

How to Build Momentum with an Email Outreach Campaign

An Email Outreach Campaign is a powerful tool to build momentum before your campaign launches or rebuild it mid-campaign.

The Benefits of Utilizing Your Own Network

While marketing and PR can bring eyes to your campaign, most strangers will be hesitant to contribute to a campaign that hasn't made notable progress towards its goal. Having your own network contribute first will help validate your campaign for strangers: they'll be able to see that others trust you and believe in your project. *We find that most campaigns that meet their goal raise roughly 30% of their goal from their own network before they attract outside attention.*

Your Outreach Schedule

Every time your campaign raises additional funds, it will have more momentum and a better chance at converting new viewers. Once you've received contributions from your closest contacts (friends and family), you should have the momentum to interest more distant connections (acquaintances and Facebook Friends), and finally media;

Implementing this strategy might look like this: You email your close network (and include an ask that they forward this email to their close network). Once these contributions come through, email more distant contacts. Don't forget to include tools that will let them share with their own network. Once your wider network has contributed, send out press releases to relevant blogs, media, etc.

Make It Personal

The most effective means of outreach (beyond face-to-face asking) is an email outreach campaign. A personalized email is very compelling, and if you can make it easy for your close network to email out to their networks, this kind of outreach can cascade into a rush of contributions from people responding to their close friends.

An effective email provides your close network with a form they can easily personalize and share with their own contacts. It has a clear call to action and makes a personal connection with the reader.

Boosting Your Success with a Host Committee

For an even more effective outreach you can add a Host Committee. A Host Committee is a group of people who are enthusiastic about your project and agree to email their own networks on behalf of your campaign. When recruiting a Host Committee, it's helpful to give them a number so they can easily understand their obligation. Campaign Owners often ask that each member of the Host Committee personally email five people within their own network. An energetic and well-connected Host Committee can have a huge impact on the success of an Email Outreach Campaign.

An Email Template

1. A personalized paragraph letting them know why your campaign is important, asking them to email just a few of their contacts to help make it happen, and letting them know that you've made it easy to do by including an email template.

2. Suggested email template:

- Their personal greeting.
- Why your campaign is important and why it is urgent that they contribute now.
- A 3 step walkthrough of contributing
- A 3 step walkthrough of how to share the campaign
- A link to relevant media (Videos, etc.)
- A more detailed description of your campaign

Case Study

I've included a sample email from Be Brave, an Indiegogo campaign that, with only 6 days left, was able to raise an additional \$83k and meet their goal. The campaign owner attributes this spike in funding and momentum to their email outreach campaign. **The Campaign Owner said "I began with a personalized greeting so my letter wouldn't be confused with a group blast." The email after the personal greeting was as follows:**

It would be wonderful and deeply appreciated if you could help me spread the word about our crowd funding campaign which closes THIS SATURDAY! So far we've raised \$100,000, which means we only have \$83,000 to go. The money raised to date allowed us to film "the return of the bone" earlier this month. What we captured in Mexico holds the power of a landmark movie. We have a little more shooting and a lot more post production. I've prepared just about everything to make this as easy as possible for you:

SUGGESTED EMAIL TEMPLATE

(your personal greeting)

My good friend Mikki Willis of Elevate Films is directing an amazing movie called Be Brave. It's a true story about a young man who set out on a mission to unite the world, but his quest was cut short when he made a critical mistake in a Mayan cave. So far Be Brave has been funded entirely by community. Mikki and team are a few thousand dollars from their goal and the campaign closes THIS SATURDAY. Will you please help me help my friends? Simply follow these easy steps:

DONATING

- Step 1: Click on this link: <http://www.indiegogo.com/Be-Brave>
- Step 2: Choose the incentive package that makes you smile.
- Step 3: Donate using Paypal or a credit card. It's safe a simple!

SHARING

- Step 1: Copy and paste the provided email template, or write a letter in your own words.

- Step 2: Email at least 10 people you feel are most likely to respond, and ask that they in turn email 10 people.
- Step 3: Paste your message on Facebook and all other social media platforms you're a part of.

VIDEOS

Be Brave official community funding trailer:

http://www.youtube.com/watch?feature=player_embedded&v=B9H1N8Xym1k

Latest update from director Mikki Willis:

http://www.youtube.com/watch?feature=player_embedded&v=yBninN7tYkM

Latest update from Dan's sister Erin Northcott:

http://www.youtube.com/watch?feature=player_embedded&v=QK7nl2fcrc4

A few words on Be Brave:

Bursting with unquenchable curiosity and a boundless love for life, Daniel Northcott was a one-of-a-kind filmmaker. Barely 20, he set out on a decade-long quest to travel the world, spreading his infectious enthusiasm across four continents and dozens of cultures. Through ruins and cities, war zones and sacred sites, he captured each precious moment on camera with an eye for colorful characters of every age and description.

In April of 2007, Dan's journey led him to a greater adventure than he had ever imagined. Despite warnings of an ancient curse, he brought home a bone from a sacrificial Mayan burial cave in Yucatán, and just months later he was diagnosed with leukemia – cancer of the bone marrow.

When Daniel learned 8 years into his film project that he had only months to live he began a race to complete his unfinished film. Amazingly, he continued to document every detail of the roller-coaster ride that followed – from the doctor delivering the crushing news to every intense medical procedure, losing his hair, and intimate moments with friends and family.

With over a thousand hours of footage and no energy or time left he made a 40-minute sketch of the film he dreamed to make and left the footage in his will to his sister Erin Northcott. His last wish was to request she oversee the completion of his legacy, his film.