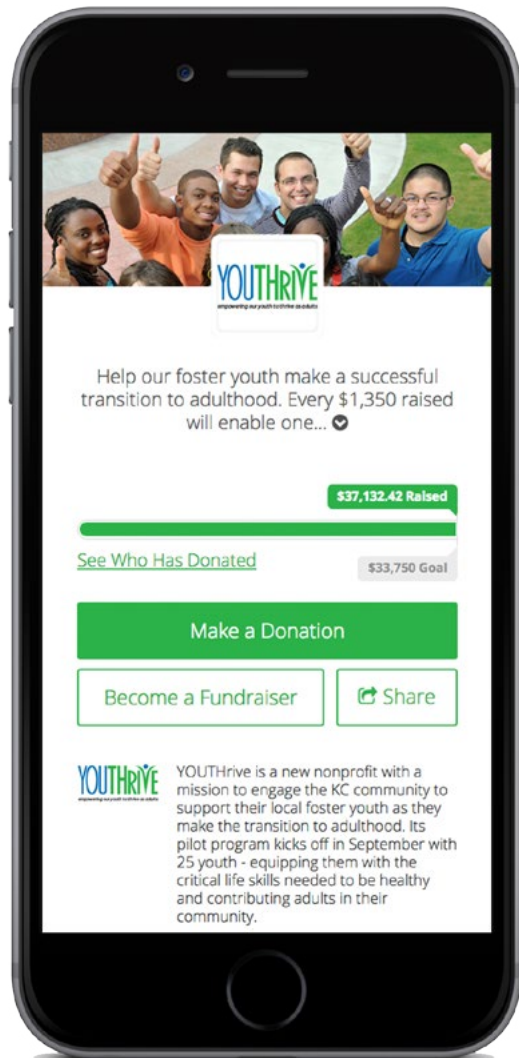


Success Story: YOUTHRive

Nonprofit Startup Pilot Program for Foster Youth



Tags: Youth Development, Faith Based, Crowdfunding



Listen to audio testimony <http://mcause.us/yth>

YOUTHRive is a nonprofit startup whose mission is to broadly engage the Kansas City community to empower, equip, and support foster youth as they make the transition to becoming healthy and contributing adults.

Tim Gay, founder of YOUTHRive, set a program startup goal of \$33,750 to sponsor 25 youth in the pilot program. Tim launched an 18-day crowdfunding campaign to empower volunteers and donors to raise the funds needed.

Crowdfunding Strategy

- 1) Prepare a strong story and tailor the message to the right audience.
- 2) Promote a very specific goal, timeframe and purpose for the funds.
- 3) Build social followers by making regular posts with compelling content.
- 4) Utilize their largest donor for a match fund (Tim created "Matching Monday").
- 4) Get early pledges and strategically enter offline gifts to maintain momentum.
- 5) Send daily emails to volunteers with updates and fundraising instructions.
- 6) Spend the majority of time coaching and encouraging volunteer fundraisers.

Campaign Results

- Raised \$37,000+
- 500+ Facebook followers
- 14 volunteer fundraisers
- 192 donors

"We had a sense of urgency to launch to our program in one month. The convenience of MobileCause helped make this possible."

Tim Gay, Founder and President at YOUTHRive Corporation