



Guide To Crowdfunding

FOR CHARITIES & NONPROFITS

*Crowdfunding can be a great way to raise unrestricted revenue for your cause. Before you kick off your campaign, remember this: **being specific** about why you need the money and **earning trust** from potential donors are key. Whether you're funding a startup, supporting a cause, or bringing a project to life, being clear and trustworthy are essential to inspiring others to give.*

- 1 FIND YOUR CROWD:** Think about who's most likely to connect with your cause. What will interest them and motivate them most to support the work you are doing? What kind of information do they need to know about your mission in order to donate?
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- 2 TELL YOUR STORY:** Your crowdfunding landing page should describe exactly what you're trying to achieve. *Keep it specific.* Instead of saying you will solve world hunger, focus on how you're helping feed a particular group or community. If you can, share a testimonial, story, or quote from someone that was helped because of your mission.
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SHARE THE OPPORTUNITY: Remember you are not asking for money, you are sharing an *opportunity* to give back. Show donors how they're not just giving money, they're joining a movement. Make them feel like they're part of something bigger than themselves.

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SOLUTIONS, NOT PROBLEMS: Share how your mission is solving a problem and what you can achieve with their support. Try not to focus on the problem and what you can't do if they don't donate. Donors are more likely to support a solution than a problem.

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SPREAD THE WORD: Share your campaign on social media and through email. Be consistent and creative with your content. Share stories and testimonials, and build trust as much as possible. As donations start coming in, build excitement by thanking donors and sharing exactly what you will be able to do with the money raised so far.





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