

Q&A from “Crowdfunding: Unlocking the Fundraising Potential of Your Supporters”

Q: Is there advice on how to engage people into sharing our info, rather than just liking?

A: Reach out to people personally in advance and ask them to share it when they see it; be up front about what you want in the post—ask them to post, and give them a reason to post it; with Facebook especially, add a picture and include a link. Recognize and acknowledge the people who do share; recognize the people who bring in their networks just like you treat donors—even though they themselves don't donate big \$\$, they can bring in \$\$ through their network.

Q: If your organization has a mature fundraising program with a diverse revenue mix, where does crowdfunding fit into a scenario of this type? Can we expect donors acquired through a crowdfunding campaign to be good prospects for moves management? If so what % typically shakes out as sustainable donors?

A: Depends on the type of crowdfunding. If you're trying to motivate to give during a certain time period or for a specific program and you're reaching out to your community directly, these donors are good for developing a relationship for return donations. If you're reaching out to the friends of your current supporters, you shouldn't rely on them to come in with return gifts because they only gave because of the person who asked them. You could reach out through those connections again, but it may take more time if they are more removed from you.

Q: Is crowdfunding more successful with a specific demographic age group?

A: Depends on the platform used as to who responds to the different campaigns. Also, people are more engaged if they are part of or want to be a part of a networked community. Share your campaign across many different channels to reach as many people as possible.

Q: And what about LinkedIn? Is it viable for this purpose?

A: LinkedIn is popular for writing short, clear, action-oriented articles and for helping people build skills and professional networks. It's not often used for fundraising. You can use it find people with networks, but you shouldn't expect it to build a donor base.

Q: Would love to hear an opinion on the donation "perks" for the donors.... Once we sent them TY cards made and drawn by little children, but with crowdfunding we don't know the audience very well, do we?

A: Typically, crowdfunding campaigns do not offer perks. People tend to give because of the cause or the passion of the person from their network. You can offer incentives to supporters (first person who gets 10 donors wins something, for example), but typically donors don't get anything tangible other than recognition. Kickstarter would be a good place to look at what perks nonprofits offer—that's a site that usually offers something in return for the donation (maybe a signed copy of something, lunch or a meet-and-greet with a celebrity, or a physical item they are raising money to develop or produce). Make the perks really connected to your mission.

Q: do you have any resources for story telling when you need to comply with privacy issues?

A: Some of our storytelling workshops in 2014-15 dealt with this, especially regarding survivors of family violence and people from vulnerable populations such as people with mental illness. They are available on our web site in the "Learn" section at <http://www.healthpathohio.org/Working-Together/Learn>.

Q: What level of involvement, if any, should we promote with current organizational donors around a crowdfunding campaign? I.E., If I have donors that give a \$500 annual campaign contribution, is there a

value to including this donor type of donor segment in a crowdfunding platform?

A: You can involve them and send them materials. Encourage them to reach out to their networks. Make sure to recognize that they've already given, and you're just sharing the current messaging you are sending to the community.