

Crowdfunding Immutable Laws

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They are hard work

- ▶ The money does not fly in - there are exceptions
- ▶ You need to raise 20 to 30% ahead of time
 - ▶ Friends and family
 - ▶ Perfects the message
 - ▶ Gets people involved
 - ▶ If you can't get them involved
 - ▶ your story needs to change
 - ▶ maybe it is not viable

You need to be committed

- ▶ Everyone has to be involved
 - ▶ Board
 - ▶ Family
 - ▶ Friends
 - ▶ Employees
 - ▶ Donors
- ▶ This is not a side of the desk project
- ▶ A consultant can't do it for you
- ▶ There needs to be something in it for everyone

They take time - Prelaunch

- ▶ 1 to 3 months prep - there are exceptions
- ▶ Raise 20 to 30% before you start
- ▶ Need a PayPal or WePay account set up before you start!!!!
- ▶ Get a square account for prelaunch donations
- ▶ Raising money ahead of time - more people the better
 - ▶ 100 people at \$25 is better than 1 \$2,500 donation
 - ▶ Friends and Family
 - ▶ Off-line these

They take time - Prelaunch

- ▶ Budget up to 1/3 of funds raises to run campaign
- ▶ Social media is not the only place to be
- ▶ Videos are important but your reward and story are more important
- ▶ Media has to be involved
- ▶ PR - PR - PR - the More PR, the better your chance of success
- ▶ Everyone needs to know
 - ▶ I'll tell 2 friends then you tell 2 friends
- ▶ **You** need to donate

They take time - The Launch

- ▶ Day one you need lot of Donations - 100 donations is good!
- ▶ lots of strategies online - Money is good but people are better
- ▶ Donors can and will help!!!!
- ▶ Campaigns run 30 to 45 days
- ▶ Keep offline donation going during the whole campaign
- ▶ You can do sub-campaigns

You may get funded regardless of how much you raise!

- ▶ 2 of our “unsuccessful” launches were funded after the campaign ended

The Advertising is worth the effort!

- ▶ 1 of our campaigns paid for 1/3 of the ads that helped a candidate get into office
- ▶ Ads returned \$11 to \$1

Questions?