

## *what is crowdfunding?*

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





*someone has a "great"  
idea- promotes it- and  
others invest.*



# different kinds of crowdfunding.



**(microlending is like Kiva.org.  
We'll focus on non-lending  
formats of crowdfunding.)**

# *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)



*many crowdfunding funding sites offer both product-based giving as well as personal gift and donation giving.*

**different kinds of crowdfunding.**





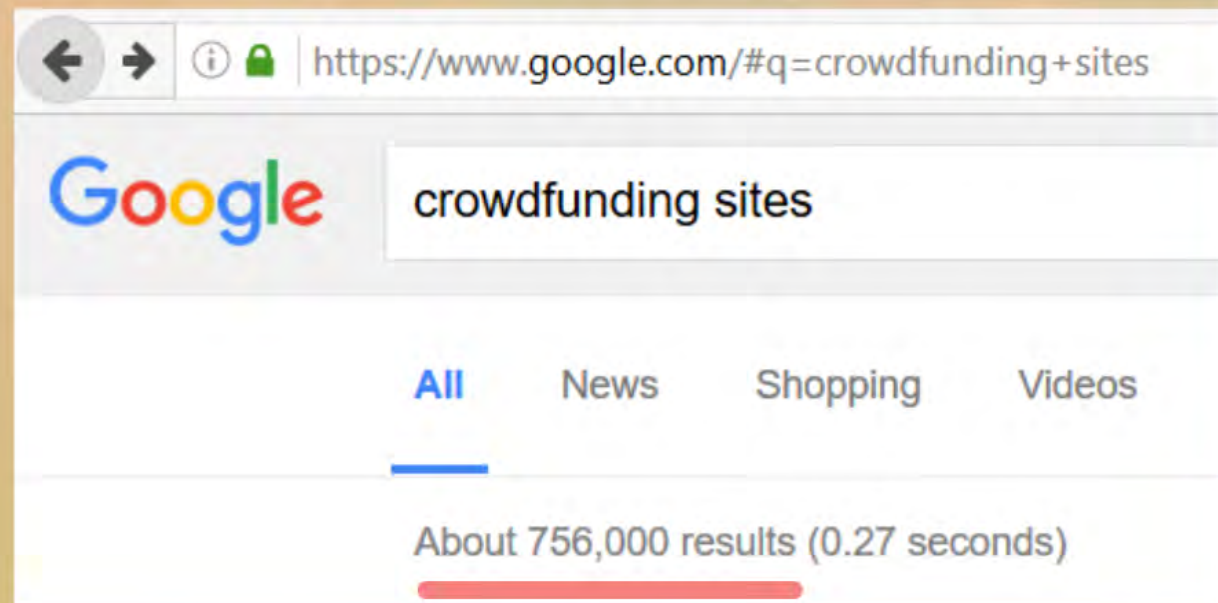
# *benefits of crowdfunding*

- *reach far and wide*
- *excitement build*
- *opportunity for mission-sharing*
- *ease of giving*
- *works well for project-specific appeals*
- *other benefits?*

*potential down sides to crowdfunding:*

- *are they easily converted to loyal donors?*
- *fraud potential*
- *gift-tracking snares*
- *others?*

*a google search on crowdfunding sites will yield many results. there are a number of articles that **rank** sites by traffic, gift amounts, percent processing fee, etc.*





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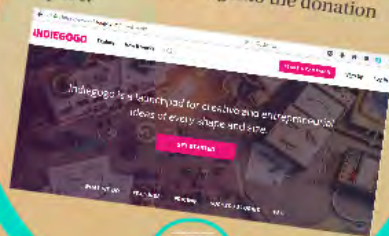
## *examples of sites*

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.

a couple of the current top sites

### *indiegogo*

project based: like "indie" films, but site shows they are getting into the donation space.



### *kickstarter*

focuses is on projects



bridegroom was an early example of lack of accountability.

