



# Fundraising

What can we do?

# Overarching Principles

- 0 Fundraising should be donor focused—use “you” a lot!
- 0 Keep it Simple—both in ask and scope of project
- 0 Use something you already do whenever possible
- 0 Follow-up with your donors!!!

# Some Ideas

- 0 Basics:
  - 0 Letters/emails (use online giving link from LWVNYS)
  - 0 Events
    - 0 “Night at...”
  - 0 Grants with other local organizations (community foundations)
- 0 New, modern idea
  - 0 Crowdfunding

# Don't be scared and don't glaze over!

What is crowdfunding:

Crowdfunding is a term that refers to any effort to raise money with donations from a large number of people. (So events are crowdfunding.)

Crowdfunding was initially used by entrepreneurs as a way to attract small investments to for-profit ventures mostly via the internet

Now, crowdfunding is projected to become a \$90 billion industry by 2025

-From National Council for Nonprofits

# Don't be scared and don't glaze over!

What is crowdfunding:

- 0 Features differ from site to site
- 0 They let you set up an online fundraising campaign based around a fundraising page and accept money directly from the page using their own credit card processor.
- 0 Fees will be charged at least for the credit card processing but might also be charged for using their site.
- 0 Many allow individuals to fundraise for their favorite charity but some also allow the charity to set up a master page.

-From The Fundraising Authority



*"No, I don't think NASA will help you crowdfund another Death Star."*

# What does Crowdfunding Look Like?

## 0 Indiegogo Generosity:

[https://www.generosity.com/explore/education#/browse/popular\\_all](https://www.generosity.com/explore/education#/browse/popular_all)

## 0 Kickstarter:

[https://www.kickstarter.com/discover/recommended?ref=discovery\\_overlay](https://www.kickstarter.com/discover/recommended?ref=discovery_overlay)

## 0 Causevox:

<http://hfhgcchousewalk2017.causevox.com/>

# But, Kate, how could WE ever do that?

- 0 Research the sites that our out there—a simple google search of crowdfunding for non-profits will turn up many options. (handout on which site will work for you)
- 0 Make sure you understand how their fees work!
- 0 Look for a focus on non-profits and see if you can find successful campaigns from that platform.
- 0 See how easy it is to set up a page—do you have to know HTML?
- 0 What social networking tools does the site have or link to easily?



OUR FIRST ATTEMPT  
AT CROWD FUNDING  
ISN'T GOING VERY  
WELL!



# Some common mistakes

- 0 Not having a clear goal
  - 0 Crowdfunding is not a magic bullet, you need a clear project with a reasonable goal
- 0 Failing to spread the word
  - 0 Start marketing your campaign to top supporters through your newsletter, Facebook pages, and website. People can't give to you if they don't know about your campaign.
- 0 Being shy with social media
  - 0 Sharing a crowdfunding campaign on Facebook (which also allows you to collect donations just on your site) increases donations by 350%.
- 0 Seed your campaign
  - 0 The first gift can be the hardest to get so ask some loyal donors to help before you launch your campaign. Others will give more easily if they see you already have gifts



Any other ideas?

Any questions?