

How to Launch a Campaign With Momentum

In this article we'll let you know how to best prepare your campaign for success.

What is Momentum and Why Do I Want It?

What does “having momentum” mean for a crowdfunding campaign? It means that you're receiving contributions at a rate that will let you reach your goal and may trigger—through social sharing, etc.—other contributions. It means that you've hit at least 30% of your goal and your campaign is vibrant with comments and contributors. It means that contributors see your campaign in motion and clearly headed somewhere.

You may be able to build this momentum by the middle of your campaign, but this delay can seriously handicap your ability to raise funds. The benefits having momentum early in your campaign are huge:

- Having a large number of funders validates your campaign and makes it easier for strangers to trust you and contribute.
- Our data shows that your conversion rate (contributors/visitors) improves once you pass 30% of your funding goal.
- Once you have contributors on your campaign, you have a group to reach out to and incentivize sharing.

Let's walk through how to build that momentum early in a campaign.

Set an Reasonable, Achievable Goal

You've probably seen crowdfunding campaigns that have raised obnoxious amounts of money, so it may seem reasonable to set a sky-high goal. Why not go for big money?

There are many reasons. Goals can vary widely between campaigns, but most contributors won't pay attention to the dollars raised, just the percent of goal. A high goal makes it hard to hit that critical 30% early.

Most campaigns that eventually meet their goal raise ~30% of their funds from their own network. If you have a large network or fanbase, you may not have trouble with a high goal, but otherwise it may be difficult. Any easy way to determine a reasonable goal is to ballpark the amount you think your network will be able to raise and multiple that by 3.33. For example, if your network can provide \$3,000, then \$10,000 would be a reasonable goal.

We recommend that you set your goal at the minimum amount of funding required to move your project forward. You can still raise more— we find that campaigns that do meet their goal exceed it by an average of 32%— but a lower goal will make it easier to build critical momentum.

Where Your First 30% of Your Funding Comes From?

Your campaigning should start at least *one month* before your campaign goes live. As mentioned above, campaigns that eventually meet their goal raise ~30% of their funds from their own network. You have

access to your own network at all times, so there's no reasons to use your stressed, deadline-driven live-campaign hours reaching out to them. Start outreach with your own network before you go live and have them ready to contribute right away to boost your momentum at launch. The best way to secure this momentum is with a Soft Launch.

Soft Launch

In a Soft Launch, you let your own close network know about your campaign without pushing through to social media, press, or other long-reach tactics. Over this first day you'll collect these locked-in contributions and ideally hit that 30% of your goal. Campaigns typically have a Hard Launch the following day where they announce their campaign to the rest of the world. You can offer special prices, exclusive perks, and other rewards that are only available on that first day to incentivize your contributors to contribute on the first day.

You may be tempted to hard launch from the beginning, but we warn against drawing major press to your campaign before you've built a base of contributions. Without a base of funds, you'll have a much lower conversion rate from press and media visitors coming to your campaign, and it can be difficult to get featured in these same publications once without a new angle.

The Soft Launch technique has been used by many, many campaigns with great success, and we recommend it in highly.

What does a Soft Launch Email look like?

Hi _____,

I'm writing because you've expressed interest in THE AWESOME PROJECT. Because you've been one of our supporters from the beginning, I wanted to let you in on an awesome secret: We're launching an Indiegogo crowdfunding campaign next Monday, and we've set it up so that on our first day we'll have *special pricing, exclusive perks, and extra content ONLY for our early supporters*. I'll send you an email the minute we launch with a link to the campaign, and please let me know if there are any exciting exclusives you'd like to see on our first day!

Thanks again for your continued support, and we're excited for you to become a part of THE AWESOME PROJECT'S STORY!

Best,
