

Kick Incubator – Campaign Advice

You're an entrepreneur, so we know that you've got a lot on your mind! We're here to help you create, launch and run a successful online fundraising campaign so you can raise the money you need to attend the Kick Incubator Program.

What is StartSomeGood?

StartSomeGood is the crowdfunding platform for social good. We help changemakers of all kinds raise the funds and grow the community of supporters they need to make their vision a reality.

All applicants for the Kick Incubator Program must raise their tuition fees through StartSomeGood. The process of constructing and running a successful campaign itself is part of the application, with a secondary goal to demonstrate that you and your project have the support of others as well.

What Do You Need to Know?

This guide will provide what you need to know in order to create, launch, and run a strong and persuasive campaign. And of course our Venture Support Team will be here to help you every step of the way.

In particular, you'll find information on the following:

- Instructions about How to Set up a Venture and a Campaign
- Elements of a Successful Campaign
- Helpful Links, Resources, and Advice

The Four Steps of Launching a Campaign

- **Step #1. Go to StartSomeGood.com and sign up for an account.** You can find the sign-up link in the top-right corner of the website. You can choose to sign-in via Facebook, Twitter, or Google, or you can create a brand new account.
- **Step #2. Click on "Raise Funds"**
- **Step #3. Tell us about your company.** The purpose of the Venture is to present information about you and your organization. Do not use this section to present your motivation to attend the Kick Incubator Program, as you'll do that on your Campaign page. We suggest that you focus on the following:
 - Who you are and why you're doing what you're doing.
 - Why you and your project are creating a tangible social good.
 - If you have a website, you can link to it here.

At the bottom of your Venture page, you'll be asked whether you whether you're affiliated with one of our Network Parkers. ******Be sure to select "Kick."**

You'll receive an approval email from StartSomeGood once your Venture is formally approved, which will include an introduction to your personal Venture Support Specialist who will help you through the campaign creation process. However, you won't need to wait for that email in order to start work on the draft of your campaign if you're ready to go right away.

- **Step #4. Create a Campaign.** The campaign will be where you will explain to your supporters why you want to attend the Kick Incubator Program, and ask them for their support. To begin work on your campaign, go to "Submit Project" in the dropdown menu in the upper right hand corner of the site next to your name.

Elements of a Successful Campaign.

To help you prepare to create and run a successful campaign, we encourage to read through these tips. These are some of the characteristics that we find in successful campaigns:

- **Financial Goals:** The first things you'll want to consider are your tipping point and total fundraising goals. The tipping point is the amount of money you need to attend the Kick Incubator Program, and funds raised up until this point are all-or-nothing (i.e. if you don't reach your tipping point by the last day of your campaign, no money is received). The total fundraising goal is the overall ask that you are making of supporters, and as long as you reach your tipping point, you will receive all funds you raise.

Your tipping point will need to be at least \$2000 to meet application requirements of the Kick Program (\$3,000 for teams of two or three). You are welcome to raise more if you please, but there is no requirement to do so. All funds beyond the tuition (minus the fees associated with StartSomeGood and PayPal) are yours to use toward your startup.

Keep in mind that you must receive contributions from a minimum of 10 different supporters in order to qualify for the program, and all donations will go directly to the Kick Program. Any funds raised beyond your tuition fees will be passed through to you by Kick.

- **Campaign Title:** The title of your campaign should be different from the name of your Venture, and should reflect the goal of your organization in a few short words. Action verbs are powerful and help draw in potential donors to your campaign page.
- **Campaign Length:** The Kick Incubator Program is coming up quickly. We recommend that you run a campaign is no longer than a couple of weeks. All campaigns must be completed by 11:59pm PT, June 23rd.
- **Campaign Summary, Description and Use of Funds:** Under your Campaign Info tab, you'll find three main sections in which you'll want to tell your story to your potential donors.

The campaign summary is a tweet-length recap of the campaign you are running. This is the summary that will appear on our “Explore Projects” page. The summary can be no more than 120 characters.

One example you could use, if you’d like, could be something like this: “Help me launch / grow (your company’s name) and change the world with knowledge gained through attending the Kick incubator.”

The campaign description field is where you provide context about what you’re doing, how you’ll go about it and why it matters. This is where you should highlight your participation in the Kick Incubator Program and why your experience will enable you to lead your socially responsible business successfully.

In the *use of funds* section, you should explain the tuition requirements of the incubator program. It’s important to be transparent about the financial goals of your campaign. Keep in mind that the campaign is a great way to spur your supporters to action. Remind them that the only way you will have access to the great resources and experiences of the Kick Incubator Program is with their support.

- **Video:** Your video is a great opportunity to tell your story directly to potential supporters. Do not be concerned if you feel that you lack the technical skills to make a compelling video. Rather, take this to heart: passion and dedication win out over slick editing 100% of the time. The most important thing you can do in your video is connect with your potential supporters, make it clear why you believe in your business and why you think that your ability to attend the Kick Incubator Program will boost your chances of success. Also be sure to include a link to your campaign at the end of your video. Social media responds well to great videos, and you might get extra distance by sending your video out on its own. Finally, your video must be uploaded to either YouTube or Vimeo in order to work on our site. If you have a general video for your organization, feel free to include it in the second video slot.
- **Rewards:** Once you’ve set up the details of your campaign, it’s time to think about how you will reward your supporters. In general, the more creative you are with your rewards, the more likely you are to entice people to support you. We require a minimum of three different reward levels in order to launch, and we encourage you to think about these possibilities:
 - A hand-written thank you note
 - A weekly update about what you’re learning at Kick
 - Public recognition on your organization’s website, or even on Facebook or Twitter.
 - Invitations to a happy hour to thank your donors after the program and share with them all the knowledge you’ve absorbed.

Be sure to inform your donors that they will need to set up a PayPal account in order to make a donation to your campaign.

- **Starting, Saving and Submitting:** As you work your way through the details of your campaign, you'll notice that there is a Progress Bar in the upper right hand corner. The four key elements that you'll need in order to formally "Submit" your campaign include:
 - A video
 - Payment Connected (the PayPal link discussed above)
 - Completed Information in the Campaign Info tab
 - At least 3 rewards

Unless all four sections are complete, you will only be able to "Save" your campaign. You'll be able to edit all sections of your campaign until your campaign launches.

Helpful Links, Resources and Advice

Marketing Plan:

In order to submit your campaign for review you'll need to have a marketing plan in place to rally support for your campaign. Think through how you will get your peers and others in your extended network to support you. Please watch this video which walks you through tangible tips for running a peerfunding campaign, ways you can tell your story, and tips and tricks to be successful: [Introduction to Peerfunding](#). The majority of support for your Kick tuition will likely come from your family and friends, so be sure to think about who those people may be that will help you achieve your goal.

Photos:

Photos will be invaluable to you as you create and promote your campaign. Not only is this great for you to have, it also helps us in promoting your venture on our social networks, Facebook, Pinterest, etc. You can imbed photos directly in your campaign. What makes a great photo?

- High resolution (at least 1098 × 960), wide rectangular photos work best
- Close-up of 1 or 2 faces, laughing, talking or engaged in some way
- Group photo of whole team, action or posed
- Photo of a cool reward

Thanking Your Supporters

When you log in to your account, go to your venture's page and then click on "Manage project." From there you can click on "Edit" then on the "Supporters" tab. At the bottom of your list of supporters you'll have the option to download a spreadsheet containing the names and emails of all of your supporters as well as the amount and reward that they have selected. If a donor has chosen to remain anonymous to the public, the first column will be blank, though you will

see their name in the second column. The third column will be the amount of their donation, and the fourth column will indicate the reward they selected, if any.

Helpful Links

StartSomeGood.com - [Resources Page](#)

StartSomeGood.com – [How It Works](#)

New Organizing Education - [Be Personable When Fundraising](#)

Pozible.com - [12 Tips to Crowdfunding Success](#)

Shareable.com - [What You'll Need to Run a Successful Crowdfunding Campaign](#)

Shareable.com - [Why Crowdfunding Really Isn't About Money](#)

Questions? Drop us a line at hello@startsomegood.com and we'll be happy to help.

We can't wait to see your campaign go live on StartSomeGood! With the support of your peers, we know you'll be able to make it a success and you'll soon begin an amazing journey with Kick this summer. Let's go start some good!