



Cudo Donate Guide to Supporter Engagement



Introduction

Thank you for signing up to Cudo Donate.

We believe cryptocurrency will change the world and we're really excited by the potential that mining cryptocurrency for good causes represents.

Everyone at Cudo Donate wants to make our partnership as successful for your organisation as possible so we have created this document in order to help you communicate effectively with your supporter base and maximise adoption.

Utilising our key messages, digital assets and information sources will allow you to make a success of your charity's Cudo Donate launch, appealing to previously hard-to-reach supporters, as well as those who wish to donate more regularly and with greater ease.

Generating Buzz

Getting rapid stakeholder engagement is crucial to successfully launching your cryptocurrency mining campaign. Unlike more traditional approaches to fundraising, mining cryptocurrency is an entirely new way to generate revenue, so uncertainty will likely be higher than usual.

There is much hype and misinformation surrounding cryptocurrency. Despite global enthusiasm for Bitcoin and other coins such as Ethereum and Ripple bordering on hysteria at times, not all news in the press about cryptocurrency is positive.

There will be those who have understandable reservations and anxieties about any new technology and therefore, correcting perceptions and meeting misinformation with facts is important. Frequently asked questions (FAQs) must be acknowledged and answered openly and honestly.

Messaging needs to be confident and transparent. Be prepared to publish FAQs on your landing pages and field questions that come through via your contact page.

We recommend creating a dedicated landing page for your mining efforts which can also include a means to download the software.

Communicating the potential of cryptocurrency and what it can mean for those most in need around the world is a powerful message and this should be leveraged where possible.

Early adoption could be slow so tailoring your communications to champion those supporters who are already actively – and successfully – using the software to generate revenue will encourage people to sign up.

Key Messages for your Supporters

Below you'll find a list of key messages we feel will help you to communicate the main features of mining cryptocurrency to your supporters, while assuaging fears associated with the most commonly held misconceptions about cryptocurrency.

It's safe

To mine for your charity, all your supporters must do is download the charity-specific software. It doesn't require any personal information at all.

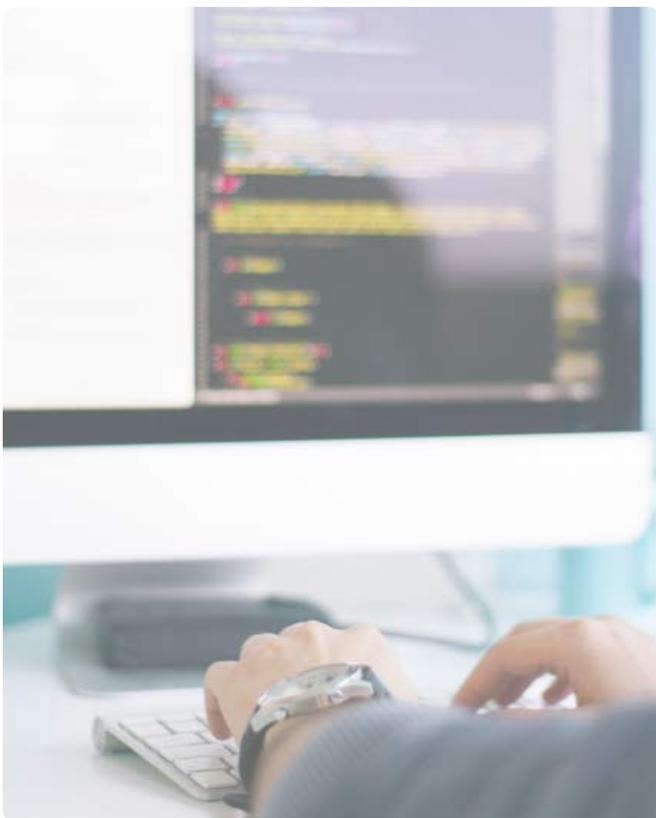
Millions of people around the world choose to use mining software; it's designed to do one thing and one thing only. Our software shares the same principles but is tailor-made to suit the needs of charities – a unique framework which you won't find elsewhere.

All the miner does is exchange packets of numbers back and forth with a server over a secure, encrypted, connection. These packets don't contain any sensitive information.

It cannot access any other part of your supporter's machine, including their personal files.

It's free to download

There's no sign-up fee and no hidden costs. Your supporters simply download the software from your website or your charity page on the Cudo Donate website and start mining.



It's cheap to donate

If your supporters choose to install the Cudo Donate miner on their hardware, the only cost is the extra electricity they use. The exact amount will vary depending on how often they mine, and the power of their CPU – but broadly speaking, it'll only be a few pennies per day.

It's private

The anonymity, reduced human interaction and autonomous nature of our software is of utmost appeal to those who do not wish to share personal information. It's not a lack of benevolence which causes the reluctance to interact; rather, customer behaviour has simply changed. Potential supporters prefer to approach organisations on their own terms, which is exactly what Cudo Donate allows.



There's no commitment

We hope your supporters will use Cudo Donate for a long time, sustaining your revenue stream for years to come. However, it's important for them to understand there is no contract, no direct debit and no minimum commitment.

They just use the software for as long as they want. If your supporters want to stop mining, they can uninstall the software and cease the process at once.

The supporter is in control

Your supporters are making very little sacrifice to mine a comparatively significant amount in cryptocurrency for you, and that's important to make clear.

A few pennies a day can equate to £30 or more a month; that's an exponential return. We all want to make an impact and Cudo Donate allows supporters to achieve this without giving additional time, cash or other resources that hold a significant value.

Making a difference, and having the opportunity to feel good about it, provides no-strings gratification to a Cudo Donate user – while you, the charity, reap the rewards.

The environment

Using energy for fundraising – outside of their usual household bills – may be a concern to some supporters.

Cudo Donate is a carbon-neutral company. CarbonNeutral® is a global standard awarded to businesses which have reduced their greenhouse gas emissions to net zero.

The first in this space to adopt such a strategy, we are proud to invest in carbon credits which directly support ecological projects, such as solar farms, tree plantations and wind farms. As such, Cudo Donate exudes philanthropy, from end to end.

Charity Support

It's important that you feel confident communicating to your supporters about cryptocurrency and the software you will be asking them to download.

Therefore we've made a number of assets available to you. However, if there's something useful you think we've missed, get in touch and we'll do our best to accommodate.

Website Assets and Branding

After your successful registration, Cudo Donate can provide various website assets, so you can prepare a landing page and facilitate your first supporter downloads.

High-res images, as well as purposely-sized banners, will assist adequate visibility across social media. Similarly, a widget which is branded with your charity's graphics will instil confidence for patrons; Cudo Donate is our reputable software, fully endorsed and in aid of your organization

FAQs

Because the idea of mining cryptocurrency is completely new to many supporters, we expect them to have a lot of questions and invite their interest and curiosity.

To make sure you are fully equipped to answer these questions, we can provide a full set of FAQs for you to place on your website, as well as for your own use regarding external enquiries.

We think these FAQs will answer the most common supporter questions, so your fundraisers and customer service colleagues won't need to invest much time into independent research. A general understanding and interest is to be encouraged, however.

Visual Media

We appreciate that your supporter base will be vast, with varying levels of technical savvy. Our explainer video, therefore, can be embedded into your own website and explains how Cudo Donate works in the most fundamental and attractive way.

Watch the video here:

<https://www.youtube.com/watch?v=vRzGC1jhd44>

How Can Supporters Find Out More?

It's likely that your supporters will want to do a little extra research, once they hear about Cudo Donate.

Your supporters can find out more about Cudo Donate (and our parent company, Cudo Ventures) here: cudodonate.com

Questions?

Get In Touch

Ready to get started?

Download The Software