



CROWD-SOURCED FUNDRAISING TIP SHEET

Looking for a way to help pay for Easter Seals Nebraska Summer Camp? Consider crowd-sourced fundraising to help make the camp tuition more affordable for you.

WHAT IS CROWD-SOURCED FUNDRAISING?

Crowd-sourced fundraising allows an individual or group to raise funds online. There are many user-friendly websites that build your page for you. Crowd-sourced fundraising is beneficial because small funding requests can be sent very quickly to large groups of people via email and social media.

IS CROWD-SOURCED FUNDRAISING RIGHT FOR ME?

Do you have daily access to a computer/smart phone? Are you comfortable uploading pictures and editing documents? Do you have a group of contacts – friends, family, acquaintances – that you connect with regularly via email, Facebook or Twitter? Or, do you have a close friend or family member that can help you do these tasks? If the answer is ‘No’ to most of the questions above, this might not be the right tool for you. However, you don’t have to be a computer expert and anyone willing to try and learn can succeed!

SAMPLE OF CROWD-SOURCED FUNDRAISING SITES:

- Fundrazr.com
- Fundsforyourlife.com
- GiveForward.com
- Gofundme.com
- Healthdonor.com
- HumanTribeProject.com
- Microgiving.com
- ModestNeeds.org
- Youcaring.com

Warning: If you are considering giving money or information to a crowd-sourced fundraising site online, be sure to do your research first. The risk of scams could be high and there is no protection available for the donors. Only give to a cause that you know is accurate and truthful.

TIPS TO HELP YOU DEVELOP A SUCCESSFUL CROWD-SOURCED FUNDRAISING PAGE:

- Research websites completely before creating your page. Read all of the rules and check out reviews by other users.
- Be sure to note the percentage of the money taken by the crowd-sourced fundraising company as well as possible tax consequences for raising money this way.
- Study the most successful fundraisers to shape how you explain your story and what you ask for.
- Develop a clear and brief statement about what you are trying to fund and why.

- Use high quality, relevant photos that evoke empathy but are not too depressing.
- Make sure to send your website to all of your contacts and ask them to send it to their contacts. Offer them a sample email or post to use and encourage them to write their own.
- Give updates and gratitude throughout your fundraiser. Change your language and message for each update.
- Respond to any and all questions, comments and donations quickly.
- Be sure to personally call/email and thank all the donors.
- If donations are not coming, try suggesting donations in the \$5-\$10 range.

More questions? Contact Easter Seals Nebraska at 402-930-4053 or 800-650-9880.