

# CRACK THE CROWDFUNDING CODE

> *The success of a peer-to-peer fundraising event depends on the quality of the organization's relationships with its volunteers. //*

-2017 Peer-to-Peer Fundraising Study

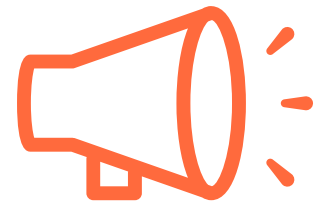
## Ready to rally your supporters, spread your message and raise more money for your cause?

You've come to the right place. We've gathered insight from other nonprofits who have successfully cracked the code on crowdfunding.

### EMPOWER LOYAL FUNDRAISING ADVOCATES



One of the most valuable steps toward achieving campaign success is recruiting 8-10 of your most loyal fundraising volunteers prior to launch



These fundraisers will act as the leaders and advocates of your campaign, and can also help recruit new donors and volunteers



Setting them up with their own crowdfunding page makes it possible for your campaign to quickly establish momentum and raise awareness

### INSIGHTS ON HOW TO CRACK THE CROWDFUNDING CODE



#### Teach volunteers how to fundraise like a pro

Now that you have recruited volunteers, educate them on how to ask for donations from their personal network of friends, family and colleagues on behalf of your nonprofit. For optimal results, encourage your fundraisers to write a personal campaign description that is 300-500 characters in length. Provide your volunteers content and templates including short videos, photos, testimonials, social posts, text messages, emails and letters to make it easy for them to ask for donations.

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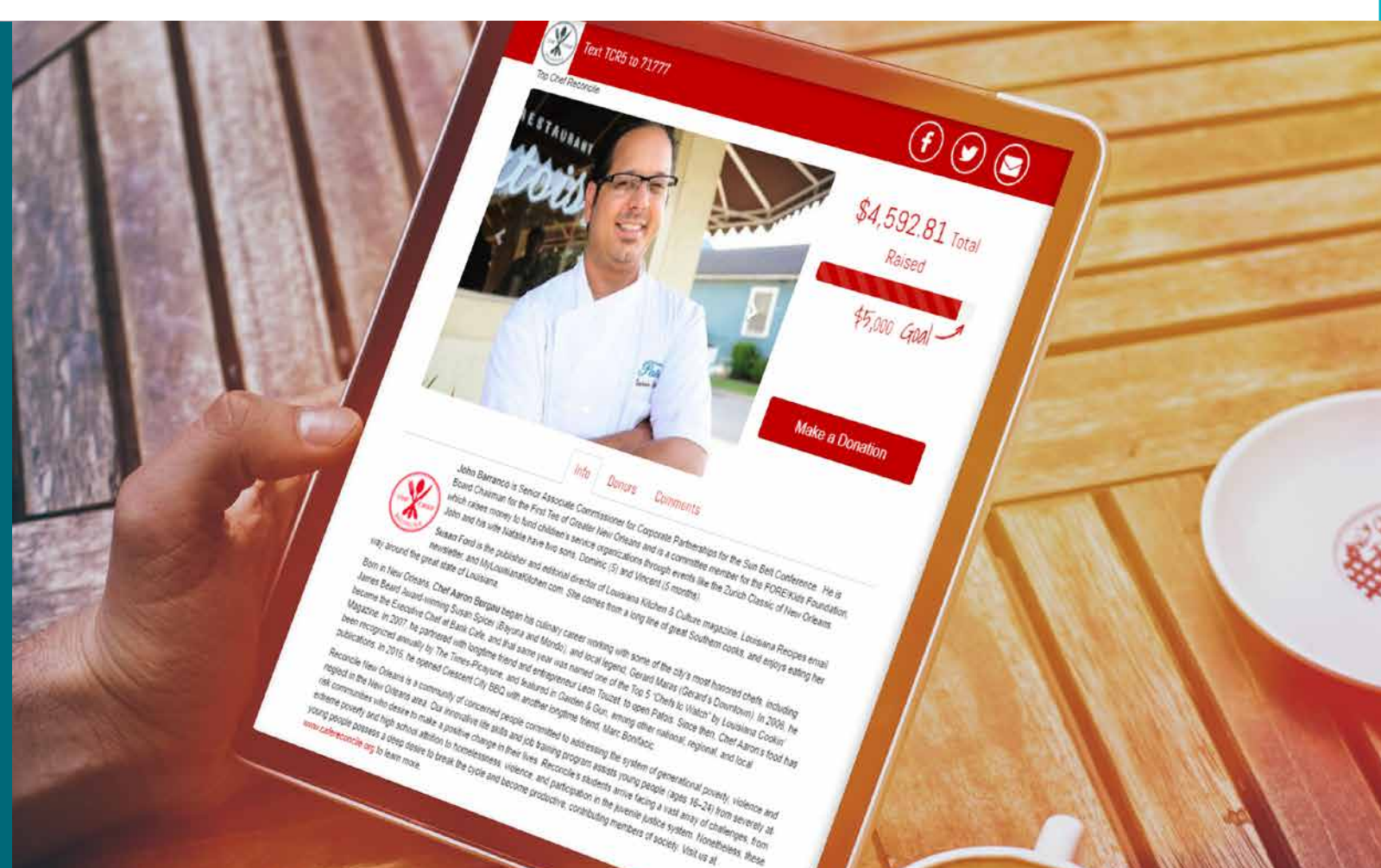
Over half of people who receive an email about a crowdfunding campaign make a donation

**150%**

Crowdfunding campaigns with personal videos raise 150% more than those without videos

#### Cheer fundraisers on and provide incentives

Keep your volunteers excited and motivated by sending them weekly emails about campaign results, top campaign crowdfunders and offer them fun incentives. For example, offer the crowdfunder who raises the most a free lunch with the CEO, a tour of the organization or a free ticket to your next event. Incentivizing drives friendly competition, keeps your nonprofit top of mind and makes for a more enjoyable volunteer fundraising experience.



**75%**

Of nonprofits reported that they reward or recognize their volunteers based on their fundraising level

**67%**

Of participants and leadership volunteers are rewarded and recognized through social media



#### Remind volunteers to thank and acknowledge their donors

A common mistake is not reminding your volunteers to thank their donors in the moment. 62% of donors who give to crowdfunding campaigns are new to crowdfunding, and most likely new to your nonprofit. That is why taking these pivotal moments to nurture donor relationships through your fundraisers is so important. Remind and encourage your volunteers to send thank you emails, post thank you's on social media and provide updates throughout the campaign to reinforce what every dollar donated will accomplish for your cause.

**126%**

Crowdfunding campaigns get 126% more donations when fundraisers update supporters

**3X**

Campaign fundraisers raise 3X more if they update supporters every 5 days

#### Enhance crowdfunding efforts with a campaign thermometer

Who doesn't like to see their name in lights? With a live campaign thermometer you can showcase your donor names, build momentum around the goal and post it on your website and social media sites to generate interest and excitement. This helps bring together the efforts of your donors, volunteers and community in one place to inspire more donations and dedication from your volunteers.



**35%**

There's an average of a 35% increase in giving when a crowdfunding thermometer is used

**\$167**

The average event donation size is \$167 when text to give and a live thermometer are used

**SOURCES**

1. <https://nonprofitssource.com/online-giving-statistics/>
2. <http://www.nonprofitpro.com/resource/2017-peer-to-peer-fundraising-study/file/>
3. MobileCause data on file