



**BECOME A SUCCESSFUL
CROWDFUNDER**

Copalana

CROWDFUNDING PLATFORM FOR
NON-PROFIT ORGANIZATIONS



Welcome to Copalana!

We are happy to welcome you as a Champion to our crowdfunding platform. Crowdfunding is a great way to support the causes and projects you are passionate about by championing a personal campaign.

This guide showcases tips and tricks to successfully mobilize your network and crowdfund the project you care about.

Your Dashboard provides you an overview of your campaigns, supports and engagement on the Copalana platform.

Three basic steps to fund your goals



1 Create your own campaign

2 Spread your message



3 Determine your success

1 How can you create a unique campaign?



Come up with an interesting campaign title

Think of an interesting title for your campaign to capture people's attention. Your project picture will be the same as the other champions, so your title really sets you apart and makes your campaign different. Capture your intention in a creative phrase!



Create personal video & photo content

Numerous studies show that people are increasingly preferring short videos or pictures over text. Tell people your story and why you care about this project in a short personal video or with a personal picture to engage people and make your campaign page fun and unique.



Set an achievable funding target

Decide on how much you want to contribute to your selected projects funding target. Take the projects timeline into consideration to roughly plan your campaign activities (social media activity and events) to decide on how much you think you can raise.

2 How can you spread the message?



Prepare your social media launch

Successful campaigns most of the time take off at the beginning. Make sure your campaign page shows personal and interesting content. Invite your close family and friends to comment on your page and fund your campaign (even if just a small amount) to create some activity before you share it on your social media channels and with your email contacts.



Share all the way and everywhere

Successful campaigns have a wide social media reach. Mobilize your friends on facebook, followers on instagram and twitter to contribute to the cause you want to champion. Also, virtual channels aren't everything! Talk to people face to face about the project and inspire them to share it with their friends as well.



Organize an event

Campaigns tend to be more successful when accompanied by some real life activity. Create buzz around your campaign page through a fun bake-off event, a marathon run or a cookie challenge that people will talk about. Describe your event with a personal video or photo message to make it more fun. Get creative!



Raise money at your event

You can download your personalized campaign information pdf [here](#) to print and take to the event. Ask people to fund via the copalana website and/or bring a little box to collect cash on the spot to motivate people to action on the spot. You should take into consideration that if you collect cash and later make a total e-donation on the campaign page yourself you will not have the information of the different supporters recorded on your campaign page.

3 How can you determine your success?



Pamper your project

You can't just publish your crowdfunding page and call it good. We recommend you building a list of followers and supporters who you can tap at strategic points during the projects crowdfunding timeline. This way, you can project the appearance that your support is growing steadily and not stalling out.



Engage people with constant status updates

Make sure you post continuous text, video and photo updates on your campaign page to keep people engaged. This way people can share your interesting updates on social media and draw in a wider audience. Ask your friends to comment, share and fund your campaign continuously to maintain buzz and activity around your page.



Be patient but vigilant

It takes time to reach a funding target so you should be patient and not give up immediately. However, make sure you stay informed on how your campaign is going, on who is commenting and liking. Write back to the comments you get on your campaign page and on your social media channels. You can stay in control of all your activity via your dashboard. Make sure you visit it frequently.