



Messaging is key

Having a strong, well-planned, consistent messaging strategy can help propel your campaign to the next level. Post engaging content with a clear call to action using as many avenues as possible. Doing so means more support for your cause. So great.



Email is king

No matter the size of your donor base, you want to use email. Campaigns that use email see higher click-thru and donation conversions.

Have an attention-grabbing title, compelling text and a clear call to action. Be sure to include the CrowdRise URL.



Social media

Social media outlets such as Facebook, Twitter and Instagram are great for bringing awareness to your campaign.

We encourage you to share the direct campaign URL. Recently, CrowdRise enhanced its social share capabilities. Donors can now post updates to let their friends know they donated to your cause.



Campaign update

The CrowdRise Campaign Update Tool allows the campaign organizer to send an update to every person who has donated to the campaign. It's great to keep donors engaged and updated on progress.

The best part: campaigns using the tool are raising almost 3X more and have 4X as many repeat donors. Wow.



Call to action

Whether you're emailing or posting on social you want to make sure there is a clear call to action. This is your "ask."

For instance, are you asking people to donate or are you turning donors into fundraisers? This strategy could turn David's \$50 donation into a \$500 fundraiser.



Campaign length

Depending on the type of initiative, campaigns typically run 4-6 weeks. Intermixing social media post with email blasts is the best way to keep donors engaged throughout the campaign. And, be sure to follow up with your donors after the campaign wraps up.