CRACKING THE CROWDFUNDING CODE

Crowdfunding raised an estimated $5.1B worldwide in 2013, but most peer-to-peer fundraising is exploding.

But how much money do crowdfunding campaigns raise on average for nonprofit organizations? What are the best practices for using crowdfunding? Crowdfunding-speak with some of the biggest charity-focused crowdfunding leaders, the Giving Cove, Crowdfunder, Fundraising.com, StartCancer, and others, to collect giving data to crack the crowdfunding code. Here’s what we learned.

5.1 BILLION

AVERAGE CROWDFUNDING DONATION

$88.22

AVERAGE MONEY RAISED BY INDIVIDUALS & CAMPAIGNERS

$534.49

$9,237.55

WHAT CHARITIES RAISED THE MOST MONEY VIA CROWDFUNDING?

1. 1.8 M for Invisible Children’s "Kony 2012"
2. 1.4 M for the "Related" story of the Weinstein Co.
3. 1 M for the "Million Dollar Challenge"
4. 660K for Operation Smoke Signal on Cancer.

AVERAGE PERCENTAGE OF DONORS THAT ARE REPEAT DONORS

28.26%

#GivingTuesday is an annual love letter to the crowdfunding day that gives back conversations and hype, "Give Tuesday" Friday to raise money and make social media holiday.

19.2 M social donations and $142.05M in crowdfunding in 2012.

Producers with a video raise $3 more than those without videos.

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Producers who receive the first donation during the first 3 days of the campaign are the most successful, those who don’t, regardless of the length of the campaign. Source: Source. Fewer

“Crowdfunding raises the most money via crowdfunding understand that video fundraisers are important for two reasons. First, they can tell the story of their campaign. Second, and more importantly, they need to performance in order to drive long-term success. They already have engaged backers, and they will need to engage a new group of backers about the organization, and its mission.”

Source: Source. Fewer

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 crowdfunding goals.
3. Develop a plan to promote the fundraiser and their story to multiple networks through 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 get people’s attention. For example, “Too good to write the name of every donor on our sign and less our”.

And Remember

Always thank your donors via email, handwritten notes, on social media, by phone, and/or face-to-face. Never miss the size of the donation.