

1. IDENTIFY THE SIZE OF YOUR NETWORK

The first step to rallying a crowd for your crowdfunding campaign is to start with your own network. Use a spreadsheet to create a list of everyone you know: family, friends, colleagues from work or civic groups. Enter the name of everyone you are connected with.

2. IDENTIFY THE SIZE OF YOUR TEAM'S NETWORK

You will also ask your team to provide their contact network and engage their personal contacts. They will know additional community members that will want to show support for your project.

3. ELIMINATE DUPLICATION IN NETWORK

There is probably supplication between the list of of your team members and your personal network. Make an estimate of what the contacts that are common between your lists.

4. ESTIMATE THE NUMBER OF DONORS IN YOUR CROWD

Not all contacts are equal. Actual conversion rates are around 4% for social media contacts, and about 50% for personal asks to friends and family. The 6% multiplier shown here will give you reasonable estimate; however, you can get a more precise estimate by knowing the source of all contacts and multiplying accordingly.

5. ANTICIPATE AVERAGE CONTRIBUTIONS

*Average contributions for rewards-based crowdfunding campaigns range from about \$50 to \$100. Consider the amount and price of the rewards you are offering to determine what you can expect. We have inserted \$50 as a good place to start.

Now you have a good idea of what you can raise based on the current size of your network.

Not enough? You can set stretch goals—or create strategies to increase the size of your network, or both.

ADD

1. _____

2. _____

3. _____

YOUR NETWORK SIZE

ADD

1. _____

2. _____

3. _____

4. _____

5. _____

TOTAL TEAM NETWORK SIZE

MULTIPLY

BY .75

TOTAL ADJUSTED NETWORK SIZE

MULTIPLY

BY .06

ESTIMATED # OF CONTRIBUTORS

MULTIPLY

BY \$50*



YOUR REALISTIC FUNDING GOAL