

Marketing Yourself to Fund Your Projects

Mia Fill

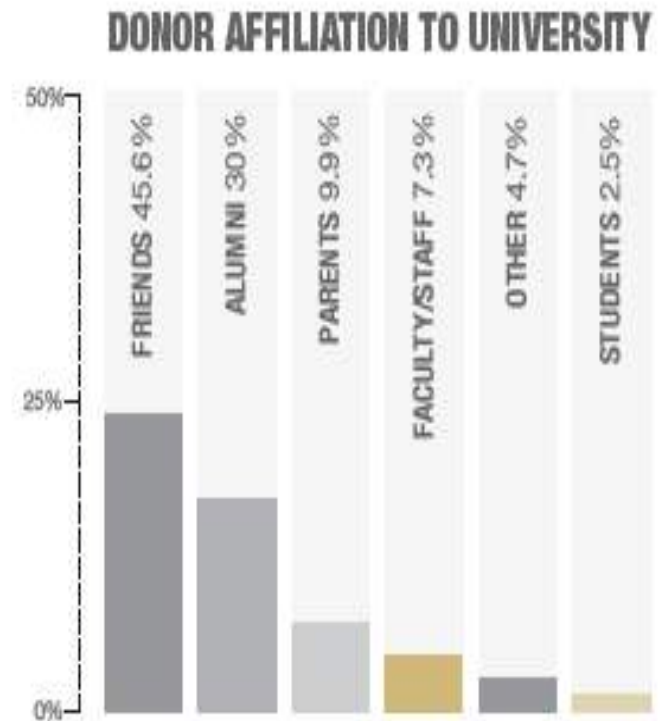
CU-Boulder Crowdfunding Program Coordinator



*“Business has
only two functions
– marketing and
innovation.”
- Milan Kundera*

How are projects typically funded?

- Then: funded by student tuition and private philanthropists.
- Now: In the US, most project funding comes from government grants.
- Project funding is tight! Seek alternate sources, or give up?
- Bring private philanthropists, stakeholders, and industry sectors back into the picture = crowdfunding



What is crowdfunding?

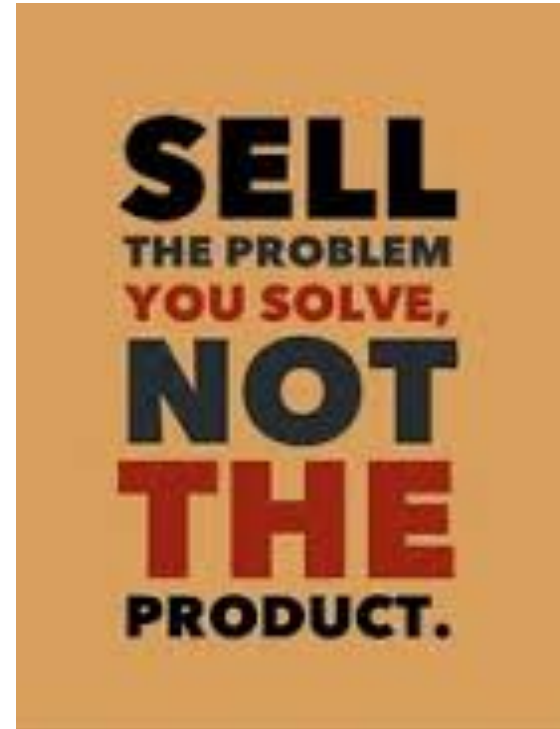
- \$\$ - Traditional funding vs. crowdfunding
- Lots of crowdfunding “types” – which should you do?
- Harness your community



You Need This to market your project [in a crowdfunding campaign]

1. A strong story

- Who are you?
- What is your project/idea?
- Why are you passionate about your project/idea?
- How will you impact your community/society?
- Who will benefit?
- What is your goal?



[The Obesity Bicycle Solution](#)

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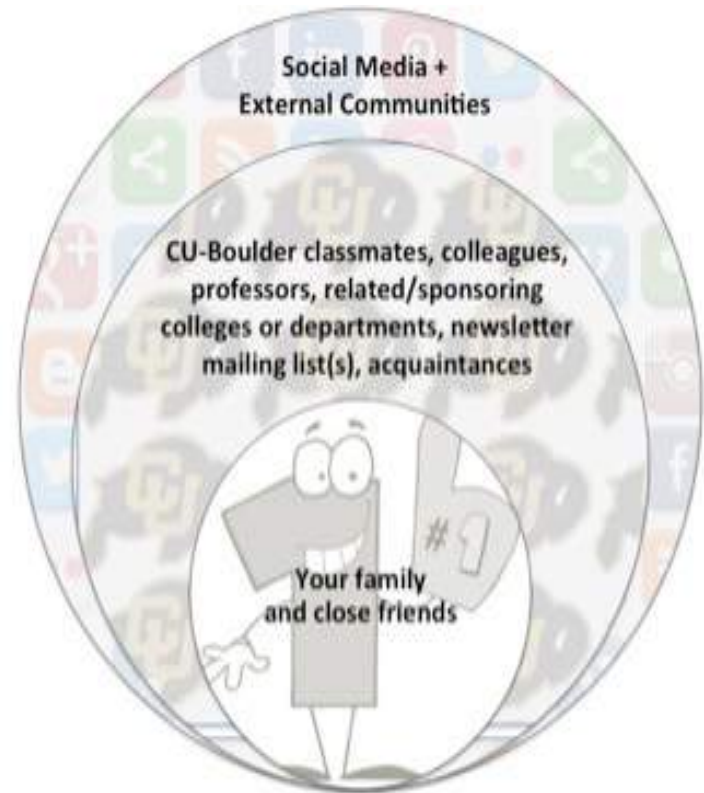
2. Strategic Marketing

- Identify your audience
- Plan your messaging
- Utilize all platforms
- Everyone share!

Every Share Can Raise \$37



2.3K SHARES



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3. Make the “ask”

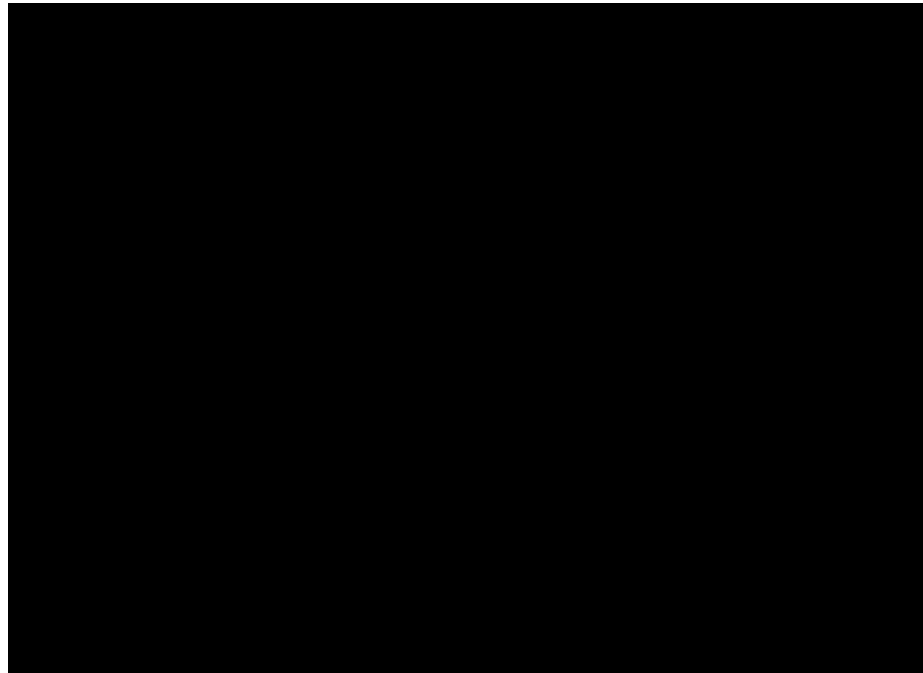
- Be fearless
- Start with personal networks
- Consistency is key
- Create engagement to build results
- 30% funding provides credibility for broad outreach



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4. Dynamic content: Don't send the same video for 4 weeks

Week 1: Campaign Video



Week 2: Progress Update/
[Video](#)

Week 3: “Sneak Peek”/
Roll out

Week 4: Invitation to event/
“last week to give”

See campaign video in May at: <https://www.colorado.edu/crowdfunding/MammalCabinets>

A colorful illustration showing five stylized human figures at the bottom, each with a cloud above them containing various icons representing different business functions like communication, technology, and logistics. The figures are colored pink, blue, orange, yellow, and green. The clouds are also colored and contain icons such as a globe, laptop, star, shopping cart, envelope, and various communication symbols.

- 1. Develop a compelling narrative**
- 2. Plan your strategic messaging**
- 3. It's OK to ask for support**
- 4. Be creative!**

Thank You

www.colorado.edu/crowdfunding



Feel free to contact me with any questions:

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