Craig Newmark's craigconnects Presents

GRACKINGTHE CROWDFUNDING CODE

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

BILLION

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

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



\$10K \$100 \$10M

AVERAGE MONEY RAISED BY INDIVIDUALS & CAMPAIGNS



Average funds raised for charity on individual crowdfunding pages (fundraising by people who set up their own pages).



237.55 Average funds raised on

campaign crowdfunding pages (fundraising by teams of people all working to raise money for the same issue).

WHAT CHARITIES RAISED THE MOST MONEY VIA CROWDFUNDING?



for Invisible

Children's Kony 2012 campaign on StayClassy.



for the

Convent and Academy of the Visitation on Razoo.



Cancer Center on Causes.



for Operation

Baby Rescue

on Causevox.

AVERAGE PERCENTAGE OF DONORS THAT ARE REPEAT DONORS



28.26%

#GivingTuesday is

crowdfunding day that changes the conversation and hype around Black Friday to raise money around the holidays.*

an online annual



increase in

online giving on #GivingTuesday (Dec. 3) in 2013 vs 2012.



Blackbaud processed

on #GivingTuesday.



average online gift

for #GivingTuesday

in 2013.



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

Fundraisers with a video raise 2x more than those without videos.

– Source: Razoo

"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."

Develop a plan to promote

- Scot Chisholm, co-founder of StayClassy

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

- Tell engaging and personal Keep their community updated stories to connect people to their on their fundraising progress through email and social media. fundraiser in an authentic way. Set realistic fundraising goals.
- the fundraiser and rally their fundraisers unique and fun to personal networks via multiple grab people's attention. For channels. example, "I'm going to write the name of every donor on my arms
 - Demonstrate impact. and legs on race day."



media, by phone, and/or face-to-face! No matter the size of the donation.



Sources www.forbes.com/sites/devinthorpe/2013/12/24/crowdfunding-entrepreneurs-predict-more-good-in-the-world-in-2014

Brand their fundraising page.

Stand out by making their

Design by Rad Campaign

www.radcampaign.com