

# Crowdfunding Success for #GivingTuesday and Year-End Fundraising: Six Key Steps

6

Follow these steps to set up an amazing #GivingTuesday fundraising campaign.

By Rachel Ramjattan & Gail Perry

Is crowdfunding included in your #GivingTuesday and year-end fundraising plans? If not, you might want to rethink your strategy. Here's why.

- Crowdfunding generated \$34.4 billion in 2015 and is on pace to do nearly 10 times that within the next decade.
- Crowdfunding represents more than 23% of all online giving.
- The average nonprofit crowdfunding campaign raises \$10,000.

If you're not using crowdfunding strategies to energize your fundraising, you're missing out!

## What Is Crowdfunding, Really?

Crowdfunding, also known as social fundraising or peer-to-peer fundraising, is the process of raising money from a large group of people, usually via the Internet.

Crowdfunding has been around for more than a century. In 1884, Joseph Pulitzer got 160,000 New Yorkers to donate

\$100,000+ to build the pedestal of the Statue of Liberty. Since then, many others have raised money with this technique. Remember the Salvation Army Red Kettles during the holidays or the many walk-a-thons you may have participated in over the years? All these are forms of crowdfunding – a large number of people donating to a single cause.

Today, crowdfunding is much easier to implement using technology and social media.

## What's the Recipe for Success? Three Ingredients

The recipe for crowdfunding success is simple. You need:

- 1. a project** that needs to be funded
- 2. people interested** in your project
- 3. a platform** to connect the two.

Sounds a lot like #GivingTuesday, doesn't it?



## How Crowdfunding Can Help You Make a Big Splash on #GivingTuesday: Six Steps

**1. Make a list of donors** that gave a certain amount (your threshold for major donor status) last year.

**2. Challenge these donors** to become #GivingTuesday champions by creating personal fundraising pages.


**3. Show these champions how they can score gifts** for your organization by inviting family and friends to give using their initial donation as a matching gift incentive.

**4. Choose your platform, create your templates, and empower your champions** with “how to” tools like “How to Raise \$250 Quickly” or “How to Create Your Personal Fundraising Page” and frequent updates via e-mail and social media updates.

**5. Have fun!** Inspire fundraisers by offering prizes or bragging rights for milestones such as these:

- the first person to secure a donation
- the largest single gift
- the first to raise \$250, \$500, and so on
- the gift from the place farthest away (and closest to) your organization’s home office
- the first person from a different country or continent to give
- the first gift amount that has a (any number you choose) in it
- any champion with a single donor who makes more than one gift
- the person who brings in the most new donors.

**6. Create a stewardship plan** to welcome new donors and appreciate existing donors that support your #GivingTuesday campaign.

Crowdfunding has benefits that exceed the value of new funds raised. You’ll also make new friends, many of whom may have similar giving capacity to the champion who solicited them. You’ll renew support from existing donors early in the year-end fundraising process. You’ll create “buzz” about your organization on social media channels. And your champions will enjoy making a bigger impact on the cause they love. 

*Rachel Ramjattan, CFRE, is the founder and principal of Nonprofit Plus, LLC, dedicated to “helping you get better at doing good.” Connect with Rachel at [nonprofitplusteam.com](http://nonprofitplusteam.com) or tweet her @RachelNPP. Gail Perry, MBA, CFRE, is the best-selling author of Fired-Up Fundraising: Turn Board Passion into Action and writes a blog at [gailperry.com](http://gailperry.com).*



“The average nonprofit crowdfunding campaign raises \$10,000.”

### Learn More (NonprofitWorld.org)

**Top 10 Trends: How Major Donors Are Changing & What to Do about It** (Vol. 31, No. 4)

**The Peer-to-Peer Fundraising Evolution** (Vol. 30, No. 6)

**Here Come the Millennials – and Their Money** (Vol. 34, No. 3)

**Debunking the Myth of Bill Gates: Finding Major Donors** (Vol. 16, No. 2)

**Online Strategies for Year-End Fundraising** (Vol. 31, No. 3)

**Top Can’t-Miss Resources for Nonprofits** (Vol. 34, No. 3)