

Crowdfunding Content



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Crowdfunding with ProPRcopy

What gives someone the confidence to back a crowdfunding project? An interesting and intriguing video is a good start. Having great rewards and incentives is an enticing follow-up, but the true appeal of any crowdfunding project comes from the content—the story you lay out in words. This is where questions are answered, connections are made and, ultimately, support is gained.

ProPRcopy provides innovators with exceptional content for their crowdfunding projects. We bring your campaign to life in words to appeal to backers not only conceptually, but also on a personal level.

Great content goes beyond your project, too! From quotable facts that bloggers will use when covering your story, to campaign-friendly copy that echoes your advertising and PR efforts, to strong messaging that reinforces your final product or cause, ProPRcopy brings your ambitions to light.

Projects we know

ProPRcopy does more than just write the facts—we get to know your project right down to its core to explain just how unique and amazing it is to the people to whom you're pitching.

Thanks to our extensive experience with projects from a wide variety of niches and categories, we're adept at finding the right tone, showcasing the right benefits and sending the right message. Some of the broader categories in which we have experience include:

- Art and creative
- Books and publishing
- Digital design
- Entrepreneurship
- Fashion
- Film and video
- Food and cuisine
- Games
- Journalism
- Music and recording
- Performing arts
- Photography
- Social causes
- Technology
- Travel

From the simple deck of playing cards you've designed for a limited run to the comprehensive mobile app you've built from the ground up, ProPRcopy can help you bring your project to the masses.

Platforms we Know

 KICKSTARTER

 indiegogo

 gofundme™

 patreon

Writing for a Successful Project

Each crowdfunding platform has its own unique profile layout. Depending on where you're pitching, what you've got to say and who you're appealing to, your project could take on any number of unique formats. Regardless of the "who, what, where, when, why and how," every project needs to include a few key sections—which your potential backers will absolutely be seeking:

The story and pitch: This is the heart and soul of your project. Tell your story, make your appeal and tell everyone why your project deserves to be funded.

Rewards and incentives: Platforms like Kickstarter and Indiegogo offer backers a little extra incentive to support your project. Make your rewards appealing and watch the funding roll in!

Risks and challenges: Being cognizant of your risks and transparent in the challenges you face makes backers feel better about your project, both pre- and post-funding.

FAQs: Your backers have questions—make sure you're answering them! Answers to frequently asked questions go a long way in clearing up any confusion associated with your project.

Successful crowdfunding projects don't stop at just the basics. In fact, what convinces many backers to pledge their support to a campaign are the extra efforts put forth by creators, both on and off the campaign page itself:

Campaign updates: Let your backers know what's going on! Project updates keep everyone in the loop and show your followers you're vested in the success of your project, even after your funding goal is achieved.

Social media posts: Crowdfunding and social media are two peas in a pod. The right social posts can educate backers, funnel more support into your project and help establish a web-wide presence for your campaign.

Press releases: Media attention can catapult a crowdfunding project from unknown to sensational overnight. Send out the signal to journalists around the web to see who's listening and willing to profile your efforts.

Recognition and thanks: The work doesn't stop after your project gets funded. You've got thanks to give and recognition to pay. Whether it's a comprehensive web page, personalized emails or a simple thank you letter, make sure your backers know your appreciation when all is said and done.

With the right pieces in place, your crowdfunding project will be less of a puzzle and more of a complete picture for backers who might be interested in pledging their support. ProPRcopy makes sure everything fits together smoothly, leaving no doubts in the minds of the people who will ultimately help bring your ideas to fruition.

Why Partner with a Content Writer?

It's not always easy to explain to people what makes an idea unique or special. Even more difficult is explaining to potential backers why they should financially support an idea they don't fully understand. On top of all this, trying to sum it all up succinctly within the confines of a crowdfunding website profile can cause even the best-formed concepts to flounder.

Partnering with a ProPRcopy content writer takes the struggle out of finding the right words to propel your project into the hearts and minds of interested readers. More than saying the right things, our content writers add professional appeal to your project and polish it in a way that shows your audience you're ready to succeed in your ambitions.

Curate a presence for your project

Crowdfunding copy goes beyond just the platform on which you're pitching. Every press mention, blog post or social share is a reflection on your idea and frequently, the information that's being spread around the Internet is parroted from your project's profile. Having clear, concise, quotable content means no matter how far from the project your copy goes, it retains its refined message.

Answer backers' questions

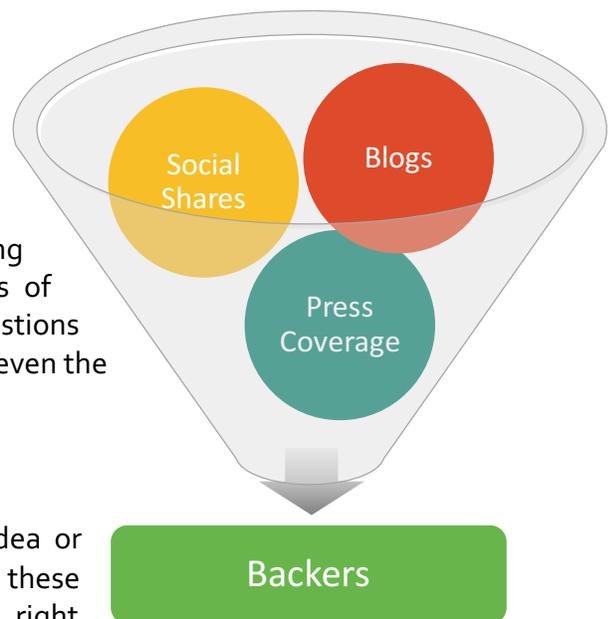
More than just telling a story, your crowdfunding content needs to be a sounding board for backers' questions. If you're not providing answers to potential questions your supporters may have, you're losing funding opportunities. The story and pitch portions of your campaign should inherently answer most questions naturally, however a strong FAQ section can reassure even the most skeptical of readers.

Illustrate the unique selling points

As a project creator, you know what makes your idea or cause unique—but do your backers also understand these defining characteristics? Are you focusing on the right selling points or just pushing the biggest one? Moreover, are you connecting your project's traits to its benefits properly? A skilled content writer will take an objective view of your project, writing with a full understanding of how to communicate key benefits to the people seeking to understand them.

A polished, professional presentation

The more polished your project, the better the chance you have of appealing to backers—plain and simple. If you've got a clear, professional pitch and an authoritative tone, backers will more likely trust you with their investment. There's no substitute for quality!



Tips for a Successful Campaign

Project Tips

- Set a funding goal you're confident you can reach, but not one that will be too quickly met. Lofty goals can doom your project from the start, while shallow goals can stunt your potential for more funding down the line.
- Provide weekly and milestone updates to your backers to keep them engaged. Be sure to reflect on the project, as well as comment on the future, to show you're cognizant of both progress and prospects.
- If possible, proactively market and advertise for your crowdfunding project. The more excitement you can generate and the more recognition your idea has before you launch the campaign, the more confidence your backers will have in your success!

Social Media Tips

- Actively post on social media throughout the duration of your project—this includes announcing milestones, recognizing specific backers and posting calls to action to attract new backers.
- Don't just ask for backers on social media—appeal to your audience! Create shareable content that's inherently interesting to generate grassroots appeal and expand your posts into the abstracts of your project: its purpose, capabilities, benefits, etc.
- Customize links whenever possible to track your social impact. A URL shortener or unique referral links can shed light on where your backers are coming from, allowing you to refine your content or message and concentrate your efforts.

Public Relations Tips

- Issue press releases at the launch of your project and when it reaches its funding. This will generate initial interest in your campaign and continued exposure as you prove your project's success.
- Reach out to industry bloggers who may take an interest in your project. Before you launch and as you hit your funding goal are two ideal times to seek out coverage, as many bloggers will jump at the chance to profile your project at these key moments.
- Put together a media kit for your campaign. A basic media kit includes your logo, tagline, a synopsis of your campaign's goals, a breakdown of its unique benefits, any important facts and a few canned quotes.

Contact ProPRcopy

Ready to kick your crowdfunding project into high gear with strategic, professionally written content? ProPRcopy is here to help. Get in touch with one of our experienced editors today:

(800) 746-3121

info@proprcopy.com

We're happy to consult with you about your project and provide a no- obligation quote for professional content writing services. Contact us today with any questions you might have!