Crowdfunding: When and How to Use It

International Fundraising Festival
April 2013
What is Crowdfunding?
Some Numbers*

• $1.5B raised in 2011
• Half to charitable causes
• 91% increase was expected in 2012

* Crowdsourcing LLC 2012
Case Study

- Junior Achievement Serbia
- 60 day campaign
- $30,000 for general support
- Two volunteer campaigners
- One video in Serbian with English subtitles
- Updates on average once every two weeks
- 3 pictures posted over the course of 60 days
- Email thank you notes within three days of donation
- Written contact within two months of campaign end
- Approx. $4,000 raised from 15 donors
Point of Entry

- New donors
- New volunteers
- Involve current volunteers in fundraising
- Awareness
Donor Involvement

• Active
  • Social media
  • Email
  • Phone
  • Face to face
• Interactive
  • Track progress
  • Video and other multimedia
  • Features and recognition
Direct Connection

- Beneficiaries
- Organization
- Volunteers
- Staff
Other Benefits

- Trust - transparency
- Clear return on investment
Engagement Leads to Bigger Gifts!
The Rules
If You Build it They Will Not Come!
The Normal Rules Apply
Clear Impact and Outcomes

projects by rank
Most Popular

projects by topic
Animals
Arts and Culture
Children
Climate Change
Democracy and Governance
Disaster Recovery
Economic Development
Education
Environment
Health
Human Rights
Humanitarian Assistance
Hunger
Microfinance
Sport

Toilets & Water for school children, rural India

Having toilets and water is a basic necessity in schools, however it is not available in many rural schools in India! D... Learn more

- $15 - will help to buy dispensing machines
- $30 - will help to pay a person who will be...
- $50 - will help to put in proper toi...

give now
Big Money is Hard to Raise
What and When?
When Should You Crowdfund?

• When you have a clear and specific project
  • Restricted revenue
• When you have volunteers that will support it
  • Email
  • Social media
  • Face to face
• When you have the time and resources
  • Updates
  • Video
  • Mailing
• When you need a modest amount of money
Where Should You Crowdfund?

- IndieGoGo
- Global Giving
- StartSomeGood
- Crowdrise
- Kickstarter
Plan!

- Find volunteers
  - Give them clear marching orders
- Create some of your materials in advance
  - Video
  - Thank you materials
  - Pictures
- Create a publishing calendar
Video is a Must!
Pictures are a Must!
Donor Benefits

• Material vs. Impact
• Transaction vs. Relationship Building
• Time vs. Return on Investment
Be Aggressive in the Beginning

• Friends, family and colleagues
• Frequent updates
• Lots of social media
Be Realistic

• Start small and learn
• Pick shorter campaign lengths over longer
Regular Updates

- At least once a week
- More in the beginning
- Mixed channels
Stewardship

• Regular updates
  • Personalize when you can
• Offline when you can
• Live up to your promises
• Continue beyond the life of the campaign
What's Next?
Thank You!

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