

# crowdfunding for your nonprofit



*is the  
project  
approved?*

*is it in line with  
your fundraising  
plan?*



*is it run by the organization or a by a volunteer or an unaffiliated supporter? can the donor tell the difference?*

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donor tell the  
difference?*



*is it set up as an  
approved or  
verified charity?*



# 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?*





*what is good about this?*

https://www.facebook.com/equalityfl/?fref=ts

Equality Florida



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Equality Florida  
19 hrs · 🌐

We made two promises in the aftermath of Pulse. The first was to do everything we could to take care of the survivors and the families left behind by this heinous act of hate. Today we've kept that first promise, announcing \$9.5M raised for the victims of Pulse.

Now our attention must focus entirely on fulfilling the second promise - to honor our dead with action. Thoughts, prayers and symbols are not enough. We will ensure the lasting memorial is the real change of uprooting anti-LGBT hatred, discrimination and violence in our culture. Are you with us for the work ahead? Click here to contribute to our new "Honor Them With Action" campaign and GoFundMe will DOUBLE your contribution up to \$100,000!



Click here to support Equality Florida Fund by Equality Florida

In the aftermath of the massacre at Pulse, Equality Florida made two promises. First, we would do everything we could to help the families of those killed and the...



**crow**

*don't be afraid*

*just do it  
planned  
commun  
transpa  
accounted*

# **crowdfunding**

*don't be afraid of it...*

*just do it in a well  
planned, well  
communicated,  
transparently  
accounted for way.*



# *Discussion*

What types of  
crowdfunding has  
your organization  
done?

*Was it successful?*

*Any "lessons learned"?*





@PhilComSRQ

# 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.



**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 different goals: some offer both personal and charity giving as well as personal gifts and charitable giving.

**different kinds of crowdfunding:**



individuals, groups, businesses, nonprofits, and governments can all use crowdfunding.

**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 upon donor for mistake-allowing ease of giving
- works well for project-specific appeals
- other benefits?

**crowdfunding for your nonprofit**



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