



# Crowd Funding Strategy Worksheet

## POST for CROWDFUNDING STRATEGY

PEOPLE	<ul style="list-style-type: none"><li>• Know Your Audience</li></ul>
OBJECTIVE	<ul style="list-style-type: none"><li>• Link to Outcomes, Make it Measurable, Break It Down (Time, Dollar, or Items)</li></ul>
SOCIAL	<ul style="list-style-type: none"><li>• Socialize Content (Stories), Engagement, Champions, Social Proof, Say Thank you, Document Learning</li></ul>
TOOLS	<ul style="list-style-type: none"><li>• Crowdfunding Platforms and Giving Days</li></ul>