

Crowdfunding

STEPS FOR SUCCESS

Welcome

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THE **WAVE** SET

What is crowdfunding?

The practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet.

FUNDRAISING ONLINE

Crowdfunding has been around
longer than some may think!





The Crowdfunding Playbook

- Before the campaign
- Creating the campaign
- Running the campaign
- After the campaign

Before the Campaign

1. Learn what to expect
2. Think long-term
3. Get Inspired
4. Brainstorm the basics
5. Assemble a team
6. Collect campaign media
7. Gauge and grow your community



Creating your Campaign

1. Focus your idea
2. Establish a timeline
3. Pitch your idea
4. Create perks
5. Set a goal and funding type
6. Set up to receive funds
7. Plan for early momentum

Running your Campaign

1. Launch
2. Promote
3. Engage contributors
4. Track activity
5. Work your perks
6. Get a stretch goal



After your Campaign

1. Fulfill perks and promises
2. Collect your money
3. Continue marketing
4. Continue updating
5. Continue campaigning



Q&A