

# Crowdfunding: It's Not *All* About the Money

## May Webinar Presented by GiveGab

Thanks for joining us. A few instructions before we begin:

- You may **join the audio** by selecting the radio button for either “Telephone” or “Mic & Speakers”. If you are using telephone, please dial in using the conference line and audio pin provided.
- If you are having any technical issues, please let us know in the chat box.
- We will have time for **Q&A** at the end of the webinar. Please feel free to enter your questions in the chat box at any time.
- This webinar is being recorded and we will distribute the **slides and recording** after the webinar has concluded.



**Emily Tamanaha**  
Director of Membership & Programs



Is crowdfunding (online fundraising) part of your annual fundraising strategy?

Yes, no, maybe??

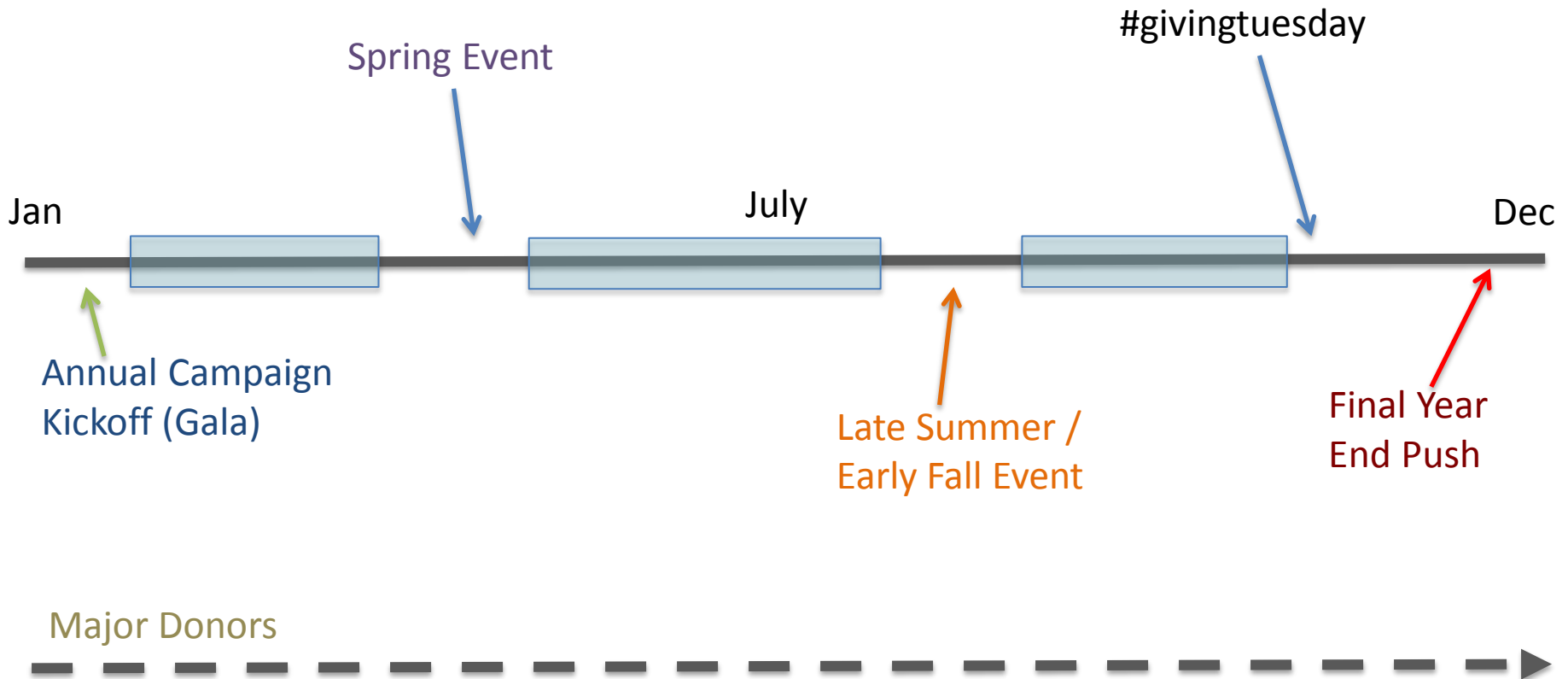
# The Importance of Online Fundraising

1. Engagement
2. New Donor Acquisition
3. Generational Pre-Requisite
4. \$\$\$

How many fundraising activities  
do you have each year?

0-1, 2-5, 5+

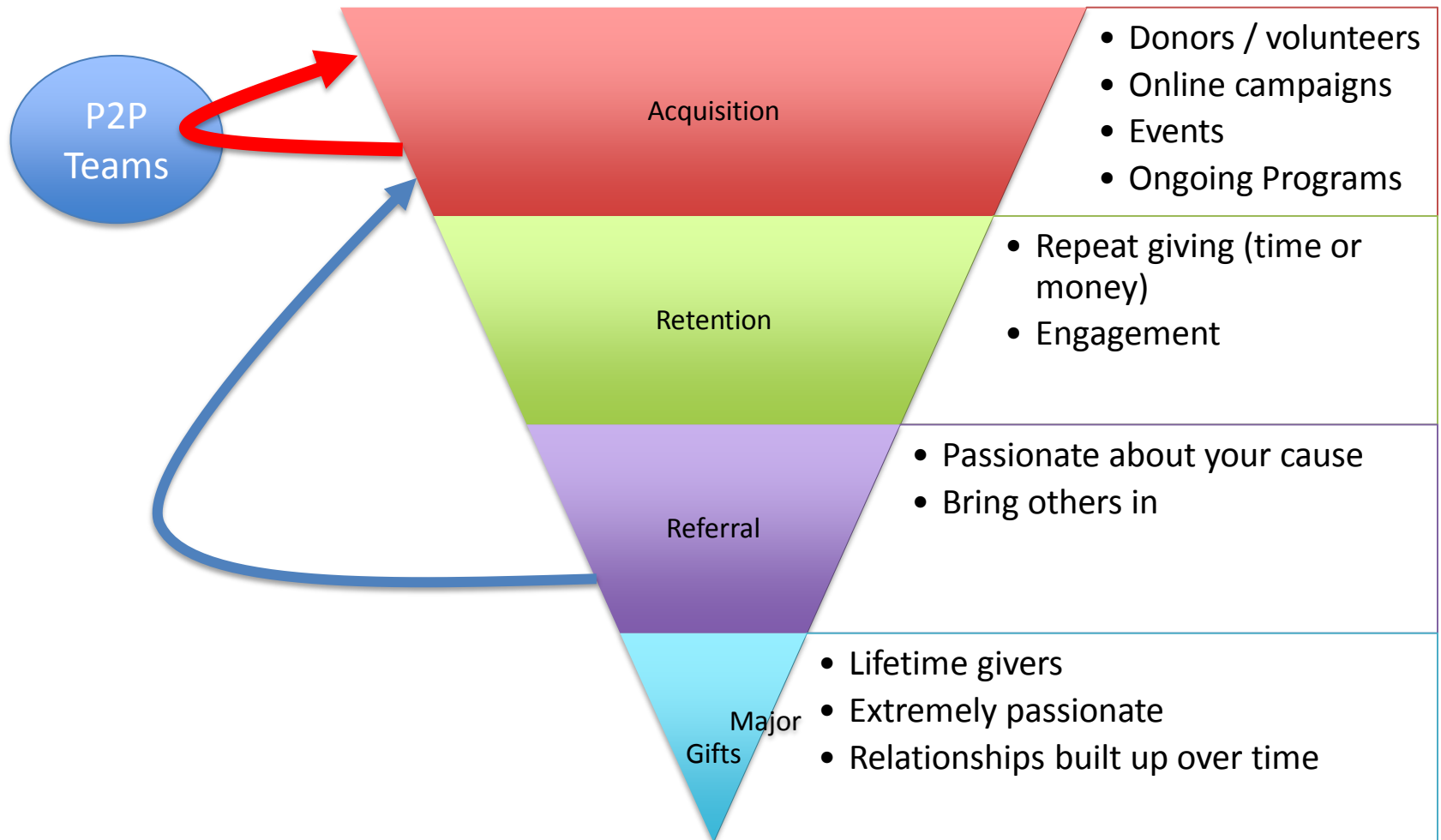
# 1. Engagement



Quiz: What is the average donor retention rate?

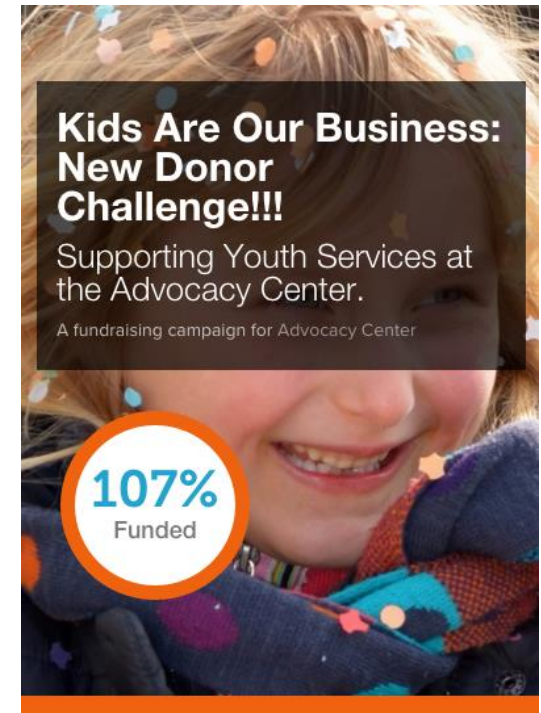
30%, 40%, 50%, 60%

# 2. New Donor Acquisition



# 3. Generational Pre-Requisite

- Online is the new place of business
- Social
- Mobile
- Great UX
- Reduce friction to give



**\$5,000**  
Goal

**\$5,350**  
Raised

**10**  
Days to Go

**32**  
Donors

MAKE A DONATION

START FUNDRAISING



# 4. \$\$\$

- Extra money is always great...
- Online fundraising is typically cheaper
- A way to fund those smaller tangible projects
- Analytics are better
  - Who is a repeat giver?
  - Who gives increasingly?
  - Which campaigns are most successful at raising funds?
  - At repeat giver engagement?
  - Donor acquisition?

# Online Fundraising: Best Practices

1. Put the donor in the story
2. Personal asks trump all
3. Momentum
4. Enthusiastic, public thanks
5. Have Fun!

# 1. It's all about the donor!

- The “you” test
- Inspire the donor to battle
- Multiple asks
- Make a promise that makes a difference

# Help Phoenix Rise Again

Here is a story about a brave dog named Phoenix, who is still in our care today

A fundraising campaign for SPCA of Texas

126%  
Funded

★ You are fundraising for this campaign!

**\$10,000**  
Goal

**\$12,555**  
Raised

**0**  
Days to Go

**131**  
Donors

MAKE A DONATION

## Make an exponential difference

Spreading awareness is a great way to help support our cause.



## Make a contribution



**\$25**

Provide enrichment through toys and the comfort of cozy blankets

Give this Amount



**\$50**

Help provide medicine to heal Phoenix and other animals in need

Give this Amount

## Phoenix's Story

In February, the SPCA of Texas Rescue Investigators received a call about a dog dying of possible starvation. The team immediately responded, but what they discovered at the scene was worse than imagined. The Rescue team followed the sound of clanking chains to the raised wooden porch of a trailer home. A section of the porch had been cut out, and there, trapped beneath the porch in the mud and filth, they found the dog.

Right away, our team made three heartbreaking observations:

1. Phoenix was confined to a short, thick chain - similar to one that would tow a vehicle.

Quiz: What is the best way to attract donors to your campaign?

Direct mail, social media, email blasts, direct email, ads, phone

## 2. Personal asks trump all

|               | Success Rate |
|---------------|--------------|
| Social Shares | .25%         |
| Email Blasts  | 2% - 8%      |
| Personal Asks | 60%          |



# Welcome to your fundraising toolkit, Jessica!

Main Campaign

Your Fundraiser

Your Personal Progress

93%

Raised

\$466/ \$500

Days Left

0

Donors

9

Share your Fundraiser!

<https://www.givegab.com/p2p/streets-aliv>



## 1. Get Started

- ✓ Tell your Story
- ✓ Make a Donation

## 2. Spread the Word

- ✓ [Reach Out](#)
- ✓ Share Socially
- ✓ Provide Updates

## 3. Finish Strong

- ✓ Give Thanks

## Conquer Your Fear

We know asking people for donations can be scary, so consider reaching out to close family members or friends first. This will help build some momentum for your campaign and give you the confidence you'll need when reaching out to others.

Reach Out

Yikes! I'm not ready yet!

## Only 3 contacts to go!

Keep track of your potential supporters. Feel free to touch base with your contacts about recent campaign updates or to reach out again if they haven't contributed yet. See who has contributed in Give Thanks

| Name             | Email                  |                            |
|------------------|------------------------|----------------------------|
| Charlie Mulligan | charlie@givegab.com    | <a href="#">Touch Base</a> |
| Daniel           | danielkeough@gmail.com | <a href="#">Touch Base</a> |
| Ben Darfler      | bdarfler@gmail.com     | <a href="#">Touch Base</a> |
| Ben Fennell      | brf287@gmail.com       | <a href="#">Touch Base</a> |
| Emma Fryer       | fryere3@gmail.com      | <a href="#">Touch Base</a> |



"The best view comes after the hardest climb."

—Anonymous



Need bright ideas?

We've heard some pretty amazing ideas and tips on how to fundraise.

[Be Inspired](#)

# 3. Momentum is King

- No one donates to losers
- Pre-seed is crucial
- Last 70% easier than first 30%
- Avoid the “trough of sorrow”
- **Fundraising Champs key**





## GiveGab Gals

Fundraising team for Women Build Weekend 2



### Our Team Story

GiveGab is proud to support the Women Build event for Hartford County.

### Meet Our Team



Casey Keller

\$45/\$100 Raised | 45% Funded



Bethany Waters

\$125/\$100 Raised | 125% Funded



Alice Hannon

\$265/\$250 Raised | 106% Funded



Jessica Confer

\$100/\$100 Raised | 100% Funded



Joanne Nutting

Began fundraising April 22nd, 2015

\$0/\$500 Raised | 0% Funded

Joanne's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Michelle Sawyer

Began fundraising April 15th, 2015

\$100/\$100 Raised | 100% Funded

Michelle's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Jessica Confer

Began fundraising April 20th, 2015

\$100/\$100 Raised | 100% Funded

Jessica's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Casey Keller

Began fundraising April 14th, 2015

\$45/\$100 Raised | 45% Funded

Casey's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Alice Hannon

Began fundraising April 16th, 2015

\$265/\$250 Raised | 106% Funded

Alice's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Lynette Furlin

Began fundraising April 24th, 2015

\$0/\$500 Raised | 0% Funded

Lynette's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Marcia Herrick

Began fundraising April 15th, 2015

\$345/\$500 Raised | 69% Funded

Marcia's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Christina LoConte

Began fundraising April 18th, 2015

\$50/\$200 Raised | 25% Funded

Christina's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors



Sally Rogers

Began fundraising April 24th, 2015

\$0/\$500 Raised | 0% Funded

Sally's Completed Actions:

Created Fundraiser Made a Donation  
Reached Out Shared Socially  
Thanked Donors

When do you perform  
“stewardship”?

Annual report, during fundraising  
activities, after fundraiser, whoops!

# 4. Thank You!

- No thanks = no retention
- Happy donors multiply
- Segment
- 3-3-3 Rule:
  - 3 min, 3 days, 3 months



# Welcome to your fundraising toolkit, Aaron!

Main Campaign

Your Fundraiser

Your Personal Progress

220%

Raised

\$220/ \$100

Days Left

0

Donors

5

Share your Fundraiser!

<https://www.givegab.com/p2p/help-phonex>



## 1. Get Started

- ✓ Tell your Story
- ✓ Make a Donation

## 2. Spread the Word

- ✓ Reach Out
- ✓ Share Socially
- Provide Updates

## 3. Finish Strong

- ✓ Give Thanks

## Thank your supporters

No matter what amount you've raised, it's very important to thank the supporters that donated to your campaign.

### Your supporters

| Name            | Amount   | Email                     | Comment  |           |
|-----------------|----------|---------------------------|--|-----------|
| Aaron Godert    | \$100.00 | aaron@givegab.com         | Thanks to everyone for matching my challenge to \$100! | ✓ Thanked |
| Sandy Augustine | \$50.00  | sandy.augustine@gmail.com |  | ✓ Thanked |
| Chris Smith     | \$25.00  | chris.smith@givegab.com   | Keep up the great work! Get well Phoenix!              | ✓ Thanked |
| Jennifer Tegan  | \$25.00  | jtegan@cvf.biz            | Good luck Phoenix!                                     | ✓ Thanked |
| Casey Keller    | \$20.00  | casey@givegab.com         | Get better Phoenix! You are loved!                     | ✓ Thanked |

“

“It is more rewarding to watch money change the world than to watch it accumulate.”

—Gloria Steinem



Need bright ideas?

We've heard some pretty amazing ideas and tips on how to fundraise.

Be Inspired

# 5. Have Fun!

# GiveGab

The Nonprofit Giving Platform

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