

Crowdfunding Alberta News

Edition 6: March, 2023

7 Parts of an Effective Campaign Story

1. **Create a powerful opening line.** Grab your audience's attention with one agreeable sentence.
2. **Identify the problem.** Use this as the opportunity to connect with your donors on a deeper level. Tell a story that makes the problem resonate emotionally with donors.
3. **Identify the solution.** Explain the specific goal for your program or organization. Set individual and achievable goals for individual campaigns to ensure you are celebrating and communicating success often.
4. **Identify the gap between the problem and the solution.** Don't dwell on a need for funding but on the activities, interventions or items that will be provided to help you address the problem and achieve your goal.
5. **Make supporters the hero utilizing "units of impact."** Give your donors multiple levels of giving and a clear example of how that gift size makes a difference.

- \$10 pays for a microchip
- \$20 provides dewormer for one animal
- \$100 covers the cost of a vaccination
- \$200 helps ensure the spay/neuter of a cat
- \$400 helps ensure the spay/neuter of a dog

Example of Units of Impact. Source: *Bandaged Paws Animal Rescue Association, Crowdfunding Alberta*

6. **Quid pro quo.** What will donors get from your organization in return for their gift? A material item? Regular progress updates? A signed thank you letter? Recognition in your annual report?
7. **Call to action.** Remind them to give.



[Watch this video](#) to learn how to put it all together.

New: Crowdfunding Campaign Lab

This June, the Crowdfunding Alberta team is launching a series of crowdfunding campaign labs to help organizations improve their skill and success with crowdfunding. Throughout the lab, organizations will receive hands-on training and coaching as they develop their own crowdfunding campaign, curated resources to reference for ongoing guidance, demonstrations to help find and optimize the platforms marketing tools, and customized feedback from a panel of fundraising experts to ensure their campaign is market-ready when it goes live.

Keep an eye on the [Community Development Unit's Eventbrite page](#) to register.

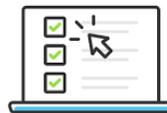


Important Date

Eligibility for match funding resets on April 1, 2023.

The Government of Alberta may provide match funding for one campaign per organization per fiscal year. The Government's next fiscal year begins on April 1. All campaigns submitted in the new fiscal will once again be considered for match funding of up to \$15,000.

Visit the [Crowdfunding Alberta webpage](#) to learn more about eligibility.



Help Us Improve

As we wrap up the 2022-23 year of Crowdfunding Alberta we'd like to hear from those who have tried the program and those who are considering it. Your feedback can help us improve the program and better support Alberta's non-profit and charitable sector.

Click [here](#) to complete the [survey for existing users](#).

Click [here](#) to complete the [survey for potential users](#).

Register your non-profit campaign with Crowdfunding Alberta at: <https://www.alberta.ca/creative-partnerships-crowdfunding-alberta-platform.aspx>

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