

CROWDFUNDING



FOR NONPROFITS

"Crowdfunding," or group fundraising, has seen rapid growth in recent years. In 2013, it was estimated that crowdfunding accounted for \$5 billion in total donations worldwide. In 2015, that figure grew to an astounding \$34 billion in worldwide donations! This growth is expected to continue with experts projecting that

crowdfunding will generate nearly \$100 billion in donations by 2025.



KEY STATISTICS ABOUT CROWDFUNDING



\$17.2 billion

amount of revenue generated by crowdfunding efforts in the United States in 2015



average amount raised in a crowdfunding campaign

\$7,000

\$88 average size of a crowdfunding donation



24-35

9 weeks average duration of crowdfunding campaigns that reach their fundraising goal



78%

campaigns exceed their fundraising goals

age range of the average crowdfunding donor









HOW TO RUN A SUCCESSFUL

CROWDFUNDING CAMPAIGN

to reach your goals. A few crowdfunding tips:

Proper planning and execution will position your campaign for the greatest chance



more when the page includes a video of the cause.



UPDATE

days generate 3x more donations.



MEDIUM LENGTH

word description of the cause on your page - not too short and not oo long.

Include a 300-500

SHARING 53% of email

ENCOURAGE

crowdfunding page will generate donations.

shares of your

Many nonprofits are discovering that crowdfunding is most successful when incorporated with existing fundraising efforts. Crowdfunding platforms designed for use by nonprofits

FUNDRAISING EVENT

gala. Ask your auctioneer if they prefer to keep a special appeal offline. Some ideas to integrate crowdfunding into your in-person events:

can easily be used to supplement in-person fundraising at an event such as an auction or



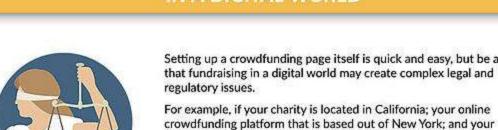
beat mobile for special appeals. However, the principles of crowdfunding still apply: fund one specific, urgent need and track progress toward the goal.

RULES & REGULATIONS IN A DIGITAL WORLD



attendance so recurring donors who will not

be attending can donate to the cause.



Setting up a crowdfunding page itself is quick and easy, but be aware

For example, if your charity is located in California; your online crowdfunding platform that is based out of New York; and your outreach efforts are targeting donors in Illinois, which state's regulations govern the transaction? It could be all three.

Check with your state charity regulator to ensure your crowdfunding

efforts are in proper compliance with all state regulations.

winspire

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