



CHARITY
VILLAGE

How To Stop Overthinking And Start Raising Money Online

Mary Barroll & Daryl Hatton

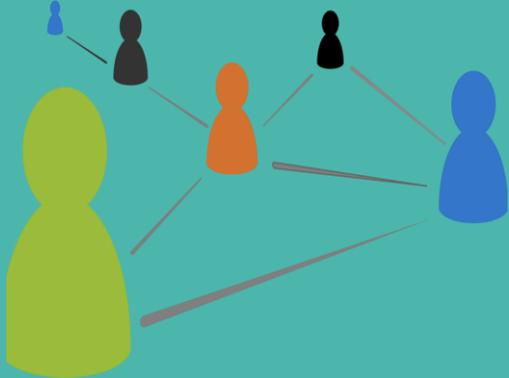
Crowdfunding for Charities

What is it?

Crowdfunding is an online, social media driven fundraising technique that acquires, monetizes, retains and grows a community of donors.

Crowdfunding is Designed for:

Social Engagement New Generation of Donors Amplifying Your Reach



Crowdfunding Benefits

Time



Effort



Effectiveness



Self-service tools



Rapid response
time



Less risky



Social media
integration



Monetize



Message
segmentation



Impact
communication



Lower costs

Four Myths

You're Worried About

1. **I don't have enough time, resources, or money to do crowdfunding**
 2. **It will cannibalize my donor base**
 3. **I don't have a social media following or online audience**
 4. **Micro-donations aren't worth the trouble**
-

Four Myths

What We'll Cover Today

1. **How to ideate and organize successful crowdfunding projects without big resources or time investments**
 2. **Leveraging crowdfunding to avoid cannibalizing your donor base**
 3. **Tips on what you can do if your organization doesn't have an online audience**
 4. **Discover the power of micro donations and what that means to your results**
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Myth # 1

I don't have enough time,
resources, or money to do
crowdfunding



Rapid Response Rewards Campaign

Downtown
Eastside
Vancouver
Shelter

Support for
Homeless
Women &
Single Moms
With Kids

The screenshot shows a GoFundMe campaign page. At the top, the title is "COVID-19 Resiliency Fund for Women and Children in Shelter" with a "Like 204" button. Below the title is a video player showing a woman and a young girl smiling. To the right of the video, the campaign statistics are displayed: "\$43,053 raised", "144% of \$30k goal", "113 contributors", and "0 days left". A black button at the bottom right of the statistics area says "Ended Jun 9, 2020". At the bottom of the video player, there is a "Gallery (14)" link and a play button icon. Below the video player is a social media sharing bar with icons for Facebook, Twitter, LinkedIn, Messenger, Email, Print, and a menu icon.

COVID-19 Resiliency Fund for Women and Children in Shelter Like 204

\$43,053 raised

144% of \$30k goal

113 contributors

0 days left

Ended Jun 9, 2020

Gallery (14)

Campaign
Up &
Running
In a Week

“Wish Granting” Campaigns



\$50 CAD

Support a Woman

Clothing gift card for one woman.

Grant this wish



\$100 CAD

Support a Mom & Child

Clothing gift card for a mother and child.

Grant this wish



\$250 CAD

Support Two Families

Clothing gift cards for two families.

Grant this wish

Time Deadlines Create Urgency

Showing Impact Creates Empathy &
Inspires Action with Reminders

Importance of Segmented Messages;
“Thank you” to Those Who Gave &
Encouragement to Share



The Bloom Group posted an update

Story update · Jun 5

Two days left!

The COVID-19 Resiliency Fund for Women and Children in Shelter closes on June 7.

Your contributions provide food and other essential items to help increase resiliency and aid in the recovery for women and families facing disproportionate risk due to the pandemic.

If you haven't yet donated, it's not too late.

A big Thank You to everyone who has supported this important cause. Your support is much appreciated!



Myth # 2

It will cannibalize
my donor base



Virtual Event Crowdfunding

The screenshot shows a crowdfunding page for a virtual event. At the top left is the logo for 'International Teams Canada' with the tagline 'Lives & Communities Transformed'. To the right are links for 'Contact Us', 'Impact Teams', and 'Sign in'. The main title of the event is 'Virtual Run for Romania May 2 or May 3, 2020', with a 'Like 7' button. The central image features a man holding a race bib with the number '2' and the text 'VIRTUAL RUN FOR ROMANIA #RUN4RO'. On the right side, the fundraising progress is shown: '\$23,010 raised', '177% of \$13k goal', '207 contributors', and '37 weeks running'. A 'Paused' button is located below this information. At the bottom, there is a social media sharing bar with icons for Facebook, Twitter, LinkedIn, Messenger, Email, Print, Code, and a menu icon. A 'Gallery (124)' link is also visible in the bottom left corner of the main image area.

International Teams Canada
Lives & Communities Transformed

Contact Us Impact Teams - Sign in

Virtual Run for Romania May 2 or May 3, 2020 Like 7

VIRTUAL RUN FOR ROMANIA
#RUN4RO

Gallery (124)

\$23,010 raised

177% of \$13k goal
207 contributors
37 weeks running

Paused

Facebook Twitter LinkedIn Messenger Email Print Code ...

Social Engagement & New Generation & Amplifying Reach

Media Gallery to Enhance Sense of Community, Friendly Competition & Engagement

Team Bobo posted an update
Story update · May 4

The latest pics from the Run 4 Romania. First 3 are the MacLean Team. Then John & Connie Allardyce. Then the Ruth Davis Team. And last is Sam Stanlake. Thanks to all of you! I hope it was fun for you!!



Subpages

Nicole Springle posted an update
Story update · May 2

Done! And added 500 m extra for good measure... (or just cuz we needed to get home!) And... pics of our pumpkin (chocolate chip muffin/recovery snacks) Thank you to everyone who has supported this great cause and to all the people at Impact Romania for all the great work you do! God bless you.



Nicole Springle added 4 media items · View all

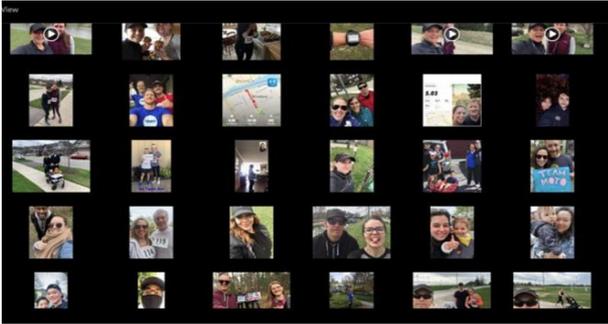
Like Comment Share Edit Details

ITeam Canada posted an update
Story update · May 6

I'm sorry but this is the latest edition as I left out a couple of pics...



ITeam Canada added 1 media item · View all



Myth # 3

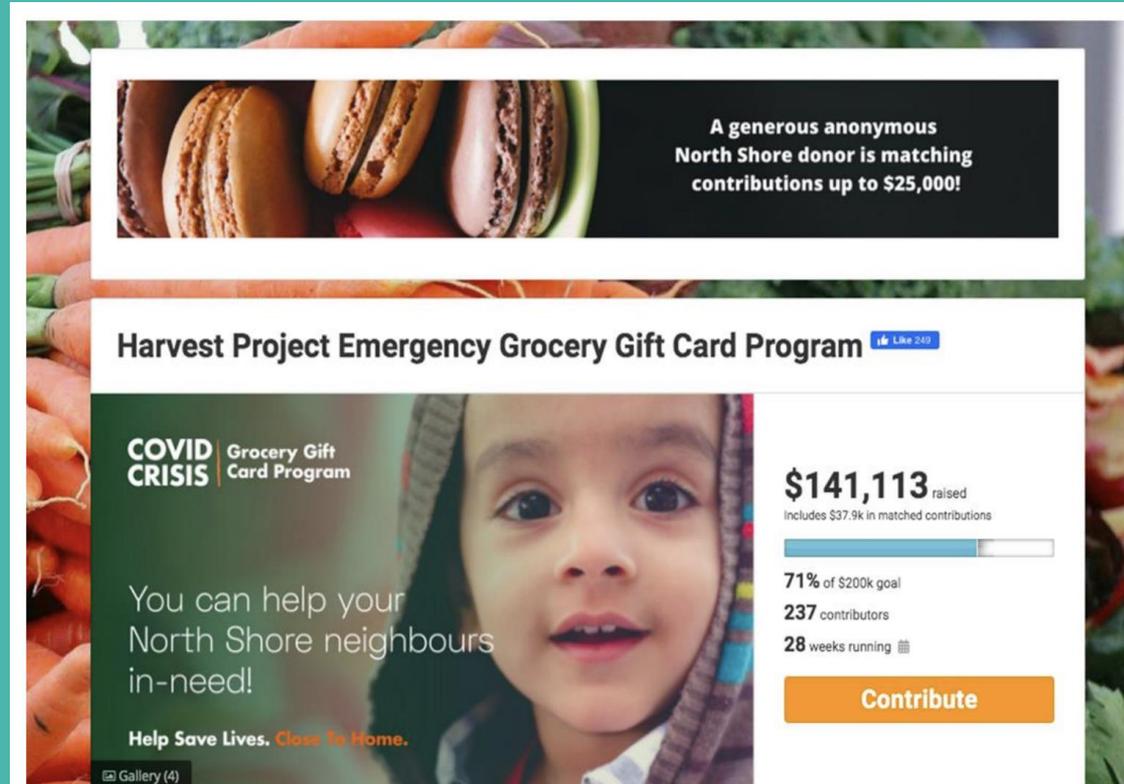
I don't have a social media following or online audience



Sponsorship & Matched Contributions

Quickly Retooled
Warehouse
Style Foodbank
With 150 Volunteers
Because of COVID

Launched Digital
Crowdfunding
Campaign



The image shows a screenshot of a crowdfunding campaign page. At the top, there is a banner with a close-up of macarons and the text: "A generous anonymous North Shore donor is matching contributions up to \$25,000!". Below this is the main campaign title: "Harvest Project Emergency Grocery Gift Card Program" with a "Like 240" button. The main content area features a large image of a young child's face. To the left of the child, the text reads: "COVID CRISIS | Grocery Gift Card Program", "You can help your North Shore neighbours in-need!", and "Help Save Lives. Close To Home." To the right of the child, the campaign progress is shown: "\$141,113 raised" (including \$37.9k in matched contributions), a progress bar at 71% of a \$200k goal, "237 contributors", and "28 weeks running". A prominent orange "Contribute" button is at the bottom right. A "Gallery (4)" link is visible at the bottom left.

A generous anonymous North Shore donor is matching contributions up to \$25,000!

Harvest Project Emergency Grocery Gift Card Program [Like 240](#)

COVID CRISIS | Grocery Gift Card Program

You can help your North Shore neighbours in-need!

Help Save Lives. **Close To Home.**

[Gallery \(4\)](#)

\$141,113 raised
Includes \$37.9k in matched contributions

71% of \$200k goal

237 contributors

28 weeks running

[Contribute](#)

Sponsorship & Matched Contributions



Harvest Project COVID19 Emergency Food Program

by Stong's Community Support Team
Your support means a lot to us. Please consider donating or spreading the word about our cause.

\$32.5k raised 196 days running

[View](#)

[Contribute](#)



Harvest Project COVID19 Emergency Food Program

by Save On Foods Community Support Team

Your support means a lot to us. Please consider donating or spreading the word about our cause.

\$9.3k raised 172 days running

[View](#)

[Contribute](#)



Harvest Project COVID19 Emergency Food Program

by Loblaws Community Team

Help Harvest Project feed families in need on the North Shore by granting our wishes for gift cards from our local grocery store partners.

\$3.4k raised 175 days running

[View](#)

[Contribute](#)



Harvest Project Emergency Grocery Gift Card Program

by Whole Foods Community Team

Help Harvest Project feed families in need on the North Shore by granting our wishes for gift cards from our local grocery store partners.

\$7.7k raised 173 days running

[View](#)

[Contribute](#)

Grocery Chains Matched equivalent amount in Vendor Gift Cards

Thank you to our previous matching partners!

Cargill is committed to helping our community thrive.

Cargill is working with our nonprofit and NGO partners around the globe to help address food insecurity and emergency medical needs for those who are vulnerable during this pandemic and to provide immediate support to the communities in which our employees live and work. Cargill's global and regional COVID-19 response is aligned with our purpose to nourish the world in a safe, responsible, and sustainable way. Cargill has given \$20,000 in matching contributions towards this campaign.



The Craft Voice in Safety (CVIS) program at Kiewit is comprised of welders, electricians, crane operators and other skilled tradespeople. The team reflects a culture of caring for others on construction sites to ensure that "Nobody Gets Hurt." It's also a culture that believes strongly in giving back to the community and helping those in need. As such, Kiewit's CVIS team at G3 Terminal Vancouver has given \$10,000 in matching contributions towards this campaign.

Create Win-Win for Sponsors, Donors and Organization

Myth # 4

Micro-donations
aren't worth the trouble



Micro-Project Fundraising Example

Rescue Falcons
Rehabilitate &
Heal Injured Birds

Pre-COVID Raised
Funds by Taking
Birds to Events

Launched
Micro-Project
Crowd Funding
Campaign

Dartmoor Hawking & The Recycled Racehorse Falconry Team Like 1K



£10,437 raised

104% of £10k goal

159 contributors

0 days left

Ended Aug 10, 2020

Gallery (13)

Micro-Project Fundraising Example

Divide & Conquer Strategy

Solve Big Problem By Tackling its Component Parts

Donor's Individual Emotional Connection

Donors See Direct Impact & Know Where \$ goes

Digital Storefront

Campaigns

Showing 8 of 8 [Show mine](#)



Sponsor Our Baby Lori
by Martin Whitley
Please take a look at this unique team of Hawks, Hounds, Horses and Humans and see what they're up to - and whether you'd be interested in joining the support crew!

£100 raised Ended Aug 10, 2020

[View](#)



Rosie
by Dartmoor Hawking
Please take a look at this unique team of Hawks, Hounds, Horses and Humans and see what they're up to - and whether you'd be interested in joining the support crew!

£850 raised Ended Aug 10, 2020

[View](#)



Floki
by Dartmoor Hawking
Please take a look at this unique team of Hawks, Hounds, Horses and Humans and see what they're up to - and whether you'd be interested in joining the support crew!

£180 raised Ended Aug 10, 2020

[View](#)



Artemis
by Dartmoor Hawking
Please take a look at this unique team of Hawks, Hounds, Horses and Humans and see what they're up to - and whether you'd be interested in joining the support crew!

£225 raised Ended Aug 10, 2020

[View](#)



£40
Limited Edition Calendar
14 claimed 86 remaining
Dartmoor Hawking Calendar 2021 - brand new product developed for our supporters!



£50
Sponsor Rosie
14 claimed
Sponsor the bad-tempered eagle Rosie, and together we can keep her fed and watered!

[More ...](#)



£75
Gift Voucher
11 claimed 139 remaining
A £75 gift voucher redeemable on any of our amazing experiences and valid until the

[More ...](#)

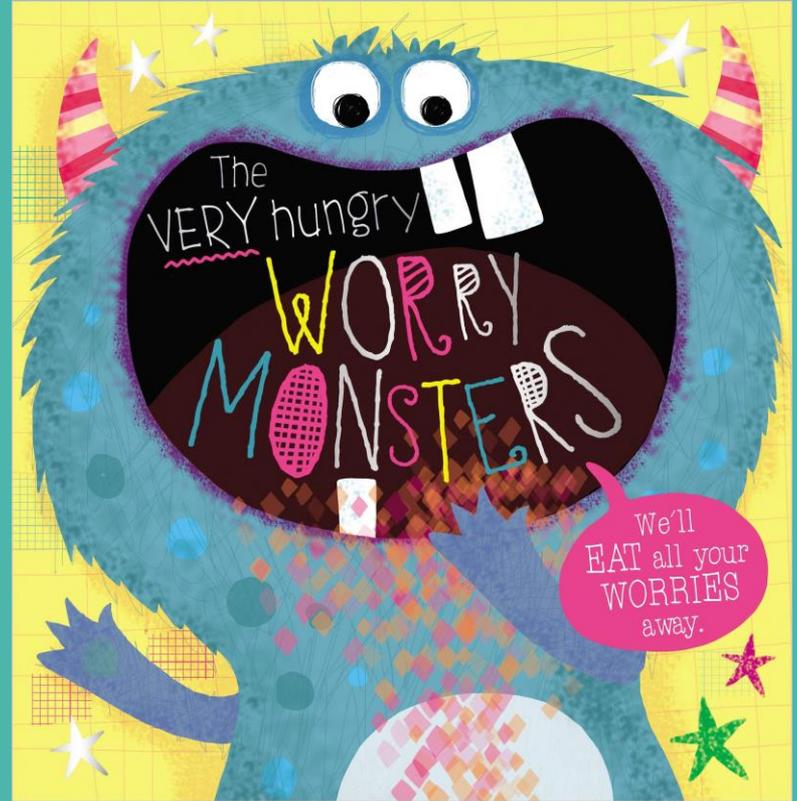


£3,000
The Dartmoor Dream
1 claimed 1 remaining
This very special reward is only available for two people! Never before offered, we are giving

[More ...](#)

Let's Tie It Together

Example of recent award winning campaign



5 Elements of a Successful Crowdfunding Campaign



Story



Urgency



Partners



Promotion



Updates



CHARITY
VILLAGE

Questions & Contact Information

<https://charityvillage.com/crowdfunding>
