Campagna Crowdfunding

PROJECT CREATOR'S HANDBOOK

How to get the most out of Campagna Crowdfunding

The platform step by step, and the good practices that make your campaign work. You have the idea. Campagna Crowdfunding takes care of the rest.

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What you'll find inside

This handbook is for anyone who has a project and wants to raise the funds to make it happen. The first part explains the platform, section by section. The second part collects the good practices that make the difference between a campaign that takes off and one that stands still.

1 Before you start: what you're about to do

2 The path: from idea to live campaign

3 The Studio, section by section

4 Money: goal, costs, payouts

5 Good practices: before, during and after the campaign

6 The most common mistakes

7 The pre-launch checklist

IN ONE SENTENCE

Campagna Crowdfunding prepares the audience analysis, the texts, the images, the rewards, the posts and the emails. You read them, correct them, approve them and share them with the people who know you. The campaign carries your face, not ours: the part nobody can do for you is talking to the people who can support you.

> *“Crowdfunding is where economics meets communication.”*
>
> Alessandro Brunello, founder of Campagna Crowdfunding

1 Before you start: what you're about to do

What crowdfunding is

It's a way of funding a project by asking a little from many people instead of a lot from a few. The people who back you don't buy a share of your business and don't lend you money: they choose to make something exist that doesn't exist yet, and they do it before it exists.

What kind of crowdfunding happens here

REWARD BASED

In return for their support you offer a reward: an object, an experience, a copy of the finished work, a public thank-you. You don't offer shares, you don't offer interest, you don't pay the money back. You offer what you promised, and you have to deliver it.

TAKE IT ALL

You keep what you raise even if you don't reach the goal. If you set €20,000 and raise €7,000, that €7,000 is yours. But so are the rewards you promised to the people who gave it to you.

Is this the right model for you?

It's the right model if part of the money lets you do part of the project. It's the wrong model if half the money lets you do nothing: the rewards still have to be delivered. Choose your goal with this in mind, and read chapter 4 before you set it.

How long it lasts

From 30 to 365 days, you decide. A long campaign is not a slow campaign: it's a campaign you can organise in waves, with time to reach different audiences one after another. Chapter 5 shows how to use the duration without losing momentum.

What the platform does and what's left to you

Campagna Crowdfunding does it	You do it
Analyses the project and describes your audience: positioning, story angle, who you're talking to, what holds them back.	You describe the project in a few lines, in your own words.
Writes the first draft of everything: story, rewards, FAQ. Creates the images and the cover.	You read, correct, remove what isn't true, add what's missing. You have the last word.
Prepares the social media posts and publishes them on the platform's pages. Gives you Piccione for emails to your contacts.	You share the posts on your profiles, write to your contacts, ask in person.
Collects payments for you, asks backers for their addresses, gives you the list when the campaign closes.	You deliver the rewards and say thank you.

WHAT WE ARE NOT

We don't raise investments and we don't offer returns: whoever backs a campaign makes a donation or receives a reward, not a financial return. We are not authorised or supervised by the Bank of Italy or Consob, and European Regulation 1503/2020 does not apply to this service. There is content we don't accept: the people who read campaigns before publication really do reject them.

2 The path: from idea to live campaign

Seven steps. The first two cost nothing and already tell you whether the project has an audience.

1. **Create your account and confirm your email**
   You'll receive an email with a confirmation link: without it the campaign can't go online. Check your spam folder too.

2. **Create the campaign: category, country, language**
   Choose what the project is about, which country you live in and which language you want the campaign in (Italian or English). The language decides which language the texts are written in: choose the language of the audience you want to reach, not your own.

3. **Write the title and the sentence that introduces the project**
   Two lines: who you are, what you do and for whom. As soon as you save the sentence, the analysis of your audience starts, and you'll find it in “Your audience” in less than a minute. The analysis is free: read it carefully, because it tells you how you're positioned, what your story angle is, who you're talking to and what stops people from backing you. You also get a few free AI improvements on the title and the sentence.

4. **Unlock the campaign: €59, one time only**
   From here on the platform writes and improves all the texts, creates the images and the rewards, and prepares the typical backer profiles, the social media posts and the emails. It takes up to 10 minutes: you can close the page and come back later, it updates by itself. If you delete the campaign before publication, or if we don't approve it, the €59 stays valid for your next one.

5. **Work in the Studio**
   The Studio is your workshop: the basics, cover and video, story, rewards, FAQ, audience, social, email. Every panel can be edited, before publication and after. Chapter 3 explains it section by section.

6. **Complete your profile and connect your account**
   In your profile you say who you are: name, website, country, and whether you're running the campaign as a private individual or as a professional or organisation. The account is your Stripe account, where the money arrives: you open it from the platform, at no cost, with an ID document and your bank details. The list “Before it can go online” shows you exactly what's left to do.

7. **Send it for review and go online**
   A person reads the campaign before it goes online. It's not a rubber stamp: they check that what you promise is clear and lawful. While it's in the queue the texts are frozen. If something needs fixing we'll write to you: you fix it and send it again, with no penalties and no new payments. Once approved, the page becomes public, every reward gets its own link and the campaign's short link goes live.

OUR ADVICE

Don't send the campaign for review on the day you want to launch. Send it a few days earlier: that way, when the approval arrives, you launch on the day and at the time you chose, with your contacts already told.

3 The Studio, section by section

The Studio menu follows the order in which it's best to work. Here you'll find, for each section, what it does and how to get the most out of it.

The basics: title, sentence, goal, duration, categories

The title and the sentence are the first two things visitors read, and they also appear when the campaign is shared. The title says what the project is; the sentence (at least 5 words) says who you are, what you do and for whom. An example from the platform: “Slow bowls for older dogs” and “Handmade ceramic bowls that help older dogs eat calmly”.

Goal and duration can be changed until the campaign is published. After launch they can't be touched: they're a promise made to your backers. Title, sentence and categories can still be edited afterwards. Choose at least one category: it's how people find you when browsing campaigns.

Cover, photos and videos

The cover is the first image visitors see on the campaign, and it's the one that appears when you share the link. You can upload your own photo or have the AI create one from a description of what you want. A real photo of the project, or of you at work, almost always beats a generated image: use the AI when you have nothing good.

The header video goes at the top of the page, with the cover as its preview, and only opens when the visitor chooses to play it. You use your own video already on YouTube or Vimeo: paste the link to the video, not to the channel. For each section of the story you can add up to 3 photos or videos, which appear below the text in the order you choose.

The story

These are the sections backers read, in the order you see them: the story, the problem, the solution, who's behind it, how you'll use the funds. You can write them, have the AI improve them with “Improve with AI”, add your own sections (for example “The workshop”) and move them up and down. An empty section doesn't appear on the public page.

Every AI suggestion stays a suggestion until you use it and save. The most important rule is also written in the Studio: always check that it says true things. The AI doesn't know your project better than you do. If it makes up a detail, a number, a date, remove it.

Rewards

Every reward is a promise: price, quantity, type (digital or physical), delivery, and an image that really shows what the backer will receive. “Suggest some rewards” proposes a few based on the project and the audience: use them as a starting point, then add your own.

Once a reward has been chosen by someone it's locked: you can only increase the quantity available. That's why it pays to decide carefully before launch. Physical rewards ask the backer for their address right after payment: you'll find it in the backer list when the campaign closes. Anyone who wants to can also give support without a reward.

FAQ

The questions people ask themselves before paying: when will it arrive, how will it be shipped, what happens if you don't reach the goal, who are you. “Suggest some FAQ” proposes a few; add the ones you need, correct them, put them in order. The FAQ can also be updated while the campaign is live: every question you receive by email or on social media is an FAQ to add.

Your audience

This is the section only you can see: the analysis (how you're positioned, the story angle, who you're talking to, what holds them back) and your typical backers, imaginary people built from the analysis. In marketing they're called *personas*. The campaign texts are written for them. Use this section as a compass: when you decide on a reward or a post, ask yourself which of these people it speaks to and which doubt it removes.

Social

This is where the campaign reaches social media. The platform prepares the posts from the project's texts and photos; you read them, correct them and approve them. They're published on Campagna Crowdfunding's Facebook and Instagram pages, and each time one goes out you receive the link by email to share on your own profiles. Stories go out on Instagram as a vertical image with a caption.

- **Turn on publishing** with “Publish this campaign's posts” and save, otherwise nothing goes out.
- **Frequency:** from 0 to 3 posts and from 0 to 3 stories a week. From Thursday we prepare the following week and write to you when it's ready; you can also add your own posts and stories.
- **The campaign hashtag:** a single word, no spaces, up to 24 characters. It appears in every post together with #campagnacrowdfunding.
- **Your Instagram profile and your Facebook Page ID** (optional): if you enter them, after our check the posts mention you and you get a notification. Only a Page can be tagged, not a personal profile.
- **The first post, the launch announcement,** is prepared before you go online: it's the one you'll share on day one.

The weekly posts start once the campaign is online and stop when it closes. Chapter 5 shows how to use them: the platform's post is the opportunity, while sharing it from your own profile with a few words of your own is what brings in the support.

Email

This is where you write to your contacts with Piccione, Campagna Crowdfunding's email service, opened with the same account: no extra sign-up. It switches on when you unlock the campaign and is included for the whole duration of the campaign and for 5 days afterwards, up to 200 emails a day and 2,000 a month.

Just one rule, and it's also the law: write only to your real contacts, people who know you and expect to hear from you. No bought lists, no addresses collected here and there. Emails reach people that posts don't, and they're the tool that brings in the most support per contact reached: treat them as your main channel, not as an extra.

Backers

The list of the people who backed you, with the reward chosen and the amount; only you can see it, and you can export it as CSV. For rewards to be shipped you can see whether the backer has already entered their address; addresses appear when the campaign closes and are deleted 12 months after delivery. If a payment is refunded, you'll see it marked: there's nothing to ship.

Launch and review

The list “Before it can go online” tells you what's left to do: email confirmed, campaign unlocked, basics complete, rewards complete (description, type, delivery), profile, account. When everything is there, you send it for review from the bottom of the menu. Any moderation notes are visible only to you and to the people who check campaigns.

While the campaign is live you keep working on the FAQ, on the rewards nobody has chosen yet and on the backer list. Once the campaign closes, the backer list and the shipping addresses remain.

Short link, sharing, embedding

Every campaign has a **short link** that is fixed on approval and works from the moment it goes online: use it everywhere, in emails, in your social media bio, on flyers. From the public page you can share on Facebook, X and Instagram (there the link is copied and pasted into your bio or stories). Every **reward** has its own link: send it to the right people, for example the link to the “businesses” reward to your work contacts.

With **Embed** you put the campaign box inside another website (yours, a partner's, a blog): cover, title, amount raised and the button to back it, 320 by 480 pixels. The numbers update by themselves. You can also embed the presentation video.

4 Money: goal, costs, payouts

What it costs

Item	How much	Notes
Activation	€59 one time only, per campaign	It's not a subscription. It includes all services: analysis, texts, images, rewards, public page, payments, review, Picchio for social media and Piccione for email. If you delete the campaign before publication or it isn't approved, it stays valid for your next one.
Commission	12% of what you raise	Including support without a reward. No monthly fees, no hidden percentages.
Card fees	Stripe's	They aren't ours. Stripe collects payments on your behalf; the fees depend on where you live and on the card your backers use. They come on top of the 12%.

How the money arrives

Payments go straight to your Stripe account as they come in, even if you don't reach the goal. Stripe transfers them to your bank account on its own schedule. If you haven't completed your bank details yet, the money stays in your Stripe balance and, if you wait too long, Stripe may also suspend payments: complete everything before launch.

How to choose the goal

In take it all, the goal is not a threshold you must pass to get paid: it's a message. It tells readers how big the project is and how close you are to making it. Three rules:

1. **Start from the real costs.** What it takes to do the project, plus the cost of the rewards (production, shipping, packaging), plus the 12%, plus the card fees. If the goal covers only the project and not the rewards, every pledge costs you money.
2. **Ask yourself what you'd do with half.** If half the amount lets you do part of the project, the model works. If half lets you do nothing, lower the goal to what really unlocks the first stage.
3. **A reachable goal raises more.** People are happy to back a campaign they can see heading for the finish line. Better to beat a cautious goal than to stall at 20% of an ambitious one: you can always explain in the story what you'll do if more funds arrive.

EXAMPLE

An illustrated book: printing 300 copies €2,400, shipping €600, packaging €100. Total €3,100. With the 12% and about 2% in card fees you need to raise about €3,600. A sensible goal: €3,600, not €2,400. With €1,800 you print 150 copies and deliver all the rewards: the project exists anyway.

Rewards have a cost: build it into the price

For every physical reward, work out production, shipping and packaging and keep a margin. A €25 reward that costs you €22 between the item and shipping doesn't fund the project. Always state in the description whether shipping is included and to which countries.

Invoices and taxes

What you raise is your income: as a private individual, a professional or an organisation you have different obligations (receipts, invoices, VAT on rewards). Talk to your accountant before launch, not after. In your profile you state whether you're running the campaign as a private individual or as a professional or organisation: backers see this before they pay.

5 Good practices: before, during and after

The platform prepares the materials. These pages show how to use them. They come from the experience of hundreds of campaigns followed by Alessandro Brunello, since before platforms existed.

Before: the pre-campaign

> *"The real victory of a crowdfunding campaign begins before the campaign shows itself to the world."*
> Alessandro Brunello

The pre-campaign is your training. If you're well trained, when you walk onto the pitch it can rain, it can be cold, the referee can get it wrong: you still bring home the match. What that means in practice:

1. **List your three circles.**
   The first circle: family, close friends, colleagues, the people who would back you no matter what. The second: acquaintances, clients, former classmates, people who know you by sight. The third: people who don't know you but care about the cause. Write down real names, with email and phone number. A campaign starts from the first circle, grows with the second and reaches the third only if the first two have moved.

2. **Tell people before you launch.**
   Two or three weeks before, tell the people in your first circle what you're about to do and ask whether they can be there on day one. Don't ask for money now: ask for presence. Whoever says yes becomes your day one.

3. **Prepare the basic material.**
   A real photo of you, showing what you do. Photos of the project, the prototype, the place. A short video if you can (see below). The story the platform wrote for you, reread and corrected in your own words.

4. **Have the campaign read by three people who have nothing to do with it.**
   If after two minutes they can't say what you're doing and why it matters, the story isn't ready. Fix the title, the sentence and the first section: they're the only parts everyone reads.

5. **Choose the launch day and time.**
   A day you can devote entirely to the campaign, phone in hand. It usually works best early in the week and during working hours, when people read their email and social media.

The video: short, real, you on camera

You don't need a production. You need people to see your face and hear your voice for one or two minutes: who you are, what you want to do, why now, what you're asking for. Shot on your phone, in a place connected to the project, with natural light and no noise. Upload it to YouTube or Vimeo and paste the link in the Studio. A well-made one-minute video is worth more than five minutes of editing.

Rewards that work

- **Three to five tiers**, not fifteen. Too many choices stop people from choosing.
- **A low entry tier** (€10 or €15) for those who want to take part without committing much: a public thank-you, digital content, their name in the credits.
- **A central tier that is the project itself**: the book, the album, the ticket, the object. It's the one most people will choose. Price it so that it seems fair to readers and leaves you a margin.
- **One or two high tiers** for those who can do more: an experience with you, a limited edition, their name inside the project. A few large pledges are often worth as much as dozens of small ones.
- **A reward for businesses and associations**, with visibility in return: people in your second circle often work in places that can support you this way.
- **Limited quantities where it makes sense**: the first 20 signed copies, the first 10 places. Real scarcity makes people decide; fake scarcity shows.
- **Realistic delivery dates**, with a margin. Delivering early is a joy; delivering late is a problem you have to communicate.

During: the launch and the rhythm

1. **Day one decides the campaign.**
   As soon as you're online, write to your first circle one by one, with a personal message, not a copy and paste. Ask explicitly: “Will you help me by backing it today? Here's the link.” A campaign that shows backers and a rising percentage in the first 48 hours is believed by those who arrive later. A campaign at zero makes people leave.

2. **Ask directly.**
   Most pledges come from a direct request: a message, a phone call, a meeting. Social media posts let people know the campaign exists; people back it when you ask them.

3. **Email before social media.**
   With Piccione, send a sequence: the launch announcement, a mid-campaign letter about what has happened, a reminder before each milestone. Each email with a single call to action and a single link: the campaign's short link, or the link to the right reward for whoever receives it.

4. **The platform's posts are your material, not your voice.**
   When the email with the post link arrives, share it on your profiles adding a couple of lines of your own: why you're doing it, where you're at, who you're thanking. Instagram stories with the campaign link, every day at the key moments.

5. **Thank people publicly, straight away.**
   Every backer who agrees to be named is a post, a story, a line in an email. People who see others backing, back.

6. **Work in waves, not on a flat line.**
   A 60, 90 or 180-day campaign doesn't run on constant attention: it runs on moments. Launch, first milestone (for example 25%), mid-campaign, a live event, project news, the last 72 hours. Before each wave, announce; during it, ask; after it, thank. Between waves, keep social media alive with the platform's posts and work on the next circle.

7 **Get out from behind the screen.**
A presentation in a bar or venue, a fundraising dinner, a stall at a market, a talk at an association. The campaigns that do best are the ones that meet people: in person, people back you with their phone in hand, using the short link or a QR code.

8 **Answer everyone, quickly.**
Every question is a person one step away from paying. Answer, and add the question to the FAQ.

9 **The last 72 hours are worth as much as the first.**
Announce that time is running out, show how much is missing to the goal or the next milestone, ask for one last round of word of mouth. The deadline makes those who put it off decide.

After: delivery and community

- **Thank everyone within a few days**, with an email (Piccione stays active for 5 days after closing) and with a post.
- **Download the backer list and the addresses** from the Backers section, organise shipping and communicate the dates. If there's a delay, say so before people notice.
- **Tell the story of how it gets made.** Photos of the project taking shape, delivery day, the result. Your backers want to see what they helped bring to life, and they'll be the first audience of your next campaign.
- **Keep your contacts.** The backer list is the most valuable result of the campaign, after the project itself: a community that has already said yes once.

6 The most common mistakes

The mistake	What to do instead
Launching and waiting for people to come.	Nobody comes on their own. Day one is made by your contacts, told in advance and called one by one.
Publishing the AI's texts without rereading them.	They're a first draft written for your audience. Reread, remove what isn't true, add your own voice. People who know you can tell when it isn't you.
A goal that covers only the project.	Also count rewards, shipping, commission and card fees. See chapter 4.
Too many rewards, or all the same.	Three to five clear tiers, with a low entry point, a strong centre and one or two high tiers.
Promising deliveries you can't keep.	Dates with a margin. A delay announced in advance is forgiven; silence isn't.
Doing only social media.	Email and direct requests bring in the pledges; social media lets people know you exist. Use all three, in the right order.
Writing to addresses collected here and there.	Only to your real contacts. It's Piccione's rule and it's the law. And it doesn't work anyway.
Treating a long campaign as a slow campaign.	Plan the waves before launch: launch, milestones, events, finale. Between one wave and the next, prepare the next one.
Disappearing after the campaign closes.	Thank, deliver, tell the story. Your next campaign starts here.
Sending the campaign for review on launch day.	Send it a few days earlier, with your Stripe account already complete.

ONE THING TO REMEMBER

The value of a campaign isn't only in the amount raised. It's in validating the idea, in market research done in the field, in the community it creates. Getting the same results with traditional methods would take significant investment. Even a campaign that doesn't reach its goal, if it was done well, leaves you all of this.

7 The pre-launch checklist

On the platform

- [ ] Email confirmed
- [ ] Campaign unlocked
- [ ] Clear title and introductory sentence reread
- [ ] Goal calculated on real costs (chapter 4)
- [ ] Duration decided together with the wave plan
- [ ] At least one category chosen
- [ ] Cover: a real photo or an image that shows the project
- [ ] Header video (YouTube or Vimeo link)
- [ ] Story reread section by section: all true, in your own voice
- [ ] Three to five rewards, with price, quantity, type, delivery, image
- [ ] FAQ: delivery, shipping, what happens if you don't reach the goal, who you are
- [ ] Profile complete: name, website, country, how you're running the campaign
- [ ] Stripe account opened and bank details completed
- [ ] Social: publishing on, frequency chosen, hashtag, launch announcement ready
- [ ] Piccione open, contacts uploaded, first email ready
- [ ] Campaign sent for review a few days in advance

Off the platform

- [ ] List of the three circles with names, emails, phone numbers
- [ ] First circle told two or three weeks in advance
- [ ] At least ten people who said “I'll be there on day one”
- [ ] Launch day and time set, day kept free
- [ ] Personal day-one message ready (to adapt person by person)
- [ ] Wave plan written down: launch, milestones, events, finale
- [ ] A live event in the calendar
- [ ] Photos of you and the project ready for the posts
- [ ] Accountant told about what you're about to receive
- [ ] Costs of rewards and shipping calculated and built into the prices

LAUNCH DAY

- [ ] Share the launch announcement on your profiles
- [ ] Send the first email with Piccione
- [ ] Write one by one to your first circle
- [ ] Thank your first backers publicly
- [ ] Answer every question the same day

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