

# MARKETING TOOLKIT

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## 1. OVERVIEW

To maximise revenue from your Good Crowd panel you need to promote it to your audience. We provide the platform; you provide the audience!

You know your audience better than us so how you communicate to them, but we know what has worked in the past for our partners. This toolkit provides access to some of the tools you can use as well as some examples of messaging text to consider.

For more ideas and help call Tom on 0402077966 or email [support@the-good-crowd.com](mailto:support@the-good-crowd.com).



## 2. HOW TO SET UP RECRUITMENT TRACKING

While we can't advise which recruitment method is best in your case, we can help you measure success through our recruitment tracking solution. We can help you track:

- Conversion rate (Registration hits, Registered panelists & Conversion rate)

- Demographic distribution (Age & Gender), and
- Activity over time (Surveys taken).

To measure the success of a recruitment campaign simply take your Registration Page URL and add **'?recruitment=SOURCE'** to the end as per the below examples. Choose any text you like to describe the channel you are using.

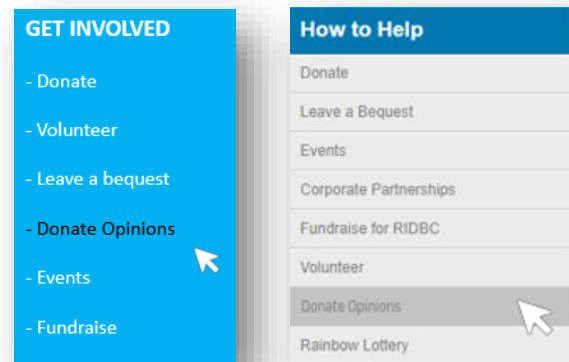
- Facebook  
[www.the-good-crowd.com/partners/YOURPANELNAME?recruitment=FB](http://www.the-good-crowd.com/partners/YOURPANELNAME?recruitment=FB)
- Instagram campaign #1  
[www.the-good-crowd.com/partners/YOURPANELNAME?recruitment=Instagram-1](http://www.the-good-crowd.com/partners/YOURPANELNAME?recruitment=Instagram-1)
- Email to event attendees  
[www.the-good-crowd.com/partners/YOURPANELNAME?recruitment=Email-to-attendees](http://www.the-good-crowd.com/partners/YOURPANELNAME?recruitment=Email-to-attendees)

### 3. THE DONATE OPINIONS BUTTON ON YOUR WEBSITE

Linking the panel to your website is a mandatory part of being a Panel Owner.

Ask your website developer to add text or button to the 'Get Involved' or 'Support Us' page and add a hyperlink to the Panel Registration URL that we have provided you.

We estimate it is a 5-minute task to add a button on most websites and in most cases there no coding knowledge is required.



### 4. SUGGESTED COMMUNICATION CHANNELS

#### Email

Undoubtably the most powerful way to invite supporters to join your panel. Use your messaging or ours to inform supporters of how The Good Crowd platform works and explain how easy it is to raise funds.

*See examples in our Example Email Content section.*

- [Email to active supporters](#)

We understand many organisations already send enough mail and we don't want to cannibalize existing revenue, so this one is up to you. The message should always be however, that this is an additional way of generating revenue.

- [Email to in-active supporters](#)

We all have them! Many are inactive because traditional fundraising campaigns repeat the same ‘ask’ all the time – donate money, ask friends to sponsor, or be at a certain place at a certain time to volunteer. Many in-active supporters want to get involved but don’t have money to spare, feel uncomfortable asking friends to support them, or either don’t have time or unable to physically volunteer. The Good Crowd platform offers a completely new way to raise funds – anytime, anywhere.

- [Email to a partner’s database](#)

What better way to recruit new supporters than to engage people on one of your partner’s databases with a very simple, unobtrusive fundraising opportunity. Remember we drop panel members on your website at the end of a survey activity, a perfect chance to get them to sign-up to a newsletter or ask them to donate in another way. We can even set you up with a co-branded panel (you and your partner) to reinforce the partnership.

### Social Media

- [Social media post](#)

This is where your supporters live! Announce the panel as a fundraising option and remind them over time of the success of the program.

*See examples in our Example Social Media Content section.*

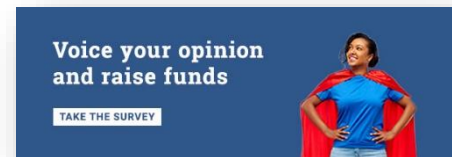
- [Social media advertising](#)

There is no doubt the advertising on social media is effective at bringing in new supporters, especially if you have a completely new fundraising channel available to them.

### Website

- [Banner advertising on your website](#)

You may or may not already be advertising on your website but putting aside some real estate to promote your panel is definitely a good idea.



- [Banner advertising on your partner’s website](#)

It is worth asking the question!

- [News story on your website](#)

Reading about the success of a fundraising campaign will drive more traffic. The story could be about what it is like to be a member, how to become a superhero, or information about where the funds raised to-date have been used. Talk to us about content, we are here to help.

### Email signatures

Another passive way to promote. Consider adding a link to your Panel on every email signature in your organisation for a period and use our recruitment tracking solution to measure success.

### Printed flyers

If you have a high traffic area in your organisation, why not leave some flyers around for people to read. We can help you with content.

## 5. EXAMPLE EMAIL CONTENT

### Email 1

Hi [First Name],

[Cause name] has partnered with The Good Crowd to build an online survey fundraising panel as a new way to raise funds and support [cause description]. As a member of our panel you will receive invitations each month to complete short online market research surveys and we receive revenue for each survey you complete.

#### ***Raise funds from the comfort of home, or on-the-go!***

Surveys are unrelated to [cause name] and come from brands you know and trust as part of legitimate market research. The best part is you can raise funds by simply donating time, participation is voluntary, you will not receive direct marketing as a result of participation, and you can unsubscribe at any time.

[We are looking to raise \$1,000,000 in the next 12 months to build a new animal sanctuary, your participation as a panel member will go a long way to helping us achieve this goal.]

Click here to join the panel and try it out:

[Insert your panel registration page URL]

Kind Regards,  
[Your name]

## 6. EXAMPLE SOCIAL MEDIA CONTENT

### Post 1

We are proud to announce that we have partnered with The Good Crowd to build our own online survey panel. The panel allows you to raise funds directly for us from the comfort of home, any time of the day or night, by simply giving your opinion in carefully selected online market research surveys. Your opinions are valuable!

Find out more at [insert registration page URL].

### Post 2

No cash handy? No worries. Have you considered supporting us by donating your opinion? Our new Survey Fundraising panel allows you to do just that. Our partners The Good Crowd pay us a couple of dollars every time you take a survey as a member of our panel.

Learn more or sign-up at [insert registration page URL].

### Post 3



The Good Crowd

You can now be a superhero! Join our Survey Fundraising panel, answer surveys to improve products and services all around you and generate income for us at the same time. Go on, we all have a little bit of superhero inside us!

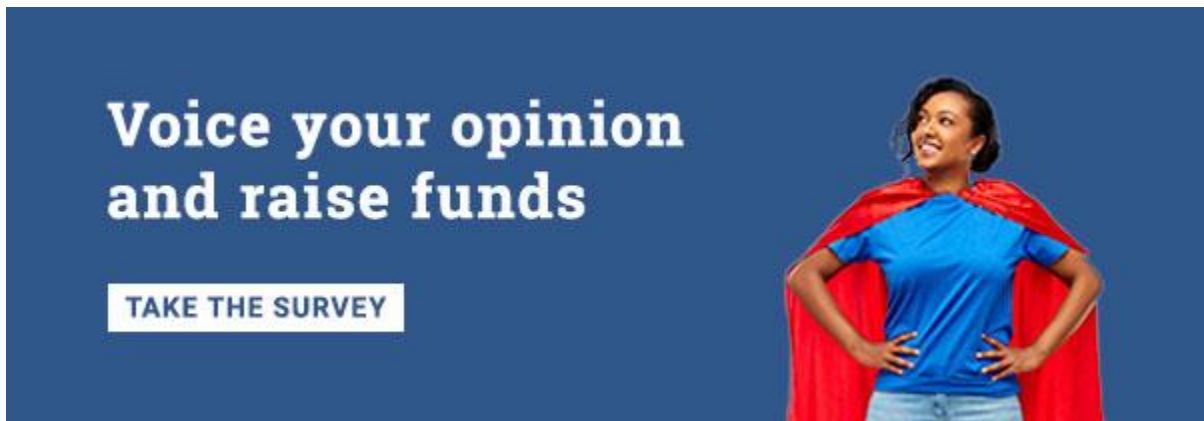
[Insert registration page URL]

## 7. APPROVED GRAPHICS

### Superhero image

Designed as a call to action; become a superhero by helping to shape society all around you (answering market research surveys for brands and organisation we deal with every day) and raising funds at the same time.

We recommend adding a hyperlink to this image linking it directly to your Panel Registration page.



### People image

Designed to show that The Good Crowd platform is inclusive, breaking down physical, cultural and financial barriers to supporting a cause.



The Good Crowd



### Public transport image

Designed to show that supporters can raise funds at any time of the day or night, from the comfort of home or on-the-go. For those of us who commute, what better way to spend 10 minutes than supporting a cause with a spot of fundraising on your mobile device!



### The Good Crowd logo

You are free to use our logo on any form of communication. We have provided you with two size options suitable for online and print media (on white). We can provide others logo versions if you need a different size or plan on using it on a background that is not white.



## 8. HOW TO ACCESS FREE SOCIAL MEDIA EXPOSURE

The Good Crowd has a strategic relationship with One Egg a social media agency with expertise in the not-for-profit sector. One Egg have developed a landing page which explains the different opportunities provided by the social media giants and how to leverage them.

<https://www.oneegg.com.au/blog/digital-marketing-charities-guide/>