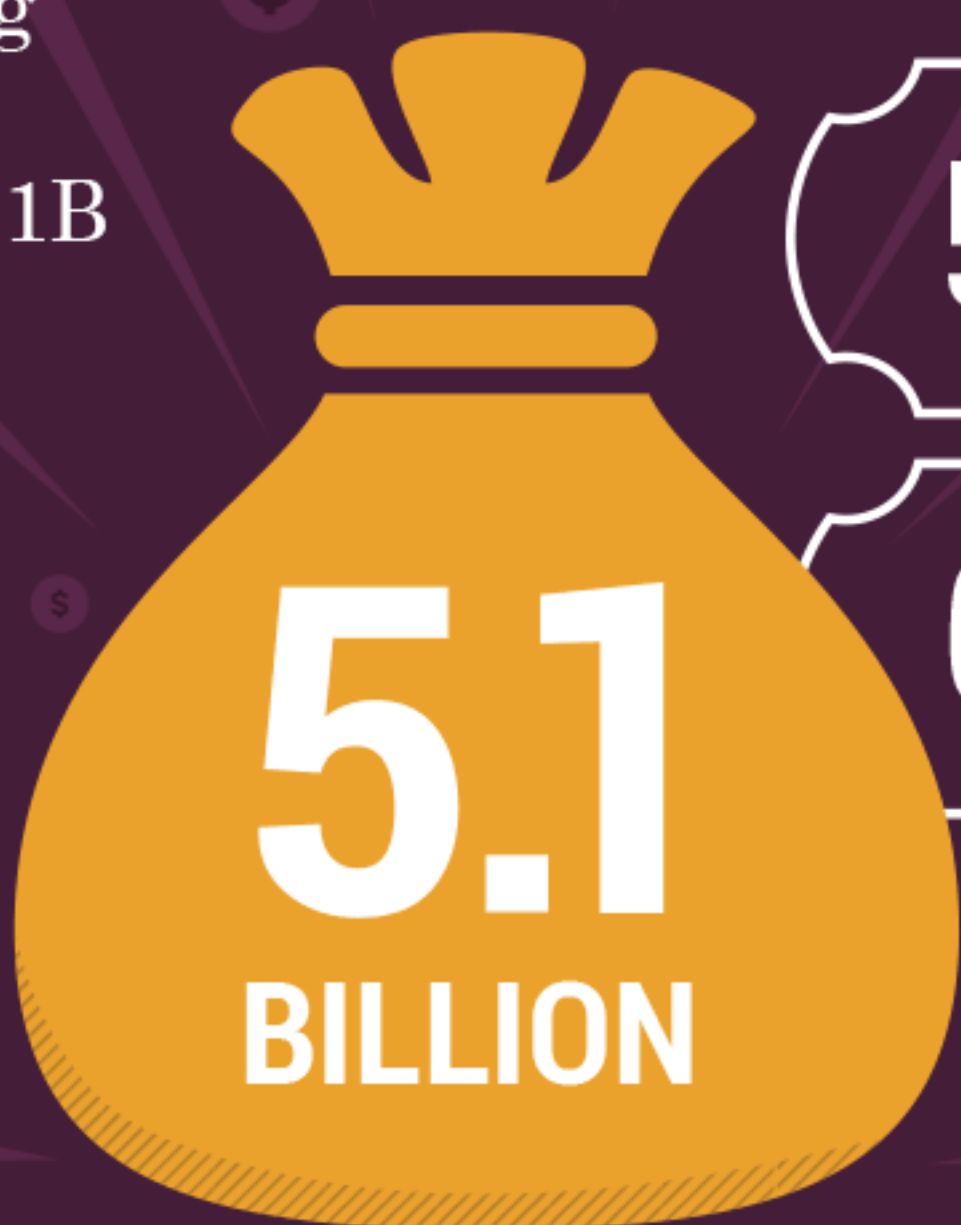


# CRACKING THE CROWDFUNDING CODE

Crowdfunding raised an estimated \$5.1B worldwide in 2013 and peer-to-peer nonprofit fundraising is exploding.



**50%** ↑

The growth in the number of acquired charitable donations by peer-to-peer fundraisers in 2013.

**60%** ↑

The growth in funds raised through peer-to-peer charitable giving between 2012 and 2013.

But how much money do crowdfunding campaigns raise on average for nonprofit organizations? What are the best practices for doing crowdfunding right? craigconnects spoke with some of the biggest charity-focused crowdfunding platforms, like Causes, CauseVox, FirstGiving, Razoo, StayClassy, and others, to collect giving data to crack the crowdfunding code. Here's what we learned!

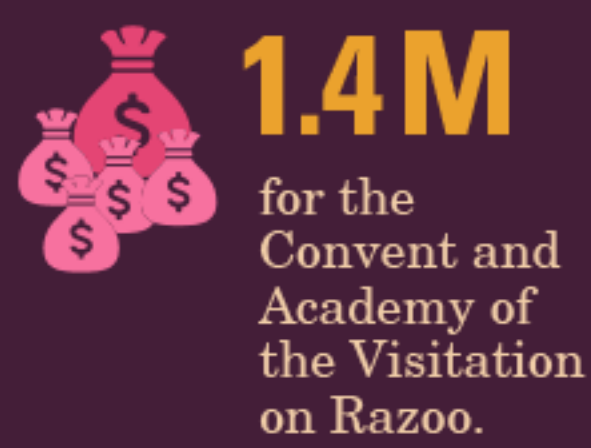
## AVERAGE CROWDFUNDING DONATION



## AVERAGE MONEY RAISED BY INDIVIDUALS & CAMPAIGNS



## WHAT CHARITIES RAISED THE MOST MONEY VIA CROWDFUNDING?



## AVERAGE PERCENTAGE OF DONORS THAT ARE REPEAT DONORS



## #GIVINGTUESDAY ANNUAL CROWDFUNDING DAY

#GivingTuesday is an online annual crowdfunding day that changes the conversation and hype around Black Friday to raise money around the holidays.\*



**1** Fundraisers with a video raise **2x more** than those without videos. – Source: Razoo

**3** Fundraisers who receive their first donation during the first 3 days of the campaign are **more likely to hit their goal** than those who don't, regardless of the length of the campaign. – Source: Razoo

**1** "Nonprofits who raise the most money via crowdfunding understand that online fundraising does not succeed by itself and they are thoughtful about the outreach and marketing activities they need to perform in order drive long term success. They already have engaged **supporters that care deeply** about the organization, and its mission." – Scot Chisholm, co-founder of StayClassy

## THE PEOPLE AND ORGANIZATIONS THAT RAISE THE MOST MONEY CROWDFUNDING FOR THEIR FAVORITE CHARITIES ARE SUCCESSFUL BECAUSE THEY...

- 1 Tell engaging and personal stories to connect people to their fundraiser in an authentic way.
- 2 Set realistic fundraising goals.
- 3 Develop a plan to promote the fundraiser and rally their personal networks via multiple channels.
- 4 Demonstrate impact.
- 5 Keep their community updated on their fundraising progress through email and social media.
- 6 Brand their fundraising page.
- 7 Stand out by making their fundraisers unique and fun to grab people's attention. For example, "I'm going to write the name of every donor on my arms and legs on race day."

## ★ ★ ★ AND REMEMBER ★ ★ ★

Always thank your donors via email, hand-written notes, on social media, by phone, and/or face-to-face! No matter the size of the donation.