

7-Day Sharing Schedule

Contribute.to only works when you share your Card with your network. Here is a 7-day plan to help you get started.

SUNDAY

Update bios on all social media and tick them off on this interactive checklist.

Instagram

Twitter

Facebook

TikTok

LinkedIn

YouTube

Email signature

Your own website

MONDAY

Introduce Contribute.to:
Create an initial post that explains what Contribute.to is!

Some examples:

Casual: @contribute.to helps artists raise money from their networks simply for the love of their art. It's a micro-donation site that allows anyone to give a buck, ten, or \$2,000 to their favorite artists.

Formal: Contribute.to, is a new venture co-founded by Cosmin Ene and Nicola Erni to help emerging creatives make money outside of traditional models. Contribute.to believes that creatives should and can be supported online by more than likes.

Bonus: Add something like "I am raising funds to support [whatever your cause is]. Imagine a world where there are no more struggling artists, only artists supported by their fans. Artists can't survive on likes alone! I really hope you might consider giving me a few dollars. It would mean so much."

Post everywhere you are!!

TUESDAY

Draft posts for days 4-6

Some ideas:

Post 1: Talk about your journey

Post 2: Focus on the joy that your passion gives you

Post 3: Explain how you create. What is your process?

Post 4: Remind everyone – and yourself! – what it is you're focused on doing with the money you raise, and what you are willing to do/give to get there.

Bonus: Remind your friends that you are working really hard, and are dedicated to this passion, but that you need financial support.

Post your first post on every platform and channel that you're active on – and don't forget to always include a link to your Contribute.to card!



WEDNESDAY

Get posting on social media

Post across your social media channels!

Start thinking about WhatsApp, iMessage, and the old fashioned email.

THURSDAY

Contribute.to works beautifully in iMessage on your iPhone, and on WhatsApp

When it comes to messaging, you'll need to craft a text that seems personal, without being too specific. Then you'll want to adjust your text, finding a new angle for the same message, and send it out to lots of different people. This will move the needle. Watch our [Sharing is caring](#) video to find out more!

Need a fun example? Remember Basquicat?

"Hey! As you know I've been working really hard on this new series, about my... cat. Everyday for the next year, I want to paint his portrait in the vein of famous artists. Think PicCATto, Mary CassCATt, BasquiCAT. I'd happily paint your cat too, but I am in fact a full-time mum and teach part time. I'd love to make my passion my 9-5. Throw me a dollar or two?"

FRIDAY

Let's light some other fires

If you've done the sharing on social, and sent personal messages, now is the time to remind your friends and family that you are working toward a goal and that you need their help. Don't be afraid to pick up the phone, or to call. Following up is always a good idea.

Active on email? Add the card to your email signature, either as a link or a clickable image? People will see your card and be encouraged to interact every time you contact them! But also, feel free to send a few emails out to people you don't know so well, but that you think might like a little update on what you've been up to. Think long, lost aunt or uncle, or maybe you have a rich godfather you should write to. Think long and hard... have you really reached out to everyone?

SATURDAY

Got a website?
Have a newsletter?

We talked about this in our first video! Remember that by adding a link to your Card from your homepage and on your contact us page, people can contribute to you anytime. If you have content that people return to time and time again, place it there too. Passive income is a goal for most businesses. Make it one of yours too.

Have a newsletter? We love the idea of Contribute.to being promoted on newsletters. Why not? Take your cause, add a little Q&A about the project and what funds will go to, and Bob's your uncle (hopefully the rich kind). No but seriously, you can craft a Q&A from the posts you did on social. And then link to it and your Contribute.to URL in your newsletter.

