

CrowdFunding Success Statistics & How You Should Raise Money Online

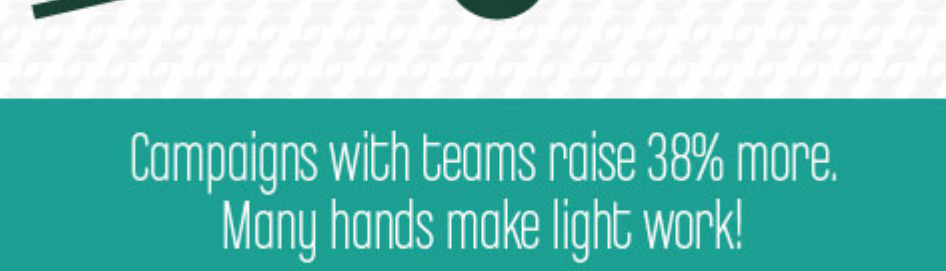
"CrowdFunding is the pooling of Funds From passionate people to help make something special happen."

The Statistics Behind Successful GoGetFunding Campaigns

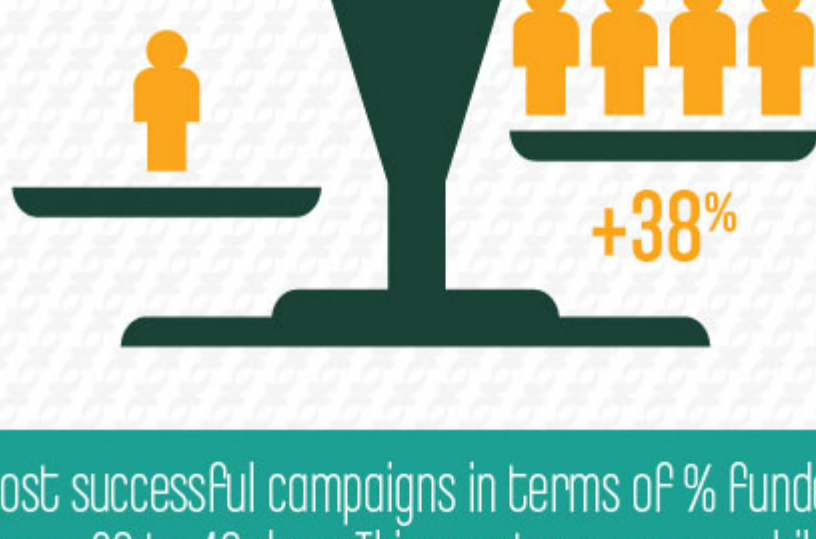
12,052 projects & over 1.4 million data points analyzed

Campaigns with day-to-day marketing plans raise 180% more.

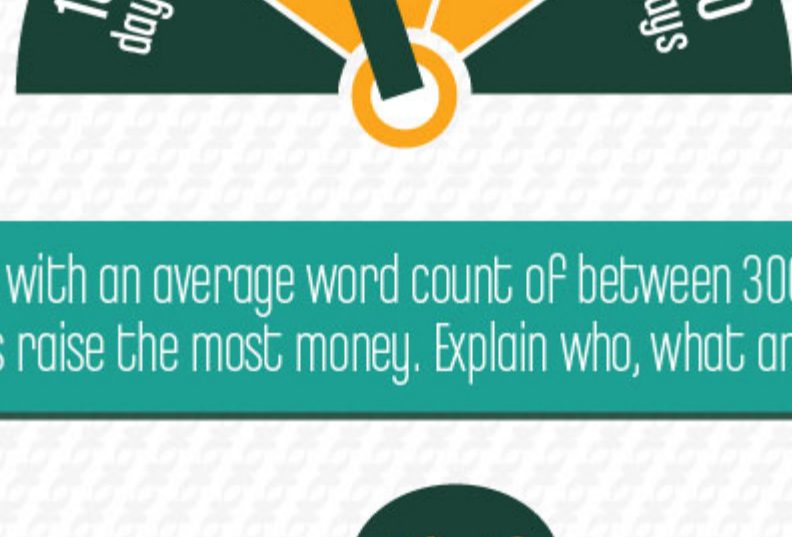
Day 10: Update on Facebook,
Day 11: Add a New Reward,
Day 12: Post a Thank You Campaign Update



Campaigns with teams raise 38% more. Many hands make light work!



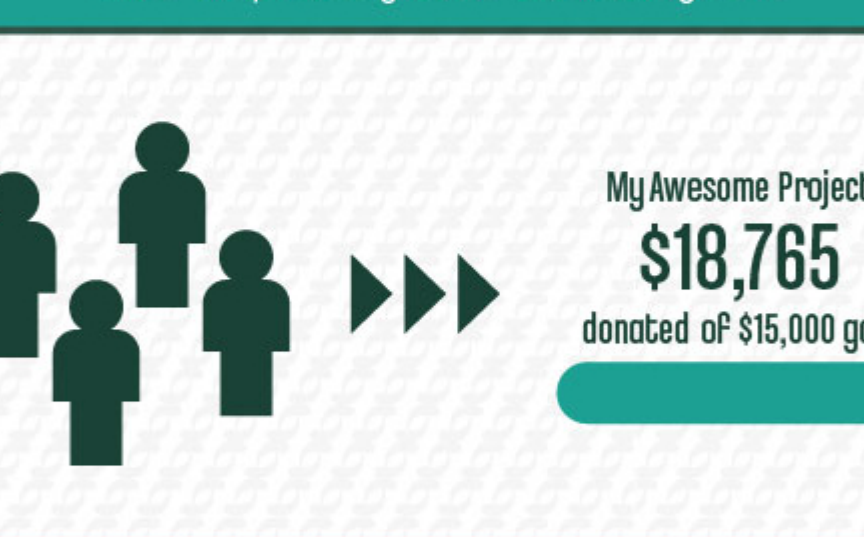
The most successful campaigns in terms of % Funded last between 20 to 40 days. This creates urgency while still providing Fundraisers with enough time to spread the word



Projects with an average word count of between 300 and 500 words raise the most money. Explain who, what and why.



Campaigns that have a personal video raise 105% more than those that don't. If a picture is worth a thousand words than a video is worth a million.



Out of every campaign that reached its Funding goal, 78% end up raising more than their target - people love being a part of something successful. Set a realistic goal and fill up that green Fundraising bar!

My Awesome Project
\$18,765
donated of \$15,000 goal



Visitors stay on your page 31% longer and are 22% more likely to donate once you've raised over 40%. Get your closest Friends & Family to contribute First.



Use all the sharing tools at your disposal. The highest converting are email: 53% Facebook: 12% and Twitter: 3%.



Successful campaigns get an average of 193 likes and 57 tweets. Know your audience, engage and build real connections



Campaigns with regular updates raise 126% more than those with no updates. Your backers are part of your team - take care of them.



10 steps to using these statistics and raising more money online

1. Nurture relationships with your inner-circle of Friends, Family & extended networks.
2. Evaluate how much you need to raise.
3. Set a realistic deadline.
4. Gather a small Fundraising team.
5. Have a marketing plan.
6. Create an awesome, personal crowdFunding page.
7. Launch!
8. Reach out to your inner circle and then extended networks.
9. Engage, update & thank.
10. Success!

Compiled & Designed by:

GoGetFunding

GoGetFunding has helped people From all over the world raise millions For the causes, projects and ideas that matter to them most.