
Crowdfunding Alberta

Campaign story template

Overview

Crowdfunding Alberta provides a streamlined and 100% online application process. This resource provides step-by-step guidance to help your organization launch its campaign quickly to begin building connections with donors on the causes that matter to them. For further guidance, [watch this video](#).

1. **Create a powerful opening line.** Grab your audience's attention with one agreeable sentence.

Click or tap here to enter text.

2. **Identify the problem.** Connect with your donors on a deeper level. Tell a story that makes the problem resonate emotionally with donors.

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3. **Identify the solution.** Explain the specific goal for your program or organization. Set individual and achievable goals for your campaign to ensure you are celebrating and communicating success often.

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4. **Identify the gap between the problem and the solution.** Don't dwell on a need for funding, but on the activities, treatments, or items needed to address the problem and achieve your goal.

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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. For example, how much of your solution does \$20 buy? What about \$50?

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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?

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7. **Call to action.** Remind them to give and share their support of your campaign on their own social media channels.

Click or tap here to enter text.