

The background features a pattern of light green hexagons with white outlines. A thick green line curves across the bottom, ending in a circular green play button icon with a white triangle pointing right.

# Cause Mama Guidebook

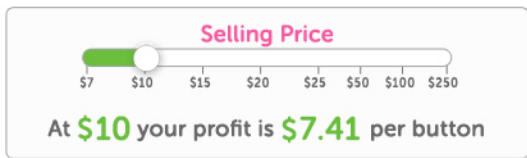
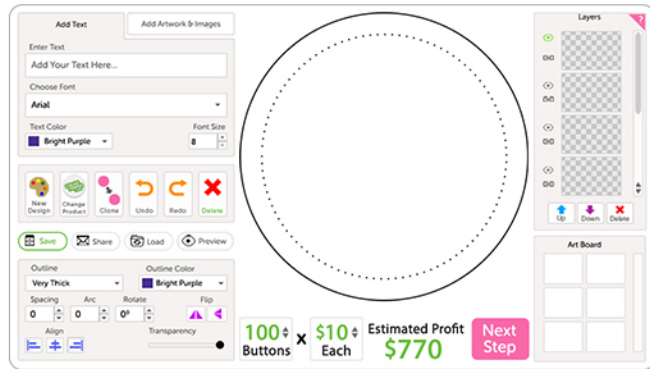
Tips For Running An Effective Campaign

Welcome to Cause Mama! Here are a few tips to empower you  
& get you on your way to running a successful campaign!

Creating a Cause Mama campaign is fun & easy!  
Remember to use all available resources to achieve your goal.  
Here are a few things to consider:

## Create A Button or Magnet Design That Tells Your Story

This is the fun part! Inspirational, quirky, colorful---create a design that centers on your story & the purpose of your campaign. If you need help, we're here for you.



## Set Your Campaign Goal and Price

Decide how many buttons or magnets you want to sell. Make sure your goal is realistic.

The average price for a button or magnet is \$10. You can decide to go lower or higher. Keep it reasonable, but remember that each extra dollar goes to the cause you support.

## Campaign Length

Longer campaigns don't necessarily mean more success or that you'll raise more money. Sometimes it's harder to build & maintain momentum if a campaign runs for too long.

We find that 30-day campaigns are the most successful. This gives you enough time to build up momentum with your friends & family and launch your social media outreach, thereby increasing exposure within your community.



## Tell Your Story!

Donors support campaigns that they care about. Tell your contributors why you're passionate about your cause & why it is important to you.



## Make Sure You Fill Out Your Campaign Details:

**Name Your Campaign** - Inspire people with your Campaign Name & show the importance of your cause.

**Headline** - This is your call to encourage your supporters to take action. How much do you want to raise? What/ Who are you raising money for?

**Summary** - Put the most important information here. Talk about the "Who", "What" & "Why" of your story. Let your supporters know how they can help you achieve your goal, either through buying a button/ magnet or simply sharing your story with their own network.

**Tell Your Full Story** - People feel more connected to you if they know more about you & your story. Talk about your background, your aspirations & personal goals for the cause that you are fundraising for.

**Campaign Photo** - This is your campaign's most important image. Supporters feel drawn to a personal story with a compelling photo. Make sure it's relevant to your cause & will help people remember you.



## Write A Thank You Note

Don't forget to express gratitude to your contributors by writing them a Thank You note, which will be emailed to each of them after they contribute to your campaign. Let them know how important this cause is to you & how their support will help make a big difference.

## Buy The First Button or Magnet.

Jumpstart your campaign by buying the first button or magnet. This will help get the ball rolling & encourage contributions from your direct supporters. Congrats, you're on the way to a successful campaign!



## Ask Your Direct Supporters To Buy During The First 3 Days.

Have your closest family & friends donate & the first buyers of your button or magnet. Let them know that their support & purchase are crucial to the success of your campaign. Initial donations legitimize your campaign & will motivate other supporters to contribute.

**Remember, donors can skip receiving the gift (button or magnet) & just donate directly to your campaign, having more funds go to you!**

## Spread The Word.

Now that you've sold your first few buttons/magnets, it's time to start planning out your promotional strategy. Compile a list of people you know & trust who are going to go above & beyond in helping you reach your goal. Your campaign is going to need promoting, so get your friends to help you spread the word!

## Find Partners or Teammates.

More heads are better than one & definitely more fun. Having like-minded partners or teammates who also support the same cause & can tap into their social network can really help push your campaign



Being able to engage an online audience is essential to gaining awareness, excitement & funds for your campaign. Social media allows you to get your network of supporters excited & allows you to reach people you don't know but who might be interested in supporting your campaign.

## Social Media Checklist



### Facebook

- ✓ Post at least 3x per week. Be visible & compelling. Include updates, tag friends & supporters. It's a great way to remind them of your campaign & keep them excited.
- ✓ Always include a link to your Cause Mama campaign when posting about it.
- ✓ Engage people by asking for feedback or having discussions that encourage them to interact with you.
- ✓ Keep your engagement timely. If someone comments on a post you've made about your campaign, reply to it as soon as you can.
- ✓ Mark major milestones such as achieving 50% of your goal!
- ✓ Keep encouraging contributions by creating a sense of urgency, especially during the last week of your campaign.

### Twitter

- ✓ Always include your campaign link when you are tweeting about it.
- ✓ Tweet your most important updates several times a day. Tweets are fast moving & people check them at different times, so make sure your top updates aren't missed.
- ✓ Follow others & tweet at those whom you think may have a shared interest in your campaign.
- ✓ Respond to @mentions & messages as soon as you can. Grab any opportunity to engage your followers.
- ✓ Ask your followers to retweet your campaign to help create buzz. Follow others & tweet at those whom you think may have a shared interest in your campaign.

## Google +

- ✓ Share your campaign! Your Google + followers may be different from Facebook & Twitter, so make sure they know about your goal.
- ✓ Participate & engage in Circles. Make sure you interact with your followers to enhance excitement about your campaign.
- ✓ Use Google+ Communities to interact with people with similar passions. Search for Communities that are similar to your cause & actively participate to make connections & raise awareness about your campaign.

## Email

- ✓ Send personal fundraising emails out to your supporters. Keep it short & direct to the point, & make sure to include a link to your campaign.
- ✓ Send regular updates (at least 1x a week) to let your supporters know your campaign's progress.

People need to see & hear something multiple times before they take action, so reinforcement is important.

## Pinterest & Instagram

- ✓ Use your Pinterest account to build your campaign up & pin photos of anything eye-catching that is relevant to your campaign. Add hashtags & campaign details.
- ✓ To encourage interaction on Pinterest, add trusted pinners from your circle of friends & allow them to pin with you when you create a new board.
- ✓ Follow others on Instagram who share the same interests with you & who are likely to promote your campaign.
- ✓ Drive traffic to your campaign with effective descriptions, photos, hashtags & keywords. Keep your descriptions short enough to spark curiosity & compel people to check out your campaign.



## Bloggers

Reach out to bloggers who are passionate about the same cause, and ask them to write about your campaign. Make sure they add your campaign link!

Here are a few tips to get bloggers to write about you:

- Find out if anyone from your network of friends have blogs & reach out to them. Ask them to share your story & campaign with their readers.
- Do your research & contact bloggers who are relevant & already writing about similar topics.
- Be personable & friendly. Bloggers are real people too. Write a heartfelt message, learn their names & be thoughtful.
- Share your story & engage the blogger within 1-2 paragraphs. Include a link to your campaign, add photos of you showing support for your cause.
- Email each blogger separately. Never mass email. Bloggers like exclusivity, so reaching out to them individually increases your chances of getting a reply.



## Face-To-Face Promotion.

Promoting doesn't only happen online, talking to people & having direct interaction with them can greatly impact your campaign's success. Next time you're at a family gathering, a party, or any public event, talk about your cause & how you are fundraising with your Cause Mama campaign. Don't be shy!

## Reach Out To The Recipient of Your Campaign.

If you are raising funds in behalf of another individual or organization, connect with them to let them know that you are raising money for them. Add their website or Facebook page to your campaign to legitimize it & to encourage them to help spread the word.



You are almost at your goal! You've done an awesome job so far. There are still more people who wants to support your campaign but need a gentle nudge. Now is your chance!

## Start A Countdown On The Last 7 Days.

Provide updates on your progress towards your goal. Make sure you build a sense of urgency-time is running out to contribute! Use all your social network tools to really make a powerful impact.



## Ask Your Supporters To Spread The Word, One Final Time.

They've been there since Day 1 & want to help you achieve your goal. Let them know how important these last few days are for your campaign.

## The Last Day.

Provide a hourly countdown with updates & progress reports towards your goal. This is the most exciting time of your campaign as you rally your supporters to let them know this is their last chance to buy your button or magnet and/or donate.



## Congratulations, You Did It!

Reach out to your supporters & give them a huge thank you! Remember, donors want to know how much was raised, so announce the final count & profits. With their support, they have helped make your campaign successful so you can make a difference in the cause that you care about! If you plan to do another campaign, let your supporters know so that they can gear up for it!