

Raising money with Crowdfunding

What is crowdfunding?

Crowdfunding is a fairly new way of fundraising, using an online website to organise and promote your cause.

Why consider crowdfunding?

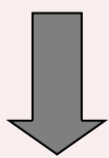
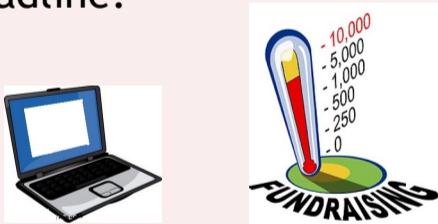
The unique benefit of crowdfunding is the chance to utilise the internet and reach people you wouldn't reach otherwise, potentially boosting your funding. One high profile success story was the 2014 "Hackney Christmas Dinner" that raised over £10,000 for care leavers in East London.

Popular crowdfunding websites

- Justgiving.com
- Gofundme.org
- Matchme.org
- Donorschoose.org

How crowdfunding works

First your organisation creates an online page on a crowdfunding website, setting it's funding goal and deadline.



Next, you need to tell everyone you know about your crowdfunding page, encouraging them to spread the message.



Visitors to your webpage can choose to pledge money for your idea.



Once the deadline is reached the funds can be withdrawn.



Take-away tips

Promote your fundraising through social media.

Check your chosen website for fees and criteria

Give recognition to donators e.g., mentions on Twitter

Start by contacting previous supporters

Use a captivating, honest story to connect people to your cause.

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