

# Building your campaign: Checklist

## YOUR PITCH VIDEO

- Make a short video (1-3 minutes) that expresses your goals and intentions.
- The first ten seconds of your video count. First impressions are everything.
- Star in the video yourself to make it more personal.
- Give contributors a sneak peak of your project, product, film, etc.
- Use music to set a tone for the video and the campaign.
- Make sure the video is clear and concise — visuals help.
- Invite your audience to join you on your journey — you're not just asking for money.
- End with a clear call to action.
- Do your homework. Check out Indiegogo's "Top 5 Pitch Videos of 2013".<sup>15</sup>

## WRITTEN PITCH — TELL YOUR STORY

- Put the most important information first.
- Tell a compelling story, and keep it short.
- Explain exactly why you are raising money.
- Share details about yourself, your team, and important events or people that shaped your project.
- Build trust with a specific budget breakdown.
- Spelling and grammar are important, so be sure to proofread.
- Break long text into sections with headings.
- Include pictures of your perks in the pitch text. They add personality and help break up lots of copy.

## SMALL IMAGE, TITLE, AND SHORT DESCRIPTION

- Make sure your image is both interesting and relevant to your campaign. This information is what people will see on the Indiegogo landing page, and they should be compelled to click on it.
- Your title and short description are like the headline and subhead of your project — make sure you include everything someone would need to know for them to want to contribute.

## PERKS

- Make perk names and descriptions clear.
- Ensure you can fulfill perks and still complete your project.
- Call out the urgency of perk availability related to the length of your campaign. Use words like "limited edition," "exclusive," and "early-bird."
- Create perks that will connect the contributor to the project emotionally as well as physically. Example: 1:Face Watches<sup>16</sup>
- Consider your perk pricing strategy<sup>17</sup> — offer a \$25 perk and a \$100 perk to incentivize funders with varying disposable incomes.
- Be reasonable with your perk prices. Offering a magnet and mug for \$500 or a t-shirt for \$1,000 won't encourage contributions.
- If you are running a Flexible Funding campaign, keep in mind perk fulfillment in the event you don't hit your goal.
- Make sure to tell contributors to add the cost of shipping — or include it in the perk's value if it's a physical good.

## LINKS

- Add links to Facebook, Twitter, and other social media channels related to your campaign.
- Add links to your business/other website — outside links help legitimize your campaign.