



SIMPLE TIPS FOR SUCCESSFULLY RAISING MONEY USING YOUR SOCIAL NETWORK AND PEERBACKERS.COM

WELCOME TO PEERBACKERS!

As you prepare to begin your campaign, we have a few insights & tips to hopefully help you be successful. You may want to print these and keep them handy. Read on!

First, please don't think of crowdfunding as free and easy money....just like any other money earning activity such as car washing or baking & selling treats, it will require time & effort to have a truly successful campaign (the more creativity and time you can dedicate to promoting your project, the more successful it will be). We suggest scheduling 30 minutes or so every day or two to spread the word about your campaign (by posting on your family's social media accounts like Facebook, emailing your project link to your friends & family, etc) and to give updates to your supporters.

Crowdfunding is not a "post it and forget it" approach to raising money; you need to consistently promote your goals.

OK – SOME SIMPLE THINGS TO KEEP IN MIND:

Have a good story: This is the most important of all steps - be sure to communicate details about your trip (like which countries will be visited and what it will mean to you & your life to be able to go). Be genuine and speak from the heart and tell everyone:

- 1) Why this trip is so wonderful
- 2) Why you need their support and what it will enable you to do
- 3) How they can help (a "call to action" letting backers know what to do next - which is to donate money!) - and encourage them to forward your project link to others in their network. We suggest doing all this in no more than 4 or 5 paragraphs as people don't want to read anything too long.

Presentation matters – be sure to spell check your text and use photos on your peerbackers page. Don't have any pictures? Do a Google search for public domain images (which are free to use), for airplanes, globes, passports or images of the countries you are visiting. Also try to have pictures of the rewards you will offer to show backers what they will get. (These reward photos are uploaded under the "reward tab" when building your presentation on the site)

The Title: Devise a fun project title – try not to use a generic “Help Me Go To Europe” as then all People To People projects will look the same and yours will not be distinguished (instead try to be more fun or specific such as "Kangaroos are Calling" for a trip to Australia or "A Journey to the Beaches of Normandy" for a trip that includes a stop in France, etc).

Selecting Campaign Amount & Length: Even though you may need anywhere from \$5,000-\$8,000 for a trip such as this, we do not recommend crowdfunding for the entire amount as this can be difficult to do (since crowdfunding by its nature is based on collecting small contributions from lots of folks). Unless you have a very large group of people in your network or many who you feel may donate a lot of money, we would suggest using a variety of approaches - like using crowdfunding for perhaps \$2,500 to \$5,000 of your required amount and then using other methods for the rest.

For campaign length, we suggest 45 days or less. Maxing out the days your campaign is live doesn't guarantee more money. If your campaign is too long both you and your backers can burn out. Remember, you have to spend time on a regular basis to promote your campaign – 2 months is a long time. If necessary, we can also extend your campaign once it is started so keep this in mind as well if you need more time.

Fun Video – Projects with a video attract 125% more funding than those without so clearly making that personal connection is key. Introduce yourself and your trip and how much the travels will mean to you – keep it short - under 2 minutes. If you can't shoot a video – or don't have a friend who can help – you can instead try to create a slideshow with still photos you can narrate or put titles over.

Communicate with Backers - After completing your project build, we suggest letting us know so we can review it first to make sure it is totally complete and we can give you feedback as well.

The first step is to SHARE the project link with all your family's social circle. Copy & paste your project link (from web address bar) into an email and write a SHORT cover note explaining what you are trying to do (ie., that you are trying to raise money to go on a life-changing trip). Be sure to tell people right up front that they get cool rewards in exchange for supporting you! (This will inspire them to keep reading!). Also - we suggest, when sending out your email letters, that you don't send out one email blast to everyone as "Dear Friends & Family" but that you personalize each email with each name (ie., "Dear Uncle Bob", "Dear Aunt Betty" etc) as this will get a better response (you can use the same *content* in each email, just personalize who it is addressed to).

Project updates and thank you's are also important. Once someone backs you with a contribution it is important for instance to not only thank them privately with a phone call or email but to also post a thank you on social media accounts if you or your family has them (such as Facebook). Thanking those who help you via Facebook is great as it gives additional exposure to your project and reminds people you are still running your campaign and that they too can help!

We suggest never sitting and waiting for the money to come in as this does not happen. The best flow of new pledges usually come directly from sending an email to your mailing list explaining what you are trying to do...and asking THEM to forward it to their circle and post on their social media pages.

Keep updating folks about your progress (and Thank Yous!). People need to be reminded that your campaign is going on or they will simply forget to pledge even though they wanted to. (Keep in mind that there is a natural arc to these campaigns which bring a lot of activity right up front, a lull or plateau in the middle, and then usually a surge at the end so don't let this "dead time" get you down – keep up your efforts!). Projects that send out 13 or more updates attract 60% more funding than those that send out 5 or less.

TIP: When thanking someone on Facebook be sure to include the link to your project (this link can be generated right on your page if you click the "Share" button - you'll see a Facebook icon there)

Offer Super Rewards. The backers are doing you a favor by giving you money for your trip so it's nice to reward them in ways than can make them feel good about supporting you - this is why our #1 recommendation is for you to offer volunteer hours in exchange for backing. (This also may allow you to announce your fundraiser at church or synagogue or other community group as they may like the community service element of your project).

Check out our other document outlining the best rewards. But remember that it is good to offer a variety of pledge levels from which supporters can choose and that you don't have to actually create reward items until your funding campaign is successful.

Take your time. Don't just jump in and post a project overnight (unless you have all the necessary elements already on hand!). Why would anyone want to fund a thrown together project? They won't. It will just fall through the cracks, so make sure your ducks are in a row and polished nicely.

Good luck and remember we are here to help!! We will be hosting webinars and conference calls to answer your questions and to give you further tips so be sure to check the People To People website for events such as this.