



THIS PLACE MATTERS

Project Success Kit

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#thisplacematters

www.thisplacematters.ca

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1.0 Getting Started

Are you ready to crowdfund? We created these resources because we want your campaign to be a big success. Before you read these sections visit the Resources section of our website – www.thisplacematters.ca – to access links to a few tech tools you need to get started. All of these are **FREE** resources. Once you've added them to your toolkit – read on!

2.0 Updating Your Project Page

You must first log-in to the Project Group Log-in to update your project page.

Review the Submission Fields on This Place Matters.

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.

You can always log back into your project page to change or update your images and videos.

3.0 About Your 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:



- Change/edit the information on your Project Page.
- Add photos to your Gallery.
- Upload a new video.

Things visitors can do here:

- Vote for and fund your project and share their support with their Facebook contacts.
- Like and tweet your project.

4.0 Top 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. 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.

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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.

Watch our webinar “Six steps to telling your heritage story” for more helpful tips on using images and videos during your campaign. Visit the Resources section of the website – thisplacematters.ca - to access a copy.

4. 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.

5. 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.

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6. 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

7. 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.

7. Variety is the spice of life

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Why would you go to the same place every 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.

8. 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 snap shot 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.

9. 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.

Watch our webinar “The Power of the Crowd” for more helpful tips on crowdfunding. Visit the Resources section of the website – thisplacematters.ca - to access a copy.



5.0 Engaging Mainstream Media

WHO:

Mainstream media like your local newspaper, radio and television can be engaged to help spread the word about your campaign. Reporters, editors and producers are often looking for story ideas and find it helpful if people contact them about what's happening in the community. So pitch your story – it may get picked up by the media!

WHAT:

Reporters are interested in covering stories about things that are new, or changing in the community. Focus on what makes your crowdfunding campaign different. Provide facts about your project that will help a reporter or editor conceptualize how they might tell your story. The fact that you have been accepted to participate in This Place Matters is a good news story to lead with.

WHERE:

Focus on media outlets close to home. Larger regional outlets might be interested in talking about your crowdfunding campaign but it's easier to explain the news value of a story if the local media has covered it. Reach out to reporters you 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 websites.

WHEN:

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

Alerting media the day of your launch is too late. You will want to give them a heads-up that the campaign is coming, what it's about, and what your project is. If the launch falls on or just after a weekend, it will be helpful if reporters and editors know so they can plan ahead.

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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. The media love a deadline. As you approach the end of the competition remind them what you are competing for, what you are raising money for, how much you have raised, how many votes you have, and where you stand in the competition.

After the competition, let them 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 your project and your 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 media outlets is by email or phone. A phone call is good if you 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, most community newspapers will accept an article. Put your most important information at the beginning as 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 run into one 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.

Always send a Media Advisory in advance of important events like your launch so reporters will have all the information they need to cover your story.

Templates:

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Here are three templates that show how you might organize information about your crowdfunding campaign for the media.

The 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.

Media Advisory
[Date you send the release]

[TITLE]

[Community Name], [province] – [in this space write a line or two about the launch of your crowdfunding campaign, highlight the most important facts or features you think would get a reporter's attention]

WHEN: [Launch Date]
WHERE: [webpage URL]

CONTACT INFORMATION: [include the name and contact information for the person the media can follow-up with to schedule an interview or get more information.]

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

The 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 why the media might want to do a story about it.

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For Immediate Release

[Date you send out the release]

[TITLE]

[Community name], [province] - [Your group's name] has been selected to compete for prize money in the National Trust for Canada's This Place Matters competition. During the competition the group will be 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 our entry in the This Place Matters competition contact:

[Name, title]

[phone]

[email]

www.thisplacematters.ca

The Public Service Announcement

Most media outlets offer Public Service Announcements [PSAs] for community organizations at no cost. Note that the space offered and deadlines for submitting PSAs will differ depending on the media outlet.

[Your group's name] launches crowdfunding campaign

[Organization name] needs your support. We're competing in This Place Matters and working to raise funds to [brief project description]. 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.ca and contact us at [e-mail or phone contact] for more information about how you can get involved.

Broadcast Media Interviews



The Media Advisory, Media Release and PSA 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 the competition, your crowdfunding campaign, and the project it is funding, it is more likely the audience will take away the information you want them 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 people tuning in know where find out more.
- **Be available.** Media outlets are busy and working to on-air deadlines. If you are contacted by a reporter try to get back to them quickly, even if it's only to let them know you got their message and are working on finding someone to do an interview. 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:

- **Prepare speaking points.** Speaking points help you stay focused during an interview and ensure that your message is consistent and on message 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 the This Place Matters competition; how much do you hope to raise; how can the public help; your website/e-mail/contact information.
- **Identify your spokespeople.** Not everyone is comfortable being interviewed by the media. Identify two or three people who are willing to respond to media requests for information. Provide them with speaking notes and make sure they are updated on the campaign's progress.



6.0 Managing Social Media

Recruit Your Social Media Team

The success of your campaign will depend on your ability to use social media to communicate with your networks and reach out to new ones.

Your first step is to recruit people who are willing to use their social media networks to help you spread the word. People like:

- Members of your project team
- Your project partners and stakeholders
- Community leaders and activists
- Local politicians
- People and organizations who are supporters of your main street. Share your interest and passion in your PROJECT.

Keep in touch with this group throughout the campaign, sharing your progress and giving them information they need to share with their networks. Here are a few examples of emails you can send to them throughout the competition to keep them engaged.

Hello <>Firstname>>,

We're off and running in the This Place Matters competition! Please help us spread the word to voters and funders. We want to [add in project information]. Visit and share 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]

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Hello <<Firstname>>,

A major update from the campaign. We've reached XX% of our fundraising goal and we are in [add where you stand in the competition] place in the competition. This campaign is very important to [add your community name]. The money we raise will [add in project information]. To everyone who has contributed, thank you so much! Keep sharing and tweeting to new people and help us reach our goal.

[Your Name]

Hi <<Firstname>>,

We're in the homestretch! Only 10 days left and we need more votes. Now is when we have to push the hardest. Please reach out to your family and friends, tell them about our project and let them know how much it means to our community. Remember, every \$ donated equals 1 vote for our project!

[Your Name]

Hi <<Firstname>>,

We did it! 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 making a difference in our community. Here's how we did: [where you finished, how much money you raised etc.]. At the end, it was because of [add in personal information about their efforts]. Thank you again!

[Your Name]

Social Media

Platforms like Facebook and Twitter have the power to quickly connect you with hundreds of new potential supporters. You will need compelling content to engage

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people, and you will need to make sure your social media team shares the information with their networks.

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.

Useful Tips for Social Media

Here are a few quick tips to keep in mind when posting 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 reach a wider audience.



www.facebook.com/NationalTrustCanada



@nationaltrustca



@nationaltrustca



<https://www.flickr.com/heritagecanadafoundation>



youtube.com/c/NationaltrustcanadaCa



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: #thisplacematters #heritage #heritagebuilding #conservation

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 campaign. Facebook works well for storytelling and for building relationships with your supporters. Facebook is also a great way to inform your



supporters on the project's progress and encourage them to share your project on their own Facebook page.

Rules of thumb for Facebook:

- **Aim for 2 to 5 posts a week (no more than 2 per 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. It's about striking a balance.
- **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 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 a few hours if 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:** 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 campaign events, 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. @nationaltrustca). Tagging other Facebook users and pages in your posts notifies the person or page you have tagged that you have mentioned them so they are more likely to share or engage with your content.

Using Facebook during your crowdfunding campaign:

Here are some examples of Facebook posts throughout the lifecycle of a crowdfunding campaign. Add photos or visuals to make your posts more compelling. Remember to share them with your social media team.

- 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.

<<example>>

This Place Matters has launched and we're one of the competitors. We want to [add in project information]. Visit *THIS PLACE MATTERS* and support our campaign.
[http://bit.ly/ \[insert your project's unique shortURL here\]](http://bit.ly/ [insert your project's unique shortURL here])

- Mid-way Reminder

Use this post to share where you are at the half-way point of your crowdfunding campaign. Post details about support you have received, what you still need, and how your network can help you achieve your goals.

<<example>>

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

- Other Updates

Whenever you have interesting news or updates about your project - 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/ \[insert your project's unique shortURL here\]](http://bit.ly/ [insert your project's unique shortURL here])

- Final Stretch

Within a week or 10 days before the competition ends, post content to help promote your campaign.

<<example>>

10 days to go and we are close to achieving our dream! But we need more votes and more donations. Remember every \$ donated = 1 vote. Now is the time to push the hardest. [http://bit.ly/ \[insert your project's unique shortURL here\]](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 Facebook followers and share with them the outcome of the campaign, especially, how their support helped you reach your goals.

It is important to say thank you, even if you didn't reach your total goal or win the competition. Let your supporters know what will be done with the money you raised. This message is vitally important and will be appreciated.

<<example>>

We did it! Okay, we didn't win the competition, but we raised \$XX. Thank you to all 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 our community. [http://bit.ly/ \[insert your project's unique shortURL here\]](http://bit.ly/ [insert your project's unique shortURL here])



Twitter

Twitter is a lot like the scrolling headlines at the bottom of a news channel screen—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 - 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 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 campaign 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. Do your research on the hashtag you plan to use – you could associate yourself with a trend you don't want to be part of! (*THIS PLACE MATTERS will be using #thisplacematters*)



- **Favouriting and Retweeting.** Favouriting works the same as a Facebook “like,” retweeting is the same as “sharing.” If someone mentioned your campaign in a tweet, it’s good practice to both favorite and retweet it.
- **Avoid filler.** Only post and retweet things that are relevant to your campaign.
- **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 tells you how your tweets perform. 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 but you will have to enter a valid credit card 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](#) allow you to schedule posts across multiple social media platforms.

Using Twitter during your campaign:

Below, you will find examples of tweets throughout the lifecycle of the competition. 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. Remember to share these with your social media team.

- Announcing your Project

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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].
[#thisplacematters.](http://bit.ly/[insert your project's unique shortURL here])

- 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.

<<example>>

A breakthrough in [add in project information]! We still need support to help our dreams become reality. [#thisplacematters.](http://bit.ly/[insert your project's unique shortURL here])

- Other Updates

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

- Final Stretch

Within a week or 10 days before the competition ends, tweet about ways for your network of supporter to promote your campaign.

<<example>>

10 days left and we're so close. It's time to push the hardest. Ask your network to tweet and share. [#nationaltrust.](http://bit.ly/[insert your project's unique shortURL here])

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▪ Post-Campaign Thank you and Recap

At the end of the competition tweet your thanks to all your supporters. Tweet about the outcomes of the campaign. Tweet about how their support helped you reach your goals.

<<example>>

We did it! Thanks to all of our supporters! Your contribution helped change our community. [http://bit.ly/\[insert your project's unique shortURL here\]](http://bit.ly/[insert your project's unique shortURL here]) #thisplacematters.

Watch our webinar “How to use social media to attract support for your historic place” for more helpful tips on using images and videos during your campaign. Visit the Resources section of the website – thisplacematters.ca - to access a copy.



7.0 Need Help?

Crowdfunding campaigns rely heavily on using and managing social media. If you aren't familiar with social media tools such as Email, Facebook, Twitter, and Flickr, we can help. Whether you need help posting your Project Page, uploading photos 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.

Julie Normandeau, This Place Matters Administrator

thisplacematters@nationaltrustcanada.ca

866.964.1066 x 234



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