Crowdfunding for a Cause

What is Crowdfunding?
- Funding a project through contributions (often small amounts) from a large number of people
- Three kinds: donation-based, rewards-based, equity

Popular Donation-Based Crowdfunding Sites
- GoFundMe
- JustGiving
- DonorsChoose
- Fundly
- Donation buttons on Facebook and Instagram

Tips for Fundraising
- Give a compelling narrative with photos and video
- Promote on social media
- On Facebook, invite your friends to donate
- Give updates to donors
- Research platforms

Tips for Donating
- Give additional support by sharing on social media
- Research the recipient before donating
- Use Charity Navigator for nonprofits
- Only use secure sites
- Report fraud