

Nutribute Crowdfunding

Tips for finding donors and for getting visibility

Before submitting the campaign (writing the project description)

- Call the reader's attention by giving first the most important pieces of information. Remember to
 - 1) write a short and clear headline
 - 2) explain the project idea and its environmental effect in the beginning of the description
- Make sure that the text is understandable to the reader – avoid special terms and explain the difficult parts with clear examples.

When the campaign is accepted and visible on the platform

- Make the crowdfunding campaign visible on your organisation's webpage. Remember to add a direct link to the campaign page on the Nutribute platform to make sure that the donors find what they are looking for!
- Share information about the campaign in social (and other suitable) media.
- Remember to mention about the opportunity to crowdfund your project also in e.g. newsletters.
- Make use of available Nutribute illustrations in social media, webpages, newsletters, etc.

Tips for communicating about your crowdfunding campaign

- You may want to prepare a simple communication plan to make sure you communicate about your campaign on a regular basis.
 - Donors will not be able to find the campaign nor contribute to it if there is no communication about the project. It is essential to share information actively during the campaign e.g. in social media.

You can build your messages around the following topics:

- 1) Appealing to donors "You can help the Baltic Sea, too!"
- 2) What is it all about? What is the point of acting?
- 3) What can be achieved with the project? What difference does the project make to the environment? (Remember to use common language and add examples if necessary)
- 4) Remember to add a link to the Nutribute campaign page

Week 22	Content to be published	Medium	Content
Friday 1 June	Publishing of the campaign and crowdfunding	Website (news and front page banner), Facebook, Twitter, Instagram (story), LinkedIn	Tell about the campaign, who is to be crowdfunded and why, what is to be expected, encouraging people to save the Baltic Sea i.e. to donate
Week 23			
Tuesday 5 June	Publishing of the campaign and the crowdfunding	Newsletter	Tell about the campaign, who is to be crowdfunded and why, what is to be expected, encouraging people to save the Baltic Sea i.e. to donate
Week 25			
Monday 18 June	Thank those who have already donated	Facebook, Twitter, Instagram (can be spread to be published on different days)	Thank those who have already donated. "This is a good start for the campaign but still more donations are needed." Encourage to share the post or to donate.
Week 27			
Monday 2 July	News from the project: quote the project manager	Facebook, Twitter, Instagram (can be spread to be published on different days)	Tell how the campaign is going, a brief interview with the project manager in the social media. Add an appeal for donations and link it to the campaign crowdfunding page.
Thursday 5 July	Communication about the crowdfunding	Targeted Facebook ad to the residents of the area (weeks 27-29)	Tell about the campaign + what will be the environmental impacts if the project is crowdfunded. Encourage to save the Baltic Sea i.e. donate.
Week 29			
Wednesday 5 July	Why voluntary action is important – your help makes a difference	Writing a blog, sharing it in Facebook, LinkedIn and Twitter	In the blog, focus on the importance of crowdfunding and voluntary actions, both on a project level and by giving the big picture, "We couldn't do this without you". Invitation to to save the Baltic Sea i.e. donate.
Week 31			
Thursday 2 August	News from the project, a link to the donation page	Newsletter	Tell how the campaign is going, a short message from the project manager. Include a request to donate and a link to project's crowdfunding page.

Week 33			
Monday 13 August	Why I donated – a mini interview with a donor	Facebook, Twitter, Instagram (communication can be spread on different days)	A quote from a donor - why the project is important, why s/he made a donation. Invitation to save the Baltic Sea i.e. to donate.
Week 34			
Friday 24 August	We are on the final straight, and the finishing line is in sight! One week left to reach the target	Facebook, Twitter, Instagram	Communicate how much is needed to reach the goal, and that there is only one week left to donate! Ask them to help via donating or sharing. Tell about the environmental benefits if the target is met and the project is implemented.
Week 35			
Friday 31 August	Campaign ends. Thank the donors	Webpage (news), Facebook, Twitter, Instagram (story), LinkedIn	If the target was met, explain what will be done with the collected funds & when. Thank the donors.

If you have any questions, please contact us

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