



# Crowdfunding for a Cause

## What is Crowdfunding?

- Funding a project through contributions (often small amounts) from many different people
- Three kinds: donation-based, rewards-based, equity

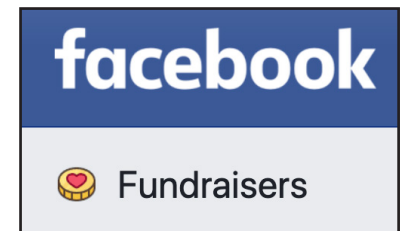
## Popular Donation-based Crowdfunding Sites

- [GoFundMe.com](https://www.gofundme.com)
- [JustGiving.com](https://www.justgiving.com)
- [DonorsChoose.org](https://www.donorschoose.org)
- [Fundly.com](https://www.fundly.com)
- Donation buttons on [Facebook](https://www.facebook.com) and [Instagram](https://www.instagram.com)



## 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 [CharityNavigator.org](https://www.charitynavigator.org) for nonprofits
- Only use secure sites
- Report fraud

