of your crowdfunding campaign it is important to thank your network of influencers and champions and share with them the outcome of the campaign and, specifically, how their support helped you reach your goals.

It is just as important to say thank you, even if you did not reach your total goal. Tell your supporters, champions and influencers what will be done with the amount raised. This message is vitally important and will be just as much appreciated.

<<example>>

We did it! XX% funded. Thank you so much to all of our supporters, and to those who tweeted and shared to get the word out. With your help we will [add in project information]. Your contribution is helping change the world in its own special way. http://bit.ly/ [insert your project’s unique shortURL here]
5.2.3 Twitter

Twitter is a lot like the scrolling headlines at the bottom of the screen on a channel like CNN – people will catch some of the information when they check in but they likely won’t see everything you’ve posted. That’s why it’s best to have a much higher number of tweets per day than you would on Facebook. Twitter works best for news bulletin style posts and should be short, informative and to the point, especially since you only have 140 characters to tell your story.

Rules of thumb for Twitter:

- **Follow, follow, follow.** One of the best ways to generate a bigger following list is to follow other people. Identify people in your community with large follower lists and follow them. Twitter caps the number of accounts you can follow at 1,000 until you pass a certain threshold so you may want to leave yourself some room to follow more people later.

- **Avoid spammers.** These are the accounts that promise to deliver thousands of followers, or other questionable deals. It’s fine if they follow you, but don’t follow them back.

- **The more tweets, the better.** Frequent tweets are a good way to keep your organization appearing in someone’s feed. Try to tweet or at least engage with your followers (retweet or favourite) every day. Tweet 5-10 times a week.

- **Frequently share pictures, video and links.** Again, people are more likely to notice a picture scrolling by than they are a text tweet.

- **Twitter handles.** If you’re tweeting something involving another organization or a specific individual, try to use their Twitter handle in your tweet. It lets people in their feed see your tweet, and alerts them that they’ve been tagged. [Hint, using @nationaltrustca, the official Twitter for THIS PLACE MATTERS allows you to tap into a national network of people who are interested in heritage.]
• **Hashtags (#).** These are short phrases that are used to group tweets together. It’s good to use existing ones if it’s relevant to your post, but too many or little-known hashtags won’t do you any good. You can create hashtags if you have ongoing campaigns, but make sure you are consistent. Also do your research on the hashtag you plan to use – you could get associated with a trend you didn’t intend to be! *(THIS PLACE MATTERS will be using #nationaltrust)*

• **Favoriting and Retweeting.** Favorite works the same as a Facebook “like,” retweeting is the same as “sharing.” If someone mentioned your organization in a tweet, it’s good practice to both favorite and retweet it.

• **Avoid filler.** Again, only post and retweet things that are relevant to your organization.

• **Engage.** Twitter is a great place for conversations. Make sure you respond to people who take the time to tweet you, even if it’s just to favourite and retweet their message.

Useful tips for Twitter:

• **Use Twitter Analytics.** Twitter Analytics is a great way to see how your tweets perform. You can use the data to learn how many people have seen your tweets, which tweets were the most popular, and when your audience is online. To access Analytics, click on your profile photo in the top right hand corner of your page. From the drop down list that appears, select ‘Analytics.’

• **Schedule Tweets with Twitter Ads.** Twitter users who create a Twitter Ads account have the ability to schedule tweets. To create a Twitter Ads account, click on your profile photo in the top right hand corner of your page and select ‘Twitter Ads.’ The scheduling function is free, however, you will have to enter valid credit card information to enable your account. Your credit card will only be charged if you purchase ads.
Consider using **Tweetdeck or Hootsuite.** If you prefer not to create a Twitter Ads account, or would like to schedule all your social media posts at once, Tweetdeck and Hootsuite both allow you to schedule posts across multiple social media platforms.

Using Twitter during your crowdfunding campaign:

Below, you will find examples of tweets for your audience of influencers and champions throughout the lifecycle of your crowdfunding campaign. Tweet periodically throughout the day to increase the potential that your tweets will be seen. Best practice is to use 120 characters for each tweet (to allow for others to make their own comments when re-tweeting) and to use a specific hashtag for your project. For example, #nationaltrust.

- **Announcing your Project**

  Tweet an announcement of the launch of your crowdfunding campaign. You may want to consider adding photos or visuals to make it more compelling.

  ```
  <<example>>
  Just launched our project on THIS PLACE MATTERS to [add in project information].
  ```

- **Mid-way Reminder**

  Tweet where you are with the project. Share details about support you have received, what you still need, and how your network can help you achieve your goals.
A breakthrough in [add in project information]! We still need support to help our dreams become reality. [http://bit.ly [insert your project's unique shortURL here]] #nationaltrust.

**Other Updates**

Whenever you have interesting news and updates about your projects - big supporters, media releases or other attention-getting events, you will want to share this with your supporters and followers. It keeps the enthusiasm and momentum going throughout the project. [http://bit.ly/ [insert your project's unique shortURL here]] #nationaltrust.

**Final Stretch**

Typically, with a week or 10 days remaining before your crowdfunding campaign ends, tweet about ways for your network of influencers and champions to promote your project campaign.

10 days left and we are XX% there. It's time to push the hardest. Ask your network to tweet and share. [http://bit.ly/ [insert your project's unique shortURL here]] #nationaltrust.

**Post-Campaign Thank you and Recap**

At the end of your crowdfunding campaign, it is important to thank your network of influencers and champions. Tweet your thanks. Tweet about the outcomes of the campaign. Tweet about how their support helped you reach your goals.
5.2.4 Instagram/Vine

Instagram and Vine are fun ways to expand your audience and you might consider integrating them into your crowdfunding campaign. These are content sharing applications for your smartphone or tablet device (e.g. iPad). They are dedicated to photographs and video respectively. Both can be effective ways to share your campaign with a broader audience because people are often searching for new and interesting accounts to follow. Individuals who are interested in photography but have no other connection to your organization may become part of your network if you post compelling content to either or both of these platforms.

Rules of thumb for Instagram/Vine:

- **Content should be fun and creative.** Instagram and Vine are for sharing interesting photos and videos. More serious information and updates are better left for Twitter or Facebook.

- **Post at least once a week.** You want to show that you’re active and engaged by posting frequently. But remember, quality is more important than quantity when it comes to photos and videos.

- **Keep it short.** A short message can be posted explaining your video or photo, however these platforms are less about information so keep it under three sentences maximum and a link to where they can learn more. Videos on Vine are only 6-10 seconds long and loop as long as you haven’t scrolled past them, they are meant to be a quick glimpse into what’s happening where you are. (e.g. a dog playing in the waves at the beach)
- **Don't forget to tag.** Like Twitter, both Instagram and Vine use the # symbol to organize posts. This is how new people will find you. By using tags like #heritage anyone interested in photos or videos that fit in that category can find your photos or videos and learn more about your project. Try to include at least three hashtags with your posts to make your content easy to find.

Useful tips for Instagram/Vine:

- **Use high quality mobile devices.** Use either your phone or a tablet can take photos and share them on the same day, the sooner the better. With every new model of smart phone or tablet the camera and video technology improves.

- **Test your video before you post it.** Loud or distorted audio is jarring especially when the videos are so short. If the wind is blowing try to block the microphone with your body so the wind doesn't distort the sound.

- **Upload older and interesting photos from your computer.** Old or historic photos can be a creative way to stand out on Instagram. You can upload photos that are currently on a laptop or desktop computer by first transferring them to your phone or tablet and then accessing them through the Instagram App on the same device. ([http://www.wikihow.com/Post-on-Instagram](http://www.wikihow.com/Post-on-Instagram))

Using Instagram or Vine during a crowdfunding campaign:

Instagram and Vine are great tools to use to show the launch and completion of your crowdfunding campaign. The content should be shared across all other platforms (Facebook, Twitter, etc.)

Instagram and Vine could also be used throughout the campaign to provide imagery and video to accompany any of the updates above. Some examples are meetings, events, work being done on site, etc.

- **Launch**
Meet the [add in project information] team. We are looking for your help to fund our campaign.

- Completion

After a successful project, we had to celebrate our successes. We can’t wait to get started on our #heritage project.

5.2.5 LinkedIn

LinkedIn is a social network like Facebook but focused more on business relationships and networking. If your organization has connections with local businesses or business people you might consider creating a LinkedIn profile for your organization and connecting with individuals or groups that are part of your business community but may not be part of your Facebook or email network.

Rules of thumb for LinkedIn:

- **Content should be professional and brief.** While LinkedIn can help reach beyond your current network of supporters, it is not the place to share photos of children or pets. If Facebook is like a community bulletin board, LinkedIn is closer to an industry newsletter.

- **Limit posts to the most important information.** Most LinkedIn accounts notify your contacts when you update your profile. This can become very annoying if you are updating content multiple times in a short period.
Using LinkedIn to promote your crowdfunding campaign:

Below, you will find examples of LinkedIn posts for your audience of influencers and champions throughout the lifecycle of your crowdfunding campaign. You may want to consider adding photos or visuals to make it even more compelling.

- **Announcing your Project**

  Use this post to announce the launch of your project campaign. Let your networks know why you are excited about the project and what you hope to accomplish. Don't forget to include when your crowdfunding campaign ends.

  ```
  [add in project information] just launched our crowdfunding campaign on thisplacematters.ca. We want to [add in project information]. Visit THIS PLACE MATTERS and support our project. [http://bit.ly/ [insert your project's unique shortURL here]
  ```

- **Mid-Campaign Reminder**

  Use this post to share where you are with your crowdfunding campaign. This is a good time to post details about support you have received, what you still need, and how your network can help you achieve your goals.

  ```
  Making headway in [add in project information]. We still need support to help us see this project become a reality. Visit THIS PLACE MATTERS and support this project. [http://bit.ly/ [insert your project's unique shortURL here]
  ```

- **Final Stretch**
Typically, with a week or 10 days remaining before your crowdfunding campaign ends, post content to help promote your campaign with your network of influencers and champions.

**Example**

10 days left and we are XX% there. Now is the time to push the hardest. Pass this on to those that would support *add in project information*. [http://bit.ly][insert your project's unique shortURL here]

- Post-Campaign Thank you and Recap

At the end of your project, it is important to thank your network of influencers and champions and share with them the outcome of the campaign and, specifically, how their support helped you reach your goals.

**Example**

100% funded! The team of *add in project information* would personally like to thank all of our supporters, and those who shared the project and got the word out. With your help, we will *add in project information*. Your contribution is helping change the world in its own special way. [http://bit.ly][insert your project's unique shortURL here]
5.3 Using Mainstream Media to Boost Your Crowdfunding Campaign

WHO:

While social media like Facebook and Twitter allow individuals and groups to have greater control over their message and the ability to reach people directly, traditional mainstream media still play an important part in your crowdfunding and fundraising efforts. Mainstream media includes those people and organizations in your community, region or province that are paid to report on events of the day and help inform the community about itself and the world in general. This includes your local radio station, newspaper or television station.

Reporters, editors and producers are always looking for ideas and often find it helpful if people contact them with possible stories. However there are likely numerous stories every day they cannot or will not get the chance to cover for a variety of reasons. “Pitching” your crowdfunding campaign as a news story means you have to convince a reporter or editor why they should focus on your story above others.

WHAT:

Reporters are interested in telling stories about things that are new, or changing in the community. Focusing on what makes your crowdfunding campaign different will help catch the media's attention. Providing facts about your project and goals for the future help a reporter or editor conceptualize how they might tell your story.

WHERE:

Focusing on newspapers or radio stations close to home is the most likely way to get attention. Larger regional newspapers or television stations might be interested in talking about your crowdfunding campaign but it’s easier to explain the news value of a story if the local paper has already written something. Email reporters you already know in the community or who have reported on similar topics in the past. If you're not
sure who to contact start with the Managing or Assignment Editor, these are the people who assign stories to reporters and decide what the paper will focus on each day. Most organizations list full contact information for their staff on their website.

WHEN:

Depending on whether or not the paper is a weekly or daily publication, the amount of lead-time you need to give them is different. Even a few days’ notice can be helpful as long as you let them know before reporters have been assigned their story for the upcoming issue.

In a crowdfunding campaign you have a number of opportunities to engage the media – at the launch, midway through or when you reach an important milestone, heading into the final stretch, and after the campaign is over.

Sending a media advisory the day of the launch is too late. You will want to give your local media organizations a heads-up that the campaign is coming, and why you are raising money. If the launch falls on or just after a weekend, it will be helpful if reporters and editors know so they can plan ahead.

Once you hit an important milestone [i.e. 50% of your goal] you can reach out to media again. If they see there is public support for your campaign they may be interested in talking to you. Think of it like a petition. If you told the media you were collecting signatures to protect a local heritage site they would be more likely to report on your petition once you have demonstrated public support.

The media love a deadline. As you approach the end of your crowdfunding campaign remind them what you are raising money for, how close you are, and how much you have left to raise before the campaign ends.

Finally, after the campaign is over, let the media know how you did. They may be interested in a follow-up story and talking to you about your experience. Let them know what you will do with the money you raised and how it will help move your project forward.
WHY:

Engaging with traditional media can bring legitimacy to a project or campaign and help inform members of the public who have no connection to your organization. Convincing reporters why your crowdfunding campaign is newsworthy is as simple as answering the question: why would their audience care about this story? If you can answer that question you have a good chance of getting their attention.

HOW:

The easiest way to reach your local news organization will be through email. A phone call is a good option if you already have a relationship with someone on staff, though they will likely want a follow-up email in order to keep track of the information about your campaign. Be well prepared to “pitch” them on your story.

If you have a good writer on your campaign team, many community newspapers will accept an article. Put your most important information at the beginning as their editors tend to cut stories to fit what space they have available. And be sure to include a good quality photo.

Journalists by nature are curious people. If you see one at an event and they have a free minute don’t be shy about starting up a conversation about your crowdfunding campaign and suggest that you could send them more information about a possible story.

In the following two sections you will find two templates. These are suggestions for how you might organize information about your crowdfunding campaign on THIS PLACE MATTERS in order to send it to the media.

5.3.1 Media Advisory

A Media Advisory is a short update alerting reporters that something important will be happening in the community. It includes very basic information and is used by editors to assign reporters to a story.
**5.3.2 Media Release**

A media release is a longer announcement that explains your crowdfunding campaign in more detail, what the money raised will be used for, and and why the media might want to do to a story about it.

************
For Immediate Release
[Date you send out the release]

[TITLE]

[Community name], [province] - [Your group’s name] is working to raise [add project goals] to [brief description of your project]. The [your heritage place] has been [add a sentence about why your heritage place matters to the community]. The money we raise will [add a sentence or two about the impact of your project on the community].

For more information or to schedule an interview about THIS PLACE MATTERS and our crowdfunding campaign, contact:

[Name, title]
[phone]
[email]
www.thisplacematters.ca

5.3.3. Public Service Announcements

Most newspapers and radio and television stations offer free space for community organizations to share information. These are known as Public Service Announcements [PSA’s]. These are short announcements that give the public basic information about your campaign and organization. A PSA would also be a good way to reach out to the community and ask for volunteers to help with your social media and crowdfunding campaign.

Note that the space offered and deadlines for submitting PSA’s will differ depending on the media organization. Be sure to contact your media outlets well in advance of the launch of your crowdfunding campaign to enquire about the amount of space offered, and the deadline for submission.
[Your group’s name] launches crowdfunding campaign

[Organization name] needs your support. We’ve launched a crowdfunding campaign to [brief project description] and we need your help. Be part of an exciting social media campaign and help us spread the word. If you can help, check out our Project Page at www.thisplacematters and contact us at [e-mail or phone contact] for more information about how you can get involved.

5.3.4 Broadcast Media

The Media Advisory and Media Release examples provided in this Kit are appropriate for any type of news media. However, when dealing with television or radio interviews there are a few additional things to be aware of that will help you succeed.

Rules of thumb for interviews:

- **Keep your answers focused.** By talking mainly about your crowdfunding campaign and the project it is funding, it is more likely the reporter and the audience will take away the information you want them to.

- **Make sure to share website and contact information.** Include the web address and any social media accounts in the information you provide to reporters and try to fit them into your conversation so that the people listening or watching the news know where find out more.

- **Be as available as possible.** Reporters and news organizations are increasingly busy and doing more with less and less staff. If you are contacted by a journalist try to get back to them quickly, even if only to let them know you got their message and are working on finding someone for them to interview. News deadlines are very strict. If a reporter asks for an interview at a certain time of
day try your best to meet their request or offer an alternative that isn't too much later or earlier than the time they suggested.

Helpful tips for interviews:

- **Develop speaking points.** Speaking points will help you stay focused in an interview and ensure that your message is consistent regardless of what member of your team is doing the interview. Speaking points are the main topics you want to be sure to mention when being interviewed, i.e. what is your project about; why are you participating in a crowdfunding campaign; what do you hope to raise; how can the public help; your website/e-mail/contact information.

- **Identify your spokespeople.** Not everyone is comfortable with speaking on air, or good at doing interviews. Identify two or three people who are willing to act as your spokespeople. This doesn't have to be an official title but just an understanding of who are the main people who will respond to media requests for information. Provide them with speaking notes and make sure they are updated on the campaign’s progress.
6.0 Crowdfunding Resources for Communications & Fundraising

Here are a few websites where you will find information about organizing effective crowdfunding campaigns:

- Kickstarter School: http://www.kickstarter.com/help/school#setting_your_goal
- Harness the Crowd: http://www.harnessthecrowd.com/

At THIS PLACE MATTERS you can view Project Pages from groups that participated in our THIS LIGHTHOUSE MATTERS crowdfunding competition in June 2015. There are some great examples of effective project presentations, photos, and videos. Cape Forchu Project, Margaree Harbour

Interesting Crowdfunding Facts:

- There are over 580 active crowdfunding platforms worldwide as of April 2012, the majority of which are located in Western Europe and North America.
- A total of approximately 45 crowdfunding platforms are currently based in Canada.
- There were roughly 1.1 million successful crowdfunding campaigns around the world in 2012, the majority of which originated in North America.
- North America represents the largest market in terms of funds raised, with a total of $1.6 billion (USD) being raised via crowdfunding in North America in 2012.
- The donation model (including reward-based) was the most active model of crowdfunding in 2012, representing almost 52% of all funds raised globally and approximately 77% of all successful campaigns worldwide.
7.0 Resources for Your Project

The National Trust is a national charity that inspires and leads action to save historic places. Our website features a clearinghouse of information about historic places, conservation issues, best practices, tool kits and success stories, with links to local organizations, funding sources and more.

Through two successful programs – Main Street® and Heritage Regions® – the National Trust brings proven heritage-led revitalization strategies to Canadian provinces, regions and communities. The National Trust offers extensive experience, a legacy of local and regional projects across the country, and a stable of experts in economic development, marketing, design, heritage conservation, tourism and community organization.

Be sure to visit www.nationaltrustcanada.ca/resources for information about resources that may be available to support your project.
8.0 Contact information

For questions about your THIS PLACE MATTERS crowdfunding campaign contact:

Nhanci Wright, Project Team Leader

OR

Emily Boulet, Project Assistant

1.866.964.1066 X 230
thisplacematters@nationaltrustcanada.ca