

WHAT IS CROWDFUNDING?



Crowdfunding is a way of raising money, support and awareness for a cause from a wide array of people around you. It helps in raising funds for any cause that is very dear to an individual. Any cause is a cause for crowdfunding such as medical, educational, social, sports and so on. In other words, it is a means of funding which allows individuals to turn their ideas into reality with the amalgamated power of the crowd.

Crowdfunding is a distinguished method that aids in raising funds with the collective effort of family, friends, and others for a particular cause. In other words, it is a collective effort of your immediate circle as well as your outer one. It is an amalgamated effort of a large pool of individuals, made successful through varied ways. The reach of social media leverages the network for greater exposure and reach.

Our crowdfunding platform lets you easily create a campaign page, which is supported by a large crowd. Crowdfunding is performed online, which makes it easy for everybody to share a campaign with a larger network.

TYPES OF CROWDFUNDING



Since the advent of crowdfunding, there have been several kinds making its mark. Each of its kind comprises of distinct requirements and specifications. Thus is it imperative for you to have a deep understanding of the nuances that are involved with all the distinct branches of crowdfunding. This better entails you to rightfully choose the path that is most relevant to your needs and goals.

REWARDS-BASED CROWDFUNDING



In this type of crowdfunding, you usually ask a crowd to put forward a certain amount of donation in return for non-monetary and tangible rewards. This is the most common type of crowdfunding available, which deals with the setting of diverse reward levels. The level of reward corresponds with the amount of pledge. A usual campaign of standard reward offers around three levels of rewards or pledges. The rewards are considered as being intangible. Donors here have personal or social motivation to put a considerable amount of money while expecting nothing much in return. The only reward that is expected out of the donation is to experience a sense of satisfaction for putting in an amount of money.



DONATION CROWDFUNDING

This kind of crowdfunding is just what it sounds like. The contributions made here are put in a definite charitable cause. The donation amount is not fixed here. Anybody and everybody can donate any amount of money. Crowdfunding pulled through donations are beneficial to raise money for a particular cause, a nonprofit one. The donations are performed here in order to help distinct projects and campaigns.

HOW IT WORKS

Imagine an entire sea of strangers who wake up being determined to donate to a good cause. Somehow, they stumble across a cause close to their heart on the Internet, immediately understands its worth and then soon makes a donation. Now wouldn't that be amazing? Unfortunately, this rarely happens. A successful campaign needs to be built that brings in motivation to the donors to give in.

STEP 1



PLAN

All you need is a plan. In order to set you up for success, one needs to outline a SMART goal before publishing the crowdfunding campaign.

At first, put some thought into the purpose of the campaign you wish to create. Although it is true that fundraising campaigns can start in just about few minutes, but it should not bring any shortchange in the planning time that a campaign needs.

SET YOUR GOALS



It is imperative that you think about the campaign goals and then sketch out the audience. While you are at it, determine who will get early on board in order to build momentum and who will get involved after the launch in order to help you hit a particular tipping point.



MAKE IT PERSONAL

Once you are done selecting the best platform for the crowdfunding campaign, craft out a story that has the potential power to drive donations. Your story is the reading material that individuals at large are going to bank upon. Hence, it is crucial that you take time out to create a fundable project with valuable background information and stories. Research shows that stories about single individuals told and written in first-person are much more powerful a motivator than stories or statistics about groups of people. As you write content for the crowdfunding project, you need to focus on why and how the cause matters to you.

STEP 2

PICK THE RIGHT PLATFORM

It is extremely important to pick up the right platform for your campaign. Only the right platform will give the campaign its desired position. Some of the key areas of platform comparison are structure, fees, features, reach and reputation.

STEP 3

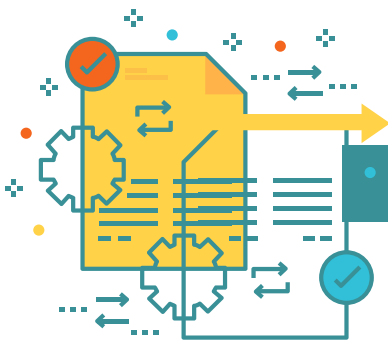
CREATE YOUR OWN FUNDRAISING CAMPAIGN

There is no easier way available to share your story and gain support. However, this needs to take place in a concise manner followed by a few simple steps. With the plan in place, you are ready to create a campaign.

STEP 4

PUBLISH

After creating a campaign, you are ready to publish it. Remember that you can only publish this campaign once and hence you need to do it well.



DEVELOP RICH CONTENT

A campaign becomes even more enriching when it is topped with a great story, a cool video and a unique content that excites and inspires supporters. Create content, which is easily spreadable like images, videos, and infographics.

ENGAGE



With the campaign being on the go, it is time for you to invest on rewarding and encouraging those who are fundraising for you. Your supporters need some support as well, hence drop in some encouragement through personal emails. The key here is to keep up the momentum by supporting those who are already supporting you and attracting new ones as and how the campaign processes.

STEP 5

SHARE WITH FRIENDS AND FAMILY

You are already aware of the people who are most likely to donate to your cause – your friends, family, colleagues and other acquaintances. You need to focus on how you can inspire the people around you to come ahead and donate to your cause. Further, invite them to reach out to a large pool of network on your behalf.

The multiple social media platforms help you to reach across millions. Share your campaign with your immediate circle and beyond and let the love pour in. When you share your campaign on the social networking websites, it helps friends of your friends to be aware of the cause. In this way, the campaign spreads out to a larger audience in no time.

STEP 6

FOLLOW-UP

Your supporters are your well-wishers. Keep them updated with the latest status of the campaign. This brings in a sense of contentment among the supporters. As they have contributed to your cause, they are likely interested to know more about it. Apart from this, it also encourages the supporters for the effort they have put in.



Campaign creation is hassle free when you have Krowdcircle as your guide. Right from registration to creation of charity campaigns, the complete process is streamlined. A few simple steps help you to create the campaign page efficiently.

EFFECTIVE STEPS TO CREATE YOUR CAMPAIGN PAGE

**Sign Up
To Get Started With The Campaign**



Sign up and get started with a campaign of your choice. Your cause is as important to us as it is to you. Wait no longer and connect with us through Facebook or login with Google and make your way to the best campaign in town.

**Landing Frst Time Requires You To
Create A Campaign**



Thank you for registering with us. It is a pleasure to have you onboard. As it is your first time with us, you need to create a campaign. Fill in all the necessary details and your campaign is ready to go LIVE. Create the campaign and see the love pouring in.

Easy Self-Editable Campaigns Build Up



GOAL

When you set a goal, it creates an impetus while generating a target that one can easily aim for. It is important to aspire for the minimum required to achieve the goal. It is vital to be ambitious, while at the same time be practical.

FUNDRAISING

It is important to keep it short, simple and sweet. This page is only going to be seen when people visit the crowdfunding page. This is especially true when you share it on the social media. It is imperative to get to the core of the reason and state why the cause matters to you.

THE WHAT, WHEN, HOW AND WHEN

Content is of utmost priority that helps you to win over the pledges. This further has a direct relationship to the amount of money you raise. It is extremely vital that you communicate directly with the audience at large.

COMPLETE YOUR PROFILE

Tell us something more about yourself and let your donors know more about you.



IMAGE

An image is worth a thousand words. Captured moments help define a story in an effective manner. It is vital that you highlight the faces of your community or supporters who are likely to benefit from your hard work.

KNOW MORE ABOUT YOUR DONORS

It is crucial that you let the crowd know why you care enough to create the campaign. State the valid reasons for the unique bond that you share with the cause. Remember to add a profile picture as your supporters want to have a face to the name. Let people know you better.

Manage campaigns through dashboards



After creating campaign, it is crucial to manage it as well. Now manage campaigns easily through dashboards. Here you can have a concrete idea of the total money raised, number of running campaigns, your past campaigns and the unpublished ones. A campaign requires direction and management sure can suffice so.

Manage visitors' questions and info



Be the spokesperson of your campaign. It is important to clarify every doubt that crosses the minds of the visitors. In this way, you can manage all information and questions of the visitors efficiently.

Updates might seem insignificant but they are extremely powerful. You need to keep your supporters updated about the latest happenings. You can state the present happenings or your future aim. You can as well simply thank your supporters for the support they have put in. An audience that is engrossed is likely to spread the word effectively.

SYNERGY BETWEEN TRADITIONAL FUNDING AND MODERN DAY FUNDING



With the passing age and time, man has evolved and so has technology. The evolution has paved way to making lives easier and much more convenient. Similarly, fundraising too has witnessed evolution and brought about a change in the way individuals raise money.

Digitization has been a driving force in bringing about a change in the course of funding. Today, funding is a very different scenario than what it was few years back.

Previously, on requiring funds, individuals had to run errands and resort to distinct financing options. It used to take a good few months to channelize the funds into action.

Things are however completely different today than what it was in the past. Now, with the emergence of crowdfunding, it has become a lot easier to raise funds for any cause that needs a helping hand.

When it comes to crowdfunding, your entire audiences change. It is through social networking that a crowdfunding campaign reaches across the world. With the help of multiple shares, it increases its visibility.

In no time, funding is completed and the required amount is raised. The easy availability of crowdfunding and social media has made it convenient for individuals to be funded for any cause they believe in.

WHAT TO AVOID?



SETTING AN UNREALISTIC GOAL

It is important that you set a realistic goal that is achievable. Be smart and set a realistic budget. If you raise much more than the required amount, that is great but do not risk not getting any of the fund.

LACK OF SOCIAL MEDIA AWARENESS

It is through social media that you can reach a sea of people showing interest in your campaign. If you are not active on social media, you will fail to reach out to the mass. You need to create awareness about your campaign and only then keep individuals hooked on.

NOT INVOLVING YOUR AUDIENCE IN THE COURSE OF CAMPAIGN

Your audience is interested to help you and hence they are donating. You need to communicate to your audience to keep them informed daily about the progress of the campaign. By doing so, some of them can even extend and go beyond their donations just to see you achieve the goals.

NOT HAVING AN EFFECTIVE CAMPAIGN VIDEO

Research says that pictures and videos speak louder than simple reading. When you are going to launch your campaign, the very first thing that you need to ensure is that you have a clear and concise video that speaks out the story.

COMPLEX CONTENT

You need to have a content that is understood by all. A layman should be able to read and understand your message easily. If your message were not well understood, it would fail to have an impact on the individuals.



PROS OF CROWDFUNDING

- Crowdfunding supports any cause to reach out to a global audience
- Crowdfunding is beneficial for a wide array of industries – from a nonprofit one to education to technology.
- Crowdfunding helps in saving time and money. Instead of the endless bank rounds, you can easily organize your crowdfunding strategy quickly.
- One can receive useful advice from financial backers.
- Few backers often take equal interest in the cause and they will help you promote it.
- There are no limits to the amount of money that can be raised, except for equity crowdfunding
- You may even receive much more than you intended or have asked for. Many successful campaigns manage to raise much more than the target amount.

- You can take advantage of the backer's social media clout that will help in spreading the word about your new project and thereby reach the potential customers.

CATEGORIES



HEALTH



SPORTS



EDUCATION



ENVIRONMENT



SOCIAL



EVENTS



CREATIVE



RELIGION



NGO



PERSONAL CAUSE



TECHNOLOGY



SOCIAL ENTREPRENEURSHIP



COMMUNITY



TRAVEL