Crowd Fundraising: Pandora's Box or a Platform to Centralize Your Story?
THANK YOU

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Today We’ll Cover

• Fundraising & Community Building using Community Fundraising
• Example Campaigns
• Strategies for Success: Connecting to Today’s Donors
• The Value of an Integrated Story Telling Platform
“Who has a big idea?”
THE POWER OF COMMUNITY
Multiplied by Communication Technology
A STORY
Current Fundraising Landscape
Required to Raise More with Less

Common Challenges:

- Traditional efforts are capital intensive
- Rising cost to raise same dollars
- Difficult to capture share of mind
- Challenging to cut through noise
THE FUNDRAISING DESERT

Donor Funnel

Occasional / One Time Gifts
Loyal Donors
Major Gifts
Planned or Principal Gifts

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It’s All About Donor Engagement
Fundraising Landscape is Changing

What is now required to convert donors?

- Engagement
- Impact
- Transparency
Fundamental Shift in Giving

Emotional Connections & Conversations

Passion > Loyalty

Impact > Recognition
Engaged Storytelling = Engaged Donors

REAL IMPACT
REAL PEOPLE
REAL STORIES
REAL IMPACT
Humanizing Your Outreach

CU-CRC Scholarship Scooter Trip
Avon, CO

Help give students a second chance by supporting the CU Collegiate Recovery Center Scholarship.

$18,242
180
5

Raised
Donors
Days left

Update #7
July 18, 2015
Where it All Began

It’s Rob and I made it to Anchorage!

Thank YOU so much for being a part of a team that will impact so many student’s lives! Over the past week you all rallied and raised over $4,000 and WE CRUSHED OUR GOAL! We have one day left in the campaign and together we have raised $21,420 from over 200 people!

One of my best friends flew in and met me here last night and my dad and brother will be here tomorrow.

I posted a short story to my blog sharing how my relationship with the CU Collegiate Recovery Center began. Certain people are placed in your path for a reason. From my experience all I needed was an open mind and the willingness to ask for help, and to help others, for things to change for the better.

I will check in again after the campaign closes and let you know where we end up!

Best wishes,
Rob :)

Campaign Owner

Ask a Question
Creating a Gratifying Gift Experience

You Rock!

Matthew Smith
Has made an impact by supporting:
Downtown Holiday Lights
by Downtown Business Association

Thank you!

Do this next:
- Or -

Get two other people to support the projects you just supported.

Invite a business to offer rewards to the projects you support.
Let’s see some great examples
So

How did they do it?
Pandora’s Box…
It's a Jungle Out There!
WOW
EA$Y MONEY
!!!
THE CROWD FALLACY

"IF YOU POST IT, THEY WILL FUND"

WRONG
Let’s see some bad examples…
Crowd fundraising requires knowledge & effort.
80-90% of funding comes from traffic you generate.
Crowd fundraising is about **building** and **connecting** your community. Money always comes **after** you create connections.
How To Run a Successful Crowdfunding Campaign

bit.ly/1LYGTMk
Top Tip: Plan everything in advance.
A Campaign is an Event

You’re Invited!
Tell your friends!

I’ll be there!
Campaign Success Timeline

Before LAUNCH After
Campaign Success Timeline

- Assemble Team
- Pre-motion
- LAUNCH
- Research Topic/Define Problem
Look at other crowdfunding campaigns that have tackled similar problems and compile data / see successful vs. unsuccessful campaigns.
Campaign Success Timeline

1. Research Topic/Define Problem
2. Assemble Team
3. Make Connections
4. Pre-motion
5. LAUNCH
Campaign Success Timeline

Assemble Team

Make Connections

Pre-motion

Build Lists

LAUNCH
Your List = Your Community

<table>
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Campaign Success Timeline

- Assemble Team
- Research Topic/Define Problem
- Make Connections
- Pre-motion
- Build Lists
- Build/Start Marketing Strategies
- LAUNCH
1. Define Your Social Networks & Channels
   - Email, Facebook, Twitter, Linkedin, Etc.

2. Start building a “Content Calendar”
   - Use a template (just search!)
   - Plan messaging in advance
Campaign Success Timeline

Research Topic/Define Problem

Assemble Team

Make Connections

Build Lists

Pre-motion

Build / Start Marketing Strategies

LAUNCH

Craft Engaging Campaign
The Power of a Story
All your messaging should address your audience.
Crafting an Engaging Story:

1) Define a Character
2) Present Conflict
3) Inspire Action
4) Make “The Ask”
5) End With The Impact
6) Leave Them Wanting More
Video

2-4 minutes

Text Description

300-500 Words w/ Images & Graphics

Examples
Set **Realistic Goals & Timelines**
$75

Average Donation

$20,000 = 267 donors!
78% of Campaigns that reach their goal end up raising MORE than their target.
Get pre-commitments!
~30
DAY TIMELINE
KEEP IT SHORT & SWEET
Campaign Success Timeline

1. Research Topic/Define Problem
2. Assemble Team
3. Build Lists
4. Craft Engaging Campaign
5. Make Connections
6. Build / Start Marketing Strategies
7. Pre-motion
8. Launch Event
9. LAUNCH
10. Launch Event

LAUNCH
Create a Facebook Event

- Launch date is event date
- Add link to crowdfunding campaign
- Make each team member a managers on the event
- Invite friends
Campaign Success Timeline

- Assemble Team
- Make Connections
- Pre-motion
  - Build Lists
  - Research Topic/Define Problem
  - Craft Engaging Campaign
- LAUNCH
- Promotion
  - Team Active Every Day
  - Continue Marketing Strategies
  - Updates & Outreach
- Launch Event
UPDATES ARE IMPORTANT!!

Campaigns with regular updates raise 138% more. Make updates every 1-3 days.
End Strong

Activate Existing Supporters

Video Update & The “Big Ask”

The Urgency of the End

Don’t stop! Funding Spikes at the End of Campaigns
Campaign Success Timeline

Assemble Team

Make Connections

Research Topic/Define Problem

Build Lists

Craft Engaging Campaign

Pre-motion

Launch Event

LAUNCH

Promotion

Team Active Every Day

Updates & Outreach

Thank You’s

Conclusion

Show Impact

Fulfill Rewards

Launch Event
How To Run a Successful Crowdfunding Campaign

bit.ly/1LYGTMk
The value of an integrated strategy around a centralized story telling tool
Someone Else’s Platform = Crowd Funding
Social Media Outreach & Updates

Traditional Fundraising Tactics

Community Building

Outreach & Updates

Social Media

Your Org

Crowdfunding
Community Building

Traditional Fundraising Tactics

Social Media

Updates & Outreach

Your Org

New Tools to build a Better HUB
Tell Your Stories... BETTER
“Who has a big idea?”
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