



Crowdfunding Campaign Planning worksheet

You will find it helpful to refer to the Information Sheet on Running Your Crowdfund Campaign as you complete this worksheet - www.mypark.scot/get-involved/crowdfunding-resource.

Project Overview

Project Title _____

Group / Organisation Name _____

Contact Name _____

Email _____

Phone _____

Area (park / greenspace / site) _____

Necessary funding for complete project £ _____

Funding Already secured £ _____

Funding to be raised through MyParkScotland £ _____

Campaign Start Date _____ End Date _____

Project Start* _____ Project End _____

* When you have raised the funding do you plan to start your project?

Campaign Pitch - short summary of what your project aims to achieve and why it is important

Let's get started - the TAMP process, your crowd and costs

1. Targets

Use this section to define some overall targets for your projects, you will break these down to more specific areas later in the document.

Targets	
What do you want to raise? How much is the total project cost and stretch target?	
When do you need money by? Is there a deadline by when funds need to be raised?	
Why are you doing this? Why is this project important?	
Who are you trying to reach? Longlist of potential audience for project (include anyone you can think of)	

2. Audit

What assets, skills, resources, tools does your organisation have to run a crowdfunding campaign? Be honest so that gaps can be recognised...

Item	Available?	Who or what (include things that you may be missing to identify any gaps)
Assets		

Item	Available?	Who or what (include things that you may be missing to identify any gaps)
Skills		
Resources		
Tools		

3. Method

Crowdfunding Platform:	MyParkScotland
Type of crowdfund:	Donation based / Keep it all campaign
Status of other funding sources approached (e.g. approach made, application submitted, discussions had) Grant Funders Statutory Bodies Businesses	

4. Planning

Friend and Followers

- people who know you are interested in what your group / organisation does

What existing relationships have you got with Friends and Followers?

These could be, for example, volunteers, park users and visitors, social media followers

What are the best ways to communicate with them?

What do you need to create to communicate with them?

- newsletters, noticeboards, social media

Influencers

- people who have influence / sway with your audience of potential supporters and donors

Based on your project elements, and possibly existing connections, who might be your influencers? (include even if no current relationship with)

What are the best ways to communicate with them?

What do you need to create to communicate with them?

Communicators

- people / groups who could spread the word about your project

Who might be your communicators? (include even if no current relationship with)

What are the best ways to communicate with them?

What do you need to communicate with them?

5. Building your crowd

Think about the key elements in your project. This will help you identify different audiences who all will be interested in supporting your goal, but for different reasons.

Communication Overview

Campaign elements - what are the distinct elements of your project that would appeal to different audiences?

Key Words / Phrases - what keywords / phrases should be used when talking about these elements? (Remember, they may be different for different audiences)

6. Costs

Although listing on MyParkScotland is free there may be other costs associated with your crowdfund campaign. This could include printing of leaflets, flyers for offline promotion, organising a launch event for the project once funded.

No matter how small it is best to outline these costs at the outset of the campaign to either include in the overall project costs or for your organisation to cover.

Item	Cost
Total	£

Other jotting, ideas and thoughts

Moving on to ACTIVITY PLANS

Following on from the TAMP process it is vital to develop Activity Plans for the crowdfund campaign. This is split in to three sections - before, during and after the campaign.

Stage One: BEFORE - Foundations and momentum building

List all the key tasks such as developing your project, talking to group members about the project, liaising with partners, developing press release publicity material.

It is important to list all tasks so that nothing is missed.

	Task	Action	By Date	Completed
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Stage Two: DURING - the campaign

As well as the marketing of the project (see Publishing Plan) there are a number of other tasks that need to be allocated during the campaign.

These can include monitoring donations to the project, identifying additional potential donors, preparing materials for publishing.

	Task	Action	By Date	Completed
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Stage Three: AFTER - Post Campaign

Although the crowdfund campaign may be complete in terms of raising funds, this is not the end. It is important to identify tasks for after campaign completion.

These tasks include simply thanking donors, through to how to retain the involvement of the donors with your group. This is important not just for this project but also for the future development of your group

	Task	Action	By Date	Completed
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Thinking about your PUBLISHING PLAN

It is essential to have a plan for the content that will be published in the few days before launching the crowdfund campaign and then during the campaign itself. Use this publishing plan to record content that is being published both online and offline as well as content published by others on your behalf.

Include “trigger events” in your plan – these are events that trigger either on-line or off-line publicity, such as press releases or Facebook posts. It could be a park fun day, community events or the receipt of grant funding. Any of these and many more would give you an occasion to let your Crowd know about how the campaign is coming along and to reach out to new audiences. If you know of any events coming up, it’s also important to have developed material such as flyers and posters that allow you to publicise your crowdfund.

The Publishing Plan will be the ‘go to’ document during your crowdfund campaign and so it should be used to plan in advance but also as a check that promotion is happening, to monitor success and change or alter the campaign as required.

Date	Time	Channel / materials needed	Message / theme - keywords	Content - include content or link to where content	Tracking - monitor to see what is working

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We hope you found this information sheet useful – this is part of the MyParkScotland crowdfunding resource – www.mypark.scot/get-involved/crowdfunding-resource

Introduction to Crowdfunding
Running Your Crowdfund
Crowdfund Campaign Planning Worksheet
Glossary
Some Useful Tools

This toolkit has been developed by Tim Wright of twintangibles in partnership with MyParkScotland.

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LOTTERY FUNDED

Visit the MyParkScotland website www.mypark.scot

Follow us on Twitter [@myparkscot](https://twitter.com/myparkscot) or find us on Facebook and Instagram

Get in touch hello@mypark.scot or give us a call **01786 849757**



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