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# crowdfunding: personal gift or charity donation?



### what is crowdfunding?

crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people.



crowdfunding is a way to raise money for a project or venture by asking a large number of people for small contributions.

### examples of crowdfunding online

- I want to make a movie and need money to take a year off work to do it. (project)
- one of my facebook friend's friend is sick and needs help with medical bills. (personal gift)
- there has been a disaster somewhere in the world and I want to give to charity to help alleviate suffering. (donation... potentially)

every crowd-funder has their own goals and objectives when giving as well as personal gifts and charitable giving.

### different kinds of crowdfunding:



crowdfunding is a way to raise money for a project or venture by asking a large number of people for small contributions.

### examples of sites

you should always research & vet a site before you either use it to raise money or before you give to a campaign. check what percent processing fee is taken out and other fine print items.



### benefits of crowdfunding

- reach far and wide
- no financial burden
- support existing for mistake-avoiding
- ease of giving
- works well for project-specific appeals
- other benefits?

### crowdfunding for your nonprofit



### a few last things to consider...

- direct or peer-to-peer
- how will you account for the gifts?
- is it the right project or problem for crowdfunding?
- do you have the right reach/audience?

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### what is crowdfunding?

crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people.



personal gift or "goal" like promotion, IT, and other friends

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every crowdfunding platform also offers both personal and charity giving

### different kinds of crowdfunding:



individuals, nonprofits, and for-profit companies

### examples of sites

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### benefits of crowdfunding

- reach far and wide
- no direct cost
- support existing or mission-sharing
- works well for project-specific appeals
- other benefits?

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## Tracy Vanderneck, MSM, CFRE President, Phil-Com

- More than 20 Years in fundraising, business development, and sales
- Master of Science in Management (MSM) with a concentration in Nonprofit Leadership
- Graduate Certificate in Teaching & Learning
- Certified Fund Raising Executive (CFRE)
- AFP Master Trainer



Tracy has worked with organizations such as:

- American Red Cross
- A private college prep K-12 school
- a national healthcare organization
- foundations
- animal service organizations

Directors for the  
Fundraising Professionals (AFP)  
Chapter for seven years  
mentoring program  
and Personal Fundraising

PRO  
pictures now and again  
getting bored.



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- Was on the Board of Directors for the Association of Fundraising Professionals (AFP) Southwest Florida Chapter for seven years
- Is a mentor in AFP's mentoring program
- Is a Network For Good Personal Fundraising Coach
- Blogs for NonProfit PRO
- Likes to throw in cute pictures now and again to keep people from getting bored.

