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
- JustGiving.com
- DonorsChoose.org
- Fundly.com
- 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 CharityNavigator.org for nonprofits
- Only use secure sites
- Report fraud