

Fundraising with New Media



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What is Crowdfunding?

- The use of small amounts of capital from a large number of individuals to finance a new business venture.
- Use of vast networks of friends, family and colleagues through social media websites.
- A way to expand the pool of investors from whom funds can be raised beyond the traditional circle of owners, relatives and venture capitalists.
- <https://www.youtube.com/watch?v=OI-bTpbkH4Y>

Crowdfunding Overview

- Is NOT a case of “if you build it, they will come.”
- Is NOT a tool for annual giving or broad based
- Better for specific goals or urgency to needs.
- Do not bank on for revenue, can be risky.
- Some sites are NOT non-profit friendly.
- No equity gained for business or projects.

My Success Story!

Facebook | Tell Congress: Don't Sign | 10 Top Crowdfunding We... | Andrew Bird | Music | Team Unbreakable (Bodie... | www.youcaring.com/medical-fundraiser/team-unbreakable-bodien-kreidler-/121489

Apps | Community Televisi... | Constant Contact | Central States Regio... | KWD Content Mana... | On Air with CTN | Alliance for Commu... | PB Quick Tip: Clean Ho... | Helpdesk: Miro Co... | Philo Festival of Me...

Team Unbreakable (Bodien/Kreidler)



\$10,277 raised of \$10,000 goal 233 days left

Organizer: Friends of Ash and Phil
Beneficiary: Philip and Ashley Bodien

On December 28, 2013, Phil and Ashley were in a terrible car wreck. Thankfully they survived but both have a long road to recovery. Your donation can help them alleviate one more worry.

This fundraiser is not active

[Like](#) 1.2k [Subscribe to Updates](#)

Fundraiser Details | Updates (7) | Supporters (201) | Comments

"She is my whole world and I just want her to be ok"...words taken from Phil's Facebook page about his beautiful wife, Ashley hours after the accident.

Spread the word!

1.2k | 8 | 3

Kickstarter_Logo.jpg | indiegogo_square_lo...jpg | Kickstarter_logo.svg | crowdimage.png | Show all downloads...

Before Crowdfunding...

- Must have social media presence.
- Research crowdfunding sites; some are NOT for NPOs.
- Research the payment process.
 - Will you need a paypal account?
 - Are their fees on the crowdfunding site? Do they keep a percentage? Look for minimal fees.
- Set a goal... could you reach 50% from just friends & family?
- Facts on successful crowdfunding:
<http://www.appsblogger.com/behind-kickstarter-crowdfunding-stats/>

Before Crowdfunding...

- Need lots of people who will come to the site and then promote it.
- How easy is it to use and follow through?
- What promotional tools does the site have to help?
 - Friends ask friends? Buttons to social media?
- Check client list of the crowdfund sites and see who has been using it. Value = Credentials.

KICKSTARTER

- Biggest influence and first crowd funding site.
- Its all or nothing funding and MUST BE a project with an ending.
 - Can't be raising money for a bookstore, but could be to build a bookstore.
- Conduit to monetize social media.
- You create perks = levels of contributions/donation.
 - Plays with the idea of value. Name in credits for \$100?
- KickStarter offers helpful trick and Q&A options.
- The user sets the levels of giving.

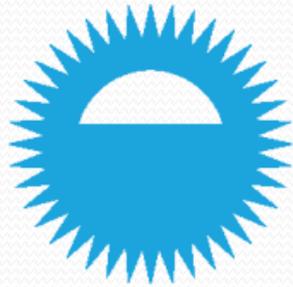


indiegogo

- Better choice to raise money for NPO and/or business, but similar to KickStarter.
- You keep any amount of funds you raise!
- Certified NPO with tax exempt.
- Fundraiser to help people. Ex) Rebuild a home.
- You create perks = levels of contributions/donation
- The user sets the levels of giving.



- Empower individuals to raise money for NPO.
- Endurance fundraising.
- Selects groups to feature.
- Branding and customize pages.
- Pricing is reasonable monthly fee \$49 to \$200
 - processing fee is reasonable



First Giving™

- Customize pages.
- Extensive reporting features.
- Peer to peer fundraising opportunities.
- Event fundraising & registration; EventBrite.
- Team base or direct donation to website.
- Pricing per year \$500 for NPOs.
 - Fee for registration.



- Immediate tax receipts via email.
- An easy-to-print year-end summary that simplifies tax time.
- Options for memorial and gift donations.
- The ability to conveniently and automatically give every month.
- Heavy NPO focus and features.
 - Similar to FirstGiving and CrowdRise.

Youcaring.com & Gofundme.com

- More for independent fundraisers.
- YouCaring.com has zero% fees.
- GoFundme.org has 9.25%fee for NPOs.
- Helping people more than NPOs.
 - Can help with healthy costs? Home invasion cases?

DonorsChoose.org & Patreon.com

- [DonorsChoose.org-](https://www.donorschoose.org/)
 - Helping students and teachers in need.
 - Zero fees.
 - All or nothing based.
- [Patreon.com-](https://www.patreon.com/)
 - Crowd funding that is ongoing.
 - For artists and content creators.
 - Lets fans support their favorite creators by becoming patrons.

Back To The Basics Of Fundraising

- When stating a case avoid fund crushing.
 - Example, 3 million people don't have water please give \$100.
 - For \$100 you can provide a well of clean water for 450 people.
- Make it tangible.
- Use basic fundraising skills.

Best Practices

- Compelling page with videos, stories and testimonials.
- Create the case, state it and use the same basic fundamentals of fundraising.
- Ask for specific dollar amounts and levels.
- Incentives/perks that people would want in return.
- Tell emotional stories with compelling case statement.

Reach Out To Your Own Network

- Push the same message, using a different tool, to a different audience.... over and over again.
 - Pinterest
 - Facebook
 - Twitter
 - Instagram
 - Friends & family
 - Newsletters
 - Word of mouth
 - Presentations

Let Supporters Know...

- What you did with their money.
- How it helped the NPO and/or case.
- Be prompt about thanking the donors, maybe a call or email.
- Don't be afraid to reach out to big donors, right away, to thank them.
- Drive traffic to your website for donations.
 - Instead of a crowdfunding site could you use your own server.
 - Do you already have donations set up?

Time Commitment

- Crowdfunding is NOT expensive in peoples time, but might need multiple staff doing it, to be successful.
- Try a marketing plan for launching this type of tool.
 - Start with an objective.
 - What do you want to do and then find the tools.
- Stick with one site, but use what works for your audience.

Time Commitment

- Make it work before you have a staff person.
 - Set time a side.
 - Use tools to plan tweets: Hootsuite & Tweet Deck.
 - Interns or volunteers.
 - Plan messages and be tactical.
- Going to outsource social media? Hire a marketing strategies.
- Success in crowdfunding can happen organically.
 - Example, viral video.

Questions or Comments?

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Thank you!