

Crowdfunding Guide & Checklist

Before Starting Your Campaign

QUALITY	TIP	GOAL
Specific	Describe exactly what you'd like to achieve and how. To narrow your goal, think about it in terms of who, what, when, where, how, and why.	
Measurable	Quantify your goal. How much money do you want to raise?	
Actionable	Specify what actions you will take, who you can work with, and what resources you can leverage to meet your goal.	
Realistic	Be ambitious, but don't set a goal that you can't realistically achieve in a time-bound manner with your attainable resources.	
Time-Bound	Set a clear beginning and end date for your crowdfunding campaign to create sense of urgency and motivate you and your donors. Throughout your campaign, remind donors of your deadline.	

Choosing your platform:

STRUCTURE

Who does the platform serve? Some crowdfunding platforms were created to help individuals meet a personal need (e.g., a parent who needs help to pay for her sick daughter's healthcare). Others were created to help entrepreneurs launch an innovative idea (e.g., a fashion designer who wants to start a new eco-friendly clothing line). Read the platform's mission statement and scroll through existing projects to learn about its structure.

FEES

What fees will you incur? Some platforms charge set-up fees, ongoing subscription fees, and/or fees per transaction. Be wary of platforms that are not upfront about their fees.

FEATURES

What benefits and features will you get? Make a list of features that matter most to you and find out whether the platform offers them (e.g., one-on-one customer support, social media integration, campaign customization options, donation disbursement process, ability to process different currencies).

REACH

Will the platform promote your project through its channels? Check out how many of your peers (nonprofits, entrepreneurs, or individuals) are using the platform, and consider what kind of donors and corporate partners you may be able to connect with through the platform. Take a look at social media for clues about how the platform will promote your project.

REPUTATION


What do people say about the platform? Ask existing users about their experience, and read reviews from independent and trusted sources, such as Charity Navigator (if the platform is a nonprofit), the Better Business Bureau, and GuideStar.

Beginning Your Campaign

Create a strong story using this checklist

	Your reason for getting involved with the cause or a first-person anecdote about your nonprofit?
	A clear ask? (e.g., please make a \$25 donation today)
	Specific examples of what a donation will do? (e.g., a \$50 donation will give a hungry child enough food for one day)
	A high-quality photo?
	A prominent donation link or button?

Sample Facebook Posts

 **Marpha Foundation** added 2 new photos.
September 26 · 🌐

Global giving makes donating online super easy. Visit the page with the link below and click the donate button-- the site will guide you through the rest. \$2,308 left to go! www.globalgiving.org/.../hands-on-minds-on-creative-learning.../



This project has to **raise \$5,000 from 40 donors** by September 30, 11:59 PM EDT to earn a permanent spot on GlobalGiving.

Donations: \$2,692 raised (\$5,000 needed)

Donors: 31 (40 needed)



Marpha Foundation

September 27 · 🌐

Almost there! 3 days left and \$1,640 to go!
Donate today: <https://www.globalgiving.org/.../hands-on-minds-on-creative-.../>



Marpha Foundation added 2 new photos — with Surabhi Chowdhury and 3 others.

September 28 · 🌐

SOOOOO CLOSE!
2 days left
\$775 to go
DONATE TODAY! <https://www.globalgiving.org/.../hands-on-minds-on-creative-.../>



GlobalGiving >>>>>>>
Accelerator

This project has to **raise \$5,000 from 40 donors** by September 30, 11:59 PM EDT to earn a permanent spot on GlobalGiving.

Donations: \$4,225 raised (\$5,000 needed)

Donors: 58 (40 needed)

Time left to give: 02 : 13 : 36 : 32

TERMS & CONDITIONS

👍 Like 💬 Comment ➦ Share

Share, share, and share some more!

Share your campaign on every social media platform possible. Make a list of everyone in your network and ask them to support your campaign...and then ask them to do the same with their network.

Coworkers	Family	Friends	Acquaintances

10 Creative Ways to Boost Your Campaign

1. Host a fundraiser at a local restaurant. Ask the owner to donate a portion of proceeds to your crowdfunding campaign.
2. Challenge yourself to an athletic feat. Ask your friends, family, and co-workers to make a donation to support your endeavor.
3. Host a dinner at your home. Ask each guest to make a donation to your campaign.
4. Organize a film festival in your neighborhood. Show films that relate to your crowdfunding project. Instead of an admission fee, ask for a donation.
5. Host a chess tournament. Ask losers (and winners) to make a donation to your campaign.
6. Ask local businesses to donate items to your nonprofit. Auction the items online or at an event and donate proceeds to your campaign.
7. Assemble a book club. Ask each member to make a donation to your cause.
8. Make custom T-shirts, bracelets, or other promotional merchandise for your campaign. Direct all proceeds from sales to your cause.
9. Ask a prominent member of your community (mayor, celebrity, church leader) to publicly support your campaign and pass along donation information to their network on your behalf.
10. Invite five of your friends to serve as “fundraising captains.” Give a prize to the captain who raises the most money for your collective cause.

After Your Campaign

Donor Appreciation Checklist

	Send an email, a handwritten note, or a personal video message to thank your donor. Make it a goal to thank every donor within 48 hours!
	Mention your donor's generosity on social media. Tag your donor to maximize your reach.
	Invite your biggest advocates to get involved beyond a single donation. Ask if they can offer time-bound matching donations to encourage others to donate or reach out to their networks on your behalf.

Make sure to follow up with donors about the results of the campaign. Post updates on the progress of the project, invite them to volunteer their time to the cause, and make sure to continue to foster the relationship with donors for the next campaign!