THE “WE KAN SUPPORT” TEAM

Put a strong team together that has the endurance to stay with the online campaign until the end date and you’ll have an excellent chance at a successful project. We recommend these team members:

- Overall coordinator
- Marketing team: Social media captain, traditional promotions chair, community networker, alumni liaison
- If you are recruiting volunteers in your “We Kan Support” campaign, you’ll need a Volunteer recruitment leader

CHOOSE AN OVERALL COORDINATOR

- Connect the ongoing community project with the “We Kan Support” project
- Main contact with the “We Kan Support” administrative group
- Work closely with your marketing team
- Should be a frequent e-mail and Facebook user
- Should have a working relationship with the community network

DIVIDE THESE TASKS AMONG THE MARKETING TEAM

- Craft compelling story angles about your community project, about the need of the project and what it will do for the community. Nothing gets the attention of donors better than a good story.
- Create a build-up before you start so that when you launch you make a big splash at the beginning.
- Plan a launch event.
- Don’t make the same funding request every day. Find different angles for different audiences.
- Thank people personally and publicly.
- Have a local event to promote use of the online campaign.
- Post on Facebook and Twitter.
- Communicate with the donors.
- Post updates on the project page.
- Work with the community to continually add to your alumni e-mail list. ALUMNI CONNECTIONS ARE KEY.
- Engage the community to participate in promoting the site.
- Do radio PSAs.
- Create promotional and educational events around your “We Kan Support” project.
o Find your fans. Who are the people most likely to want to support your project?

o Create a blog, a FB page, a web site, look into FB ads, whatever you need to do.

o Don’t just settle for local places to put your news release. Research for connections to your topic, your community, the niche.

o Find those who can help spread the word.

o Though we don’t require rewards to your donors, what can you offer them.

o Make a constant push to find compelling story angles to send to various target audiences.

o People aren’t giving to a project as much as wanting to share in a passion and share in how they can help strengthen a community. Get comments from community members.

o Create posters, table tents, business cards, and a progress thermometer.

o Updates. Put community project and “We Kan Support” updates on the site.

**VOLUNTEER RECRUITMENT**

If you are recruiting volunteers for your community project on the “We Kan Support” site, then you’ll need somebody to not only figure out the skills needed, estimated hours, and dates, but you’ll need someone to coordinate and supervise the volunteers during the project.

To see what the recruitment page looks like, see this example: demo.kanstarter.com/projects/support/100/. Then click on “Help Needed.”