

# The Contribute.to Handbook

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How to get started with your Card and make some money

JUNE 2021

# You've completed your Contribute.to Card

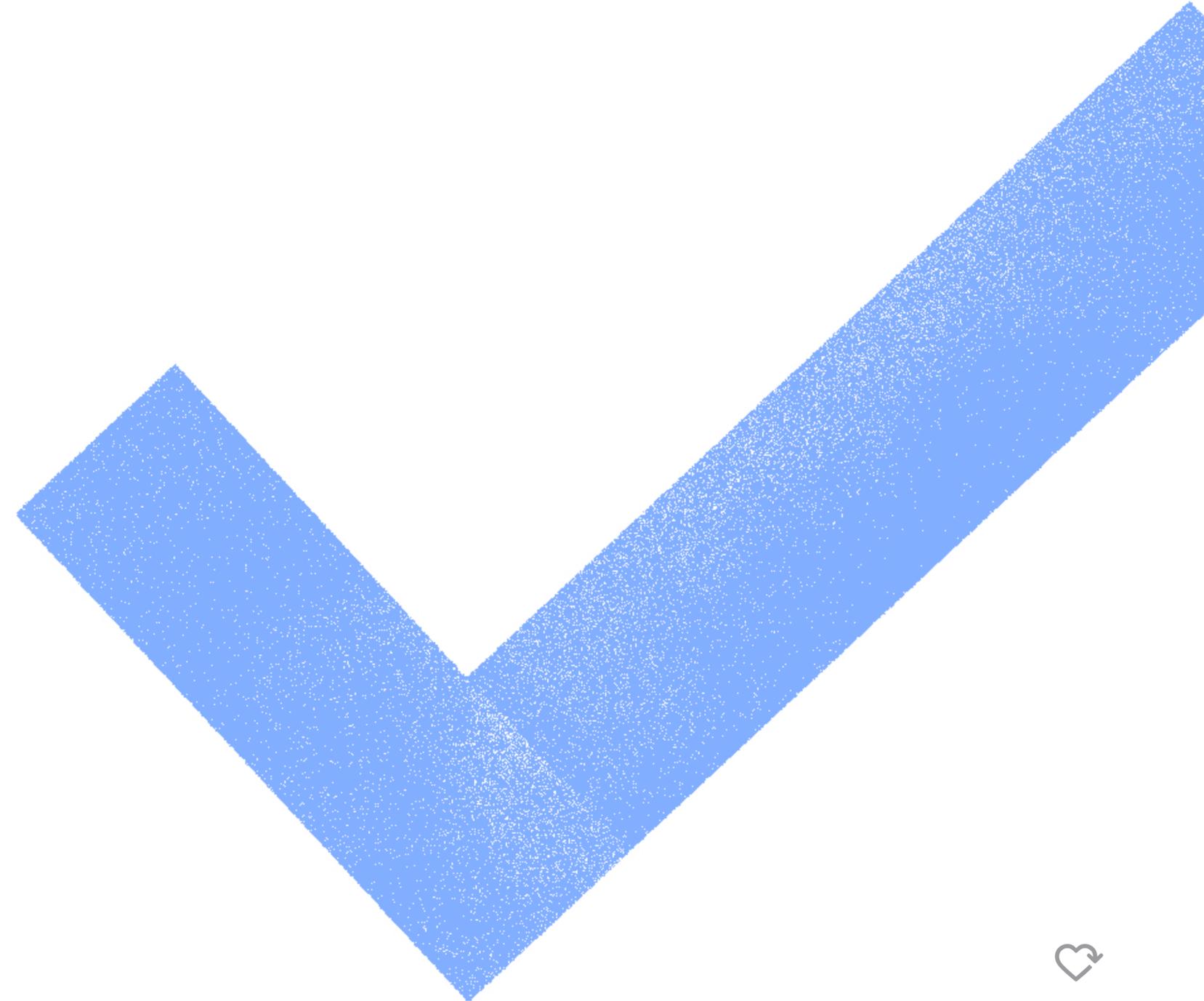
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This is the first big step, so congratulations!  
It's time to take a minute to pat yourself on the back.

It's also time to get your  
Contribute.to Card working for you!

In the following pages, we'd like to share with you the next-steps that we recommend all artists follow. This means you've got our step-by-step expert guidance.

We've found that even just spending 30-60 minutes on these steps each day of a mini, week-long campaign makes a huge difference in generating contributions.





\$2,000

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Artists who follow our guidance are making an average of over \$2,000 with their 7-day campaign! Not bad, huh?!



DAY 0

# Find your Why

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The artists who generate the most contributions have a very distinct reason and purpose. People want to understand what they are putting their money toward.



# Find your Why

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So, you need to find your Why! Why do you need these funds!?

We know coming up with a “Why” is a huge existential question. This is NOT easy. (We have trouble with it ourselves!) If you haven’t already, we highly recommend watching [this TED talk](#).

Next, ask yourself the following:

- What do you do? (Do you make art about kittens? Do you create time based video work? Make sure you have stated it as plainly as possible.)
- What drives you? What do you stand for?
- What are you desperate to do? What makes you happy?
- What will the money you are raising go toward? (For example, “Your contribution goes toward supporting my next album/book/series/exhibition.”)

Remember, people respond and connect with goals, causes and purpose, not with vague asks!



DAY 0

# Find your Why

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## GOOD WHY

“I dream about creating a book about this living museum and will use the money raised by Contribute.to toward that goal, to not only bring a book – and, dream of dreams a musical! – about Palace Costume to life, but to also pay the dancers who are so vital to this project.”

MIMI HADDON

## BAD WHY

~~“I am an artist and the pandemic has hit me hard.”~~



Mimi Haddon

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# Some more great Whys

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We hope these help! Sorry about the silly cat references. We just know it's hard to come up with this stuff and wanted to add a little light!

The character count for the description on your Card has to be under 1000 characters.

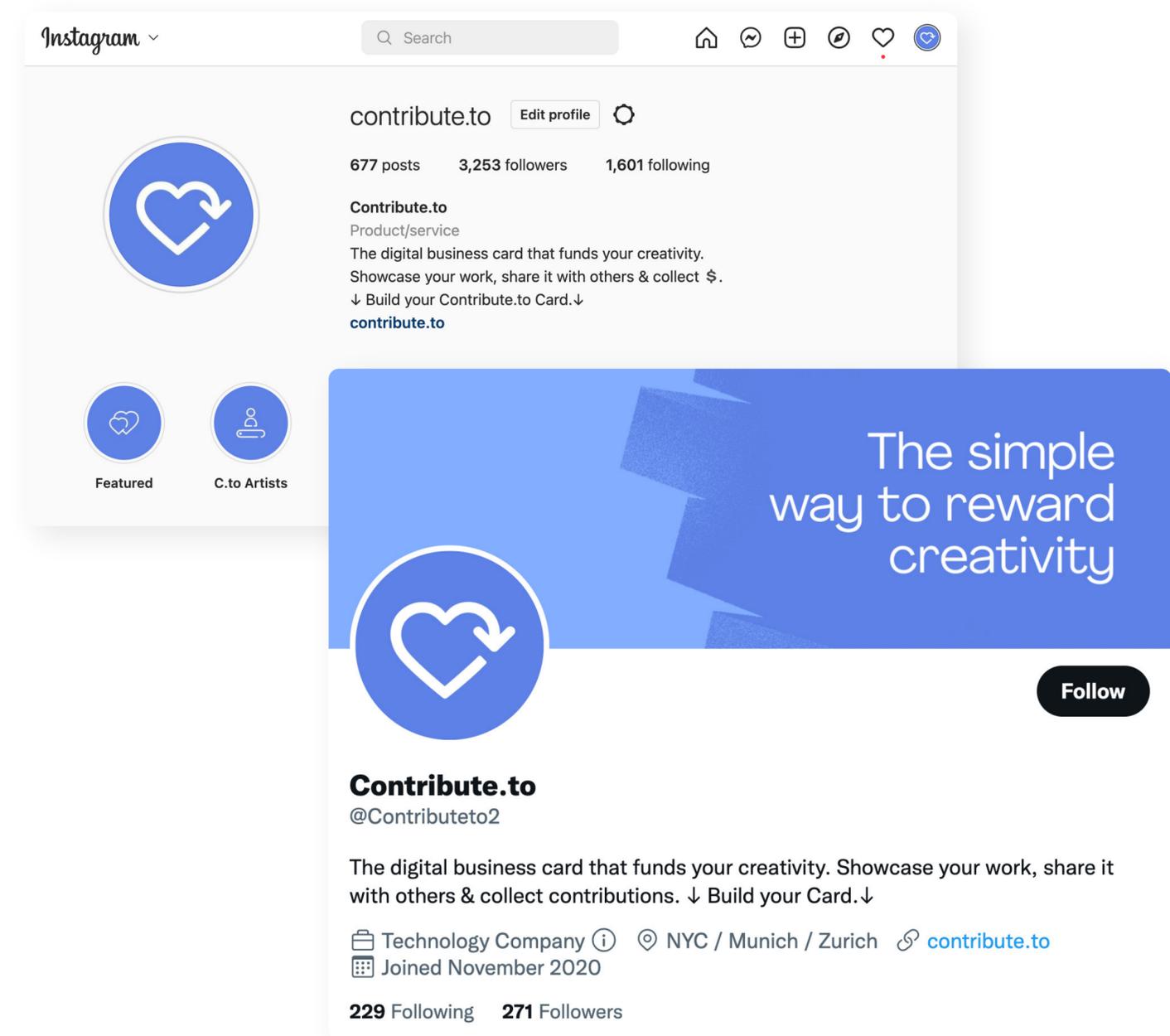
“I am an emerging photographer. I am obsessed with the horizon line and all my images are centered on the landscape. For my next project, I want to combine a study of the male form with the natural world, and explore them in parallel. Unfortunately traditional magazines aren't going to commission me to do this. I hope you will help me start a new narrative about masculinity.”

“I am a painter, and my only subject is my cat. He's called Albert. He doesn't reciprocate my obsession. 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?”



# Update the bios on your social media accounts

Update your bios on TikTok, Instagram, Twitter, Facebook, Clubhouse – and even LinkedIn and YouTube to include the link in your profile.



## Share your Contribute.to link

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Share your link across social media networks and messaging platforms.

Your Contribute.to Card can only earn you money if you share it with your network, so it's important for you to get it out there.



DAY 2

## Write 6 posts for social media

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Create an initial post on all your social media channels and share the Card with your network, linking to your [Contribute.to](#) page. For example:

“I am raising funds to support [your cause]. 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.”



# A note on campaigns

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Artists who focus on raising money for a limited time – say a week – do better than those that just put a link up and wait for contributions to come in.

A campaign could focus on the work you're doing right now, or an upcoming project that you have in mind. Any time you start something new, you can build another campaign to support it. Just remember to update your Card with the details and reach back out to your fans for help on that project as well.

For your first campaign, we recommend that you focus around your 'why'. What are you working on now that needs support?



Gabriele Milani

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# 10%

Did you know that an Instagram post will, on average, only be shared with 10% of your followers? That's why it's so important to post on all your social channels, every day of the campaign.



# A message a day

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Write a message that seems personal, without being too specific. Remind your friends that you are working really hard, and are dedicated to this passion, but that you need financial support.

Post this on every platform and channel that you're active on – and don't forget to always include a link to your [Contribute.to Card!](#)

Then adjust your text, find a new angle for the same message, and post again, every day, until your campaign is ended. It'll really make a difference!

Post consistently over a week-long period.

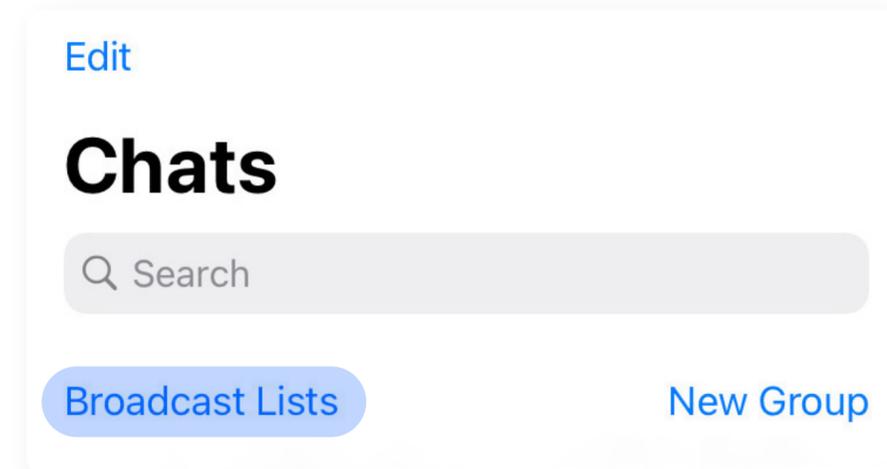


# Sharing on WhatsApp with broadcasting

Broadcast lists are a one-to-many communication.

With the broadcast list feature, you can send a message to several of your contacts at once. Broadcast lists are saved lists of message recipients that you can repeatedly send broadcast messages to without having to select them each time.

Not sure where to find broadcast lists?



# Sharing on WhatsApp with broadcasting

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1 Write a list of the 50 contacts in your phone that you want to send your [Contribute.to](#) link to.

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2 Open WhatsApp, and select Broadcast Lists.

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3 Search for or select the contacts you want to add. Tap the check mark. This will create a new broadcast list.

When you send a message to the broadcast list, it'll be sent to all recipients in the list who have your number saved in their phone's address book.

Recipients will receive the message as a normal message. When they reply, it'll appear as a normal message in your CHATS screen. Their reply will not be sent to other recipients in the broadcast list.

4 Use the campaign text or the text you have added to your Card to describe the cause you want them to support, and be sure to include a link to your [Contribute.to](#) page! Add a personal note. For example:

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?

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5 Send the same message to another 50 contacts on Day 2. Then wash, rinse, and repeat! The key here is to write a message that seems personal, without being specific. That way you can send it to 100s of contacts on WhatsApp without rewriting it by using WhatsApp Broadcast.



# General rules for sharing your Card on Instagram

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- **Start a business account:** you can't unlock Instagram's full potential without a business account. Why? Because some of the social platform's most powerful features are reserved for business users only.
- **Identify your goal:** remember you are trying to get people to contribute to you. Make sure there is a CTA at the end of each post.
- **Put visuals first:** at its heart, Instagram is a visual social platform. In short, that means your posts must look excellent. They must use visual elements to attract, engage, and inform your target audience.
- **Write compelling captions:** instagram may be a visual medium, but your captions still matter. Like the imagery you use, your captions should reflect your brand's personality and maintain consistency across posts.
- **Use the right hashtags:** hashtags boost your visibility and are crucial to unlocking the platform's full potential. Instagram allows you to include up to 30 hashtags per post. Between five and nine seems to be the sweet spot, as it ensures discoverability without making your content look spammy. There are many apps out there to help with hashtags. Download one.
- **Reels are King:** because TikTok and YouTube are Instagram's main competitors they are pushing vertical video content left, right and center. Take advantage of this and use Reels to talk about your Card where possible.



# General rules for sharing your Card on TikTok

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- **Put your best face forward:** TikTok is all video, all the time. So it's time for you to get comfortable stepping in front of the camera to share what you're working on with your followers - and why they should support you!
- **Utilize your bio link:** like Instagram, TikTok only allows you to have one link in your bio. Make sure it's your [Contribute.to](#) link whenever you're actively raising funds.
- **Join (the right) trends:** no, you don't have to join the latest dance craze to make an impact on TikTok (although you are more than welcome to if that's your style). Scroll through TikTok for a few minutes to find out what's trending and see if you can adapt it to your project. From trying out a trending sound, to a new digital effect, just have fun with it.
- **Make your posts searchable:** TikTok is quickly becoming a powerful search engine, so make sure to include keywords about your work and what you're raising funds for in your video, as well as in your caption.
- **Go live:** if you have over 1,000 followers on TikTok, you can go live! Similar to Facebook and Instagram, your followers will be notified when you go live which gives you an opportunity to interact with them about your work and how they can support you in real time.
- **Use hashtags that tell your story:** hashtags are a critical way of telling TikTok what your video is about and who should see it on their For You page. Three to five hashtags per post is a good starting point. Try a mix of broad hashtags (i.e. [#arttok](#) [#artistsoftiktok](#)) and hashtags specific to your work (i.e. [#mixedmediapainting](#) [#watercolorflorals](#)) to reach a wider audience.



# General rules for sharing your Card on Facebook

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- Post content that interests your audience
- Post a VARIETY of content
- Positive trumps negative
- Try ending posts with questions (for example: Do you want to support artists?)
- Don't post TOO frequently (we recommend once a day to keep things fresh)
- Don't share other social platform content – re-write it
- Include a compelling CTA
- Have standout visuals



## Working with the algorithm

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**Reply to your audience:** the algorithm prioritizes posts from pages that a user has interacted with.

**Get your audience replying to each other:** the algorithm bumps posts that trigger conversation.

**Aim for love more than likes:** target other reactions in your posts: love, caring, laughter, sadness, anger.

**Post when your audience is online:** see when the most people interact with your content and time your posts accordingly.

**Skip the algorithm using Facebook Stories:** they aren't part of the newsfeed and they aren't governed by the algorithm.

**Go Live on Facebook:** live video receives 6x more engagement than regular video.

**Become a fave:** let followers know that they can prioritize your content in their own timelines.



Niccolò Biddau

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# Video is king

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## Videos...

- ... are found on the newsfeed – make them take a lot of space (square or vertical, not 16:9).
- ... autoplay without sound – add hardcoded subtitles or suggest viewers tap for sound with a pop-up. There are lots of apps that can do this for you like [Zubtitle](#).
- ... perform better when uploaded natively – don't link to YouTube or similar video platforms.
- ... need a descriptive title – make the video easily searchable.
- ... should have Facebook-specific copy – tailor your copy for each social media platform.

## People aren't looking for your videos, so...

- ... make videos that catch people's attention within the first second – big banners, add a custom thumbnail.
- ... make users want to share them – elicit an emotional response.
- ... focus on one easy-to-understand point – can you summarize what the video is all about in one sentence?



# Video is king

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People share to...

... be social

... express how they are feeling about a particular topic

... show off

... prove they were the first ones to find something

... make friends and colleagues laugh



# 6x

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A live video on Facebook  
receives 6x more engagement  
than regular video



# Facebook Live

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## Source content and themes from your community

- Run polls, ask people directly what they want to see, or create themes based on questions and comments from the community.

## Promote before you broadcast

- You need to generate interest before the experience if you want to get viewership.
- Every time you remind your audience, provide something new of value such as a tip you'll share, or what kind of information you'll be covering.
- Cross-promote across your blog, email campaigns and additional social networks too.

## Offer context constantly

- As more people come in, reflect on your introduction and let your audience know what's happening.
- Spend some time to set up the agenda and create an expectation for what they can expect.

## Be responsive and interactive

- The live comments and reactions are part of what makes the experience so engaging to customers.
- Address the comments that appear live on air. This invites more people to share their opinions and thoughts as you go along.



# General rules for sharing your Card on Twitter

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- Users browse the home page. It's mostly chronologically ordered.
- Tweets are only shown to users if they're liked/retweeted by people they follow.
- So make tweets that would get liked and retweeted. Similar to going viral on Facebook.

What works?

Jokes, inspirational content and productivity hacks – basically anything that elicits an emotion or makes them want to retweet or like.





# Example tweets

I am on a mission to share the joy I find in a place society ignores. I've pitched this story to a few newspapers and got no response. You have the power here. Tell the stories that matter. Back the voices you want heard.  
[www.contribute.to/your\\_name\\_here](http://www.contribute.to/your_name_here)

Did you know? I am on a mission in a place society ignores. You have the power here. Support me. Tell the stories that matter.  
[www.contribute.to/your\\_name\\_here](http://www.contribute.to/your_name_here)



# General rules for sharing your Card on YouTube

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- When users are on the home page, they intend to watch videos and they see a bunch of thumbnails and titles.
- Videos are pushed to the home page if YouTube thinks you'll spend more time on the platform if you watch it.
- Make videos that are clickable and the video content that keeps them watching.
- Creating clickable thumbnails and titles is not a new science. Journalists have done this since newspapers existed. The front page of a newspaper is essentially a thumbnail and a title with the picture and headline.
- One key thing creators tend to miss is leveraging the knowledge from traditional media. It's so rich.
- How do you make engaging videos? Learn from TV. Their distribution is similar. There are tons of resources on storytelling. YouTube is not that special. Format and distribution might be slightly different. But psychologically, the fundamentals of hooking someone and the fundamentals of producing engaging content are the same.



# Create engaging videos

**Stay competitive and keep learning. Here are tips to making great content:**

- Would you click on your own video if you saw it on the front page? Build for yourself.
- How do journalists think about titles? Do that.
- If you're known to make good videos, your face on the thumbnail is important, that's your branding.
- Does the title make you curious? Do you have a strong desire to click it? Controversial opinions work.

**How to create engaging videos:**

- Just buy a book on storytelling or scriptwriting.
- YouTube applied tips based on the above:
  - Does the first 5 seconds of your video align with what you promised on the thumbnail?
  - Does your video follow the cause and effect way of telling a story? Does it have conflict? You need character development and plot arcs in each video.



Britt Lloyd

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## SHARING

# Additional outreach

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### 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!

### Got a website?

Add a link to your Card from your homepage and on your contact us page. If you have content that people return to time and time again, place it there too.

### Have a newsletter?

Promote the link and your cause in your newsletter.



# Once your campaign has ended...

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- Keep your Contribute.to Card link in your social media bios.
- Be sure to tell your contributors “Thank You!!” across the same social media channels you used to promote the Card. This is a great opportunity to showcase your creativity and reinforce your why.
- Making a video wherein you, personally, thank everyone for giving is a really nice touch.
- Tell your friends to use Contribute.to, then start thinking about your next campaign!!
- Update your Card with the work you made using the money raised, and explain that thanks to Contribute.to and the contributions raised, you were able to do XYZ.



## CHECKLIST

# Can you check every box?

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Update all your social media profiles to feature your Contribute.to URL in your bio.

Put your Contribute.to URL in the signature of your email.

Put your Contribute.to URL on your website.

Draft and post social media content (+ Card link) for **every day** of a week long campaign. Put the URL in the body copy even if it's not linkable.

Email your closest supporters; think family and close friends who want to see you succeed.

Draft and send messages on iMessenger, WhatsApp or whatever messenger you are using; send to 50+ contacts **every day**.

Plan and post 30 second Instagram reels.

Ask your friends with a big following to reshare.



# Got questions? Contact us!

[support@contribute.to](mailto:support@contribute.to)

