

HOW TO CROWDFUND ONLINE

Crowdfunding enables you to raise money from a large group of people using an online platform, such as Kickstarter or Crowdrise. You post information about a project that needs funding and gather contributions from anyone who's interested in helping your cause.

FIRST, CHOOSE YOUR CROWDFUNDING SITE:

- Find a site that supports projects similar to yours. (For ex. You can't use Kickstarter for donating money directly to a cause or charity. It supports fundraising to launch a project—such as an event—that can in turn support a charity.)
- See what kind of fee the site charges. Many charge a certain percentage of the donations to process transactions.
- Find out whether you need to raise your total goal in order to keep the funds.
- Look up how much traffic a site gets

DOs AND DON'Ts FOR YOUR CAMPAIGN

DO

- Include a **COMPELLING STORY** about your cause that grabs people's attention
- Be clear about **YOUR GOAL**—how the money will be used and why it's essential
- Post **A SHORT VIDEO** to appeal directly to potential funders
- Reach out to your **PERSONAL NETWORK** (family, friends, colleagues) first, because they're likely to support you. Campaigns that attract good attention quickly and early on tend to get more attention overall. Ask your supporters to spread the word as well.
- **KEEP PEOPLE EXCITED** throughout the campaign by:
 1. Posting updates
 2. Spreading the word through social media
- **FOLLOW UP** with your supporters once you've reached your goal. Not only is it gracious, but keeping them involved in your cause will make them more likely to fund you next time.

DON'T

- **BE VAGUE ON DETAILS.** Supporters want to understand exactly where their money is going.
- **GET DISCOURAGED** if the campaign is nearing an end and you haven't reached your goal. Sometimes a third of the money can come in at the end—especially if you make a good push reaching out to people.



ILLINOIS HOLOCAUST MUSEUM
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Developed by the Take A Stand Center at the Illinois Holocaust Museum & Education Center