



SENIOR PLANET

Aging with Attitude

Crowdfunding

What is Crowdfunding?

- Funding a project through contributions (often small amounts) from a large number of people

Examples of Crowdfunding Platforms

- Donation-based: [gofundme.com](https://www.gofundme.com), [crowdrise.com](https://www.crowdrise.com)
- Rewards-based: [kickstarter.com](https://www.kickstarter.com), [indiegogo.com](https://www.indiegogo.com)
- Equity: [AngelList](https://www.angelList.com), [wefunder.com](https://www.wefunder.com)



Creating Campaigns

- Clear plan and compelling narrative
- Social media
- Give updates to funders
- Connect campaign to bank account



Funding Campaigns

- Search by category or keyword
- Support campaigns on social media
- Report fraud
- Encryption technology for secure payments

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