CAMPAIGN PLANNING

Principles.

transparent   steadfast   cool   caring   calculated

Communications Goals.

1. Get first time donors to commit to a donation

2. Get past donors to repeat and increase their commitment

3. Be forthcoming with donors and partners — keep them in-the-loop regarding SACU's successes and failures.

Campaign Overview.

|		
FIRST	Document potential partners	Design Campaign
SECOND	Reach out to partner list w/ designed content	Track interest
THIRD	Plan Campaign Details, Introduce fundraiser	Remind partners to play their part
FOURTH	Start the fundraiser	Design achievement Content
FIFTH	Post achievements and failures	Thank everyone for their support

Partner Types
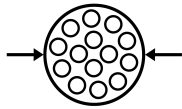
Members

they are you. they represent internal alignment among the core and tertiary contributors
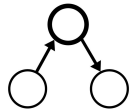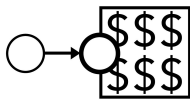
Connectors

they know someone who you need to talk to
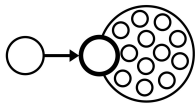
Distributors

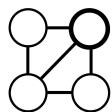they have direct access to new pools of potential contributors

Funders

they have access to large pools of capital

Servicers

they are a piece of your ecosystems: healthcare, food, knowledge, etc.

Legitimizers

they make you look a certain way: cool, credible, powerful, etc.

> *Note:* You can unburden yourself of servicer-type partnerships by building their capability into your own operations.

Partner Categories

education   construction   health   spirit   business

Target a type to collect based on your fundraising idea.

1. Note the category, partner name, partner type, websites, a possible point-of-contact and their contact details (eg. their email and social networking handles).

2. Work in the **same document** — this helps prevent duplicates and makes sure information is cataloged in a consistent format. Use a google sheet.

3. **Ask yourself** "What kind of partner are they to us, and what kind of partner we are to them? Then, make a note of it.

FIRST **Design the Campaign**

Have an idea? Think about what you need for content. Each content type requires some form of writing and its own supporting visuals.

Content Types

Letter (digital or physical)

Description: 3 to 5 short paragraphs
Design asset(s): Letterhead, a digitized signature and print logo

Swag

Description: often requires three choice words, a motto, a 1 sentence description for the packaging and the physical object of choice (pens, t-shirts, stickers, etc.)
Design asset(s): print logo, packaging

Email

Description: 2 to 5 sentences

Design asset(s): header banner, footer banner or sign-off, digital logo, forms and buttons

SMS text

Description: 2 short phrases or sentences.

Design asset(s): none

Facebook post
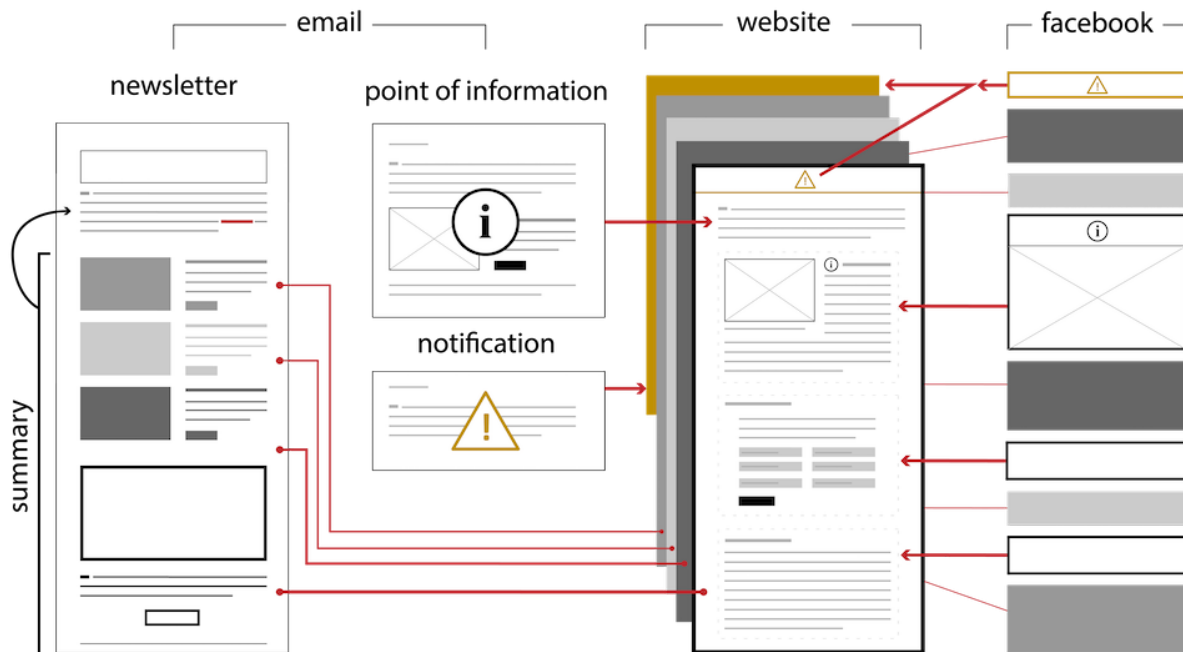
Description: 1 to 3 sentences

Design asset(s): feature image

Blog Post (an article)

Description: 3 to 10 good paragraphs, for blog writing protocol **see the web contribution guide.**

Design asset(s): a feature image, photos, infographics, forms, buttons

Digital Content Ecosystem. Take a good look at how the information is packaged on each channel.

Writing. There are some guidelines in addition to the aforementioned principles.

- Be authoritative, informational and heartfelt.
- Sound human, but avoid today's trend to sound casual and light-hearted. It's starting to come off as one-dimensional and untrustworthy.
- Communications should also not sound performative or calculated to the degree that you are posturing.
- There is a large zone between robotic and gushing. In order to reach the broadest spectrum of people, communications should effectively avoid both.
- Avoid expressions of social dominance orientation (SDO), like the word "unfortunately."
- Avoid phrases that function to assert extra seriousness or confidence, like the word "actually."
- Vulnerability should be used strategically, not habitually, like the phrase "this suggests."
- Beliefs should be easily detectable, but nowhere near explicit.
- Writing in the font "Comic Sans" is major "no-no"
- A/B test content that links to a post by using trackable links. Use a link shortening sites like https://bitly.com/

Design Assets. They also have guidelines.

For instance:

1. Blog post photos are a 3:2 ratio or 720 by 480
2. Facebook recommends 1200 x 628 for their post sizes
3. Using a grid for arranging information and images is usually expected

Reference the <u>style guide</u> for more details on logo use and creating design assets like feature images, posters and web adverts. (style guide not yet designed)

Example. **Super Fast** fundraiser.

Facebook - Primary Driver for campaign, 12 posts, 15 planned re-shares

Post text example - We have got some really exciting stuff planned for SACU next month, take a look ahead >>here <<

Youtube - Kick-off. Video explainer w/graphics, 1 min or less.

Email(s) - 6
Community

1 as "point-of-information" linking to **pre-campaign primer**

1 as fundraiser introduction w/link to the video and the **Check-in and push** article

1 as "notification" approaching the 30 hour mark, linking to both the **Fundraiser Exclusive** and the **Last chance** articles

1 as a thankyou and "What should SACU focus on now" survey

Partners

1 to the partners linking to Fundraiser Exclusive with partner specific click tracking links

1 thankyou with feedback with on participation and looking forward together

Blog Articles - 4

1. **Pre-campaign primer** - safety of online transactions and where the money goes with SACU.
2. **Check-in and push** - state of SACU, post covid, and fundraiser intro (why were doing this) Pledge your support. (*see example*)
3. **Fundraiser Exclusive** - short, w/video.
4. **Last chance** - fundraiser is wrapping up and Help SACU focus

Blog text example - **Check-in and push.**

Title
SACU Growing Fast!

Introduction - establishing SACUs role
As locusts devastated local crop yields and covid 19 began its blight SACU's community role grew ever clearer. "Quote from Ivan"

SACU is more than a school in the village of Buwundo, and, they are more than an orphanage. While Sacu members and partners from across the globe reached into their hearts to support SACU, SACU supporters on site carried out SACUs will when they delivered provisions to Buwundo's striken children and families. Take a look for yourself >link<.

From the bobbling heads of baby class to their grandmamas holed up in huts…to wherever *we* reside as members of SACU's global support system, SACU is holding ground and fueling the fires of change in every heart they touch.

breakout ask
–View more sponsorship details here< link to page> show cost, act now, show paypal button.–

the lead in
With so much of their attention on the pressing issues of yesterday and today, SACU has had to consider issues of tomorrow a lower priority. Soon enough forgoing sustainable planning efforts will bare costs we wish we could have avoided.
Like many in the developing world, has the opportunity to learn from our "First world" foibles like those we have made with >energy<, >plumbing< and >food waste<. BUT, it takes planning and spirit to make change. Right now, what they have in spirit they lack in time to plan.
It is for this reason I ask you to give them that time to plan by taking one major fundraising demand off their plate – FOOD.

<div> coded identifier so you can link to this spot lower on the page </div>

the ask
In order to do this, we ask you to join Chad Nick Desisto, __ __ __, and __ __ __ in a "Super Fast" fundraiser. Participate in the fundraiser by picking one of the named "fasters" and pledge to contribute 1 dollar for every hour your choice participant fasts over 30 hours. If you have the means, choose to stand by all three participants! Hell, join in the fast yourself! Just stop doing nothing, yah know?

The fundraiser aims to put a knife through SACUs yearly food bill. With this weight off, SACU will be able to focus their efforts on generating sustainable planning efforts. Help them fast forward! Fill Sacu's storehouses, so they can adjust focus.

The call to take action

Pick a pledge now. Write your name and email next to the participant(s) of your choosing and click the support button. After the fundraiser is over we'll ask for input on where they should focus their efforts. Thanks, and remember, don't do nothing.

`SECOND` Reach out to partner list w/ designed content

When it comes time to reach out to potential partners...

1. Set an achievable goal for those doing outreach results. Perhaps you aim to gain 3 new Connector partners and 1 new Legitimizer partner?
2. Send the first round of emails through Mailchimp, so you can track who opened the email and who did not. If they did not open the email, you may want to try another at the same company. If they did, you may want to follow-up with them in 7-14 days.

> *Note:* Mailchimp allows you to create "segments" of people based on their response behavior. Call the low responders!

`SECOND` Track interest and move the conversation forward

1. Export tracking info from Mailchimp to Excel
2. Plan responses for various moves forward
   a. Confirm interested forwarding campaign details to people in their community and say you'll follow up with a concrete timeline
   b. If there is confusion, suggest setting up a call
   c. If it's not of interest perhaps there another project or area you might be able to work on together, ask if it's okay to add them or someone else as a point-of-contact in the future
3. Automatically track responses with Mailchimp and excel, use that data to prioritise follow-ups

`THIRD` Plan Campaign Details and Introduce the Fundraiser

Create a posting schedule for the all campaign content down to the hour.

> *Note:* There are better times to post to facebook or send emails than others. Do some research, or A/B test two different times.

THIRD   Remind partners to play their part

Follow-up with your new campaign partners with any updates and let them know a few key dates on your campaign schedule.

FOURTH   Start the fundraiser

Follow the plan, and respond to each pledge with a short personal response. Help them feel the weight of their specific contribution.

FOURTH   Design achievement Content

Depending on how the fundraiser went you may want to emphasize the biggest win with visuals, as well as give out rewards or certificates. How the fundraiser is going should affect how you choose to claim victory.

Ask Yourself. How did we showing that we act on principle?

Did you:
- achieve your partnership's goals? (a line of people holding hands)
- exceed your fundraising goal? (status bar breaking the limit with confetti)
- include more participants than last year? (a motion graphic of SACUs heart growing in size)

FIFTH   Post achievements and failures

Showing people what went great next to what might still be needed is like a second last chance to chip. In the example you may link to the **Last chance** blog article noted above.

FIFTH   Thank everyone for their support

Follow the plan, send them your planned email if they would like to get more involved, ask for an idea about what SACU should focus on next. For partners customize these emails.