



CROWDFUNDING CHECKLIST

Check to see if you have all your crowdfunding bases covered!

1) Logistics

- What is your story?
- Campaign Goals
- How will you pitch your campaign to possible donors?

2) Resources

- Assemble team
- Determine campaign dates
- Budget

3) Create content and build your outreach strategy

- Collect Content
- Develop a content calendar
- Create your Video
- Build your campaign page

4) Test your impact

5) Who is your audience?

- Scope audience
- Advocate Support
- Get Media Attention

6) Gain Momentum

- Secure Pledges

7) Launch Your Campaign!

- Launch Campaign
- Follow Content Calendar
- Thank yous

8) Finishing Campaign

- Campaign results
- Feedback to Service Year

If you have any questions about crowdfunding, please reach out to our support team at support-cf@serviceyear.org.



A Better You.
A Greater Us.

serviceyear.org/crowdfunding