

Campaign Creation Checklist

- Create account (Name, email, password)

After creating your account, you will be given an opportunity to build your Public Profile. Your Public Profile will help you build credibility with potential donors who don't already know you.

Create public profile

- Image
- Display Name (how you want others on freedomfy to see your name)
- Brief Bio

Now you're ready to begin building your freedomfy campaign. Items you'll want to have ready as you build your campaign include:

- Campaign Title (make it personal)
- Funding Goal – how much money are you trying to raise (be specific, itemize the costs and show why you need the amount you are asking for. Be sure to account for freedomfy's 6% fee and shipping costs for tangible products)
- Timeline – number of days or specific date when your campaign ends. (Campaigns of 30 to 40 days works best)
- Campaign Type – all-or-nothing vs. flexible (choose 'flexible' if you want to receive your donations even if you don't reach your goal; choose 'all-or-nothing' if you only want us to charge your donors if you reach your goal, typically if you are producing a tangible item like a book)
- Image – upload an image that you want to serve as the 'face' of your freedomfy campaign
- (optional) Video – include a link to a video hosted on YouTube or Vimeo. (Tell a story and create emotion with your video. Try to limit the length of your video to under three minutes.)
- Short Description – 90 characters or less describing your campaign in a bit more detail than your Campaign Title. (Think of this as a book subtitle.)
- Long Description – it should include a well-written pitch that tells a story and explains why your campaign is important, details about you and your organization, the history of your idea, a detailed budget, links to websites, endorsements, and information on your non-profit status if applicable. The long description should also have your plan for how the money will be spent.
- (optional) Frequently Asked Questions (FAQ) – we recommend adding 2-4 questions that you think potential donors would be most likely to ask; try to cover items not discussed elsewhere in your campaign.
- Funding Style – decide whether you want to ask for donations only or offer reward levels such as t-shirts and bumper stickers.
- Line up friends, family, and your network to donate to and promote your campaign
- Submit for review - this typically takes 24 hours or less to approve your campaign and make it live.