Fundraising and Crowdfunding
Understanding the Process and Becoming more Successful

a presentation by Michael Norton
We all need Money
We also need Supporters
On-Line and Off-Line
People only give if asked

FAMILY KILLED BY NINJAS. NEED MONEY FOR KARATE LESSONS
At the Bottom: Junk Mail
Next up: Social Networking
Next up: Sending Letters and E-mails
At the top: Asking personally
And this helps: A Site Visit
8 Rules of Fundraising
Keep It Short and Simple
EXACTLY

Be Specific
It’s all about people
Ask for a specific sum
NEVER GIVE UP
EVER TRIED.
EVER FAILED.
NO MATTER.
TRY AGAIN.
FAIL AGAIN.
FAIL BETTER.

SAMUEL BECKETT BLOG.ZERO.DEAN.COM
Crowdfunding
Crowdfunding Basics

• A set **Target Amount** to achieve a specific outcome

• You raise the money within a specified **Time Frame**

• Rewards based: you provide **Benefits in Return**

• Pre-set **Levels of Giving**
Crowdfunding: *my own starting point*
How to make crowdfunding work
Invite people to help you make something happen
Rewards: what can you offer in return?

- Things that people want
- Experiences and opportunities
- Customers in advance

Low cost to deliver

Benefits that seek to engage

Fun and excitement
Gateshead Citizens Advice: what could it offer?
hisBe, Brighton: what could it offer?
The Converging World
WHY
BOTHER?
Attract supporters
Engage your supporters
Crowdfunding is hard work