

Campaign Wrap-Up Guide

You did it – your organization just finished your first ifundIT campaign! Before you get to working turning those ideas into reality, here are a few things you should do to close out your campaign:

Provide Metrics – give numbers on the campaign

The ifundIT Tool has metrics to help with this!

- How many *ideas* were submitted? How many categories did they span? How many were funded out of the total?
- How many *investors* participated? Where in the world/your organization were they from? How many spent all their allocated funding? How much money was invested, in total?
- What are the *results*? How many funded projects do you have? Do any projects have Proof-of Concepts in development?

Capture “The Buzz” – find out what people are saying

- Interview some of your participants, and ask them for quotes about their experience
- Get social – talk about engagement through page views, project comments, and hashtags on social media
- Sum up your metrics and draw conclusions about the future
- Highlight eye catching or especially innovative projects

Celebrate the “Winners” – put finalists in the spotlight

- Showcase the best final projects
- Talk about next steps: are they going into development, further iteration, or even production?
- Tell the story of *why* they were successful

Thank everyone for participating!