ACCELERATING
IMPACT
PROJECT

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Guide to Crowdfunding for WealthWorks Value Chains

Understanding Options, Getting Started

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A t a time of scarce foundation and government dollars, crowdfunding is a potentially powerful tool that can be of use to many rural value chains. It is a tool appropriate for both for-profit and nonprofit organizations. While in most cases crowdfunding is currently limited to gifts, it may be used as a stepping stone toward readiness for other forms of traditional investments, such as debt and equity. However, crowdfunding works best for specific types of projects and needs, and is best used for small to medium amounts of money. The aim of this guide is to help you understand these differences, to determine if it is the right tool for your project, and to guide you in successfully launching your crowdfunding campaign.

This guide was developed as part of the Accelerating Impact Project, which was tasked with assisting participants in the WealthWorks community develop appropriate funding options. It is one in a series of reports on financing rural value chains; others may be found at www.WealthWorks.org.

This guide focuses particularly on the Kickstarter and Indiegogo platforms. It also offers brief descriptions of other platform options, to help you decide which might work best for you and the businesses in your value chain.

Other Types of Fan-Based Funding

Crowdfunding is just one way to harness the power and support of your organization's fans to fund a project or business. If you have a solid fan base, there are many ways to tap into it for funding. Fan-based fundraising strategies include **pre-selling, customer financing, memberships, donations,** and **sponsorships.** In these strategies, securities law does not apply. A few examples:

■ **Awaken Café** – This company pre-sold "café-creator" cards that allowed it to fund the build-out of the café and entitled buyers to purchase products once the café was open. The café raised more than $14,000.

■ **Community-Owned Grocery** – The small town of Willmar, MN has sold $200 memberships to nearly 500 individuals interested in helping fund the start-up of a locally owned grocery, which will be a cooperative. By October 2013, the store had raised close to $100,000. (http://willmarcog.com/about-us/)

Crowdfunding Defined

Crowdfunding describes the collective effort of individuals who network and pool resources, usually over the Internet, to finance a project or business, making use of the easy accessibility of friends, family and colleagues through social media like Facebook, Twitter and LinkedIn.

Crowdfunding is used to support a wide variety of activities, including artists, disaster relief, citizen journalism, political campaigns, company start-ups, motion picture promotion, software development, inventions development, agriculture and food projects, and much more.

A crowdfunding platform generally involves three parties:

1. **Project initiator**: the people or organization that is proposing the project idea to be funded.
2. **Funders**: the crowd of people who support the proposals.
3. **Online platform**: an organization's website, which brings project initiator together with funders.

Three types of US crowdfunding

There are three main types of US crowdfunding, only the first two of which are currently available to non-wealthy donors/investors (98% of the population).

1. **Donations,** which includes well-known platforms like Kickstarter and Indiegogo. Some platforms allow non-monetary rewards to donors, and others do not.
2. **Interest-free loans,** including the recently released platform Kiva Zip.

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3. **Equity** (ownership shares) in a new start-up business. The JOBS act, already enacted into law, will make crowdfunded equity legal for non-accredited (non-wealth) investors, but SEC regulations were still pending as of October 2013. Until these regulations are released, only accredited investors can invest in crowdfunded equity platforms. ***This guide will not go into detail on this third option.***

Figure 1. Three types of US Crowdfunding

Un-regulated · Donation/Reward · Pre-purchase

Regulated · Equity

Non-Accredited Investors | Accredited Investors
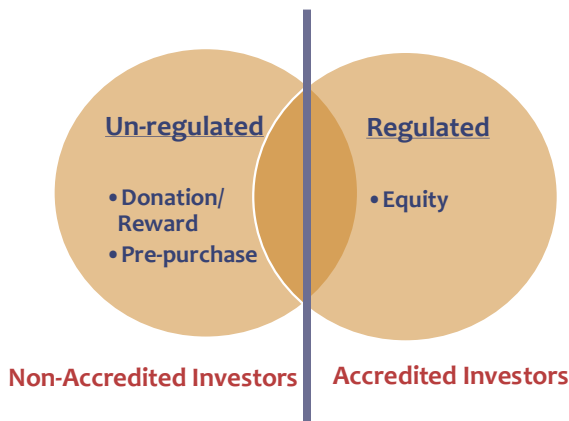
Crowdfunded donations

In this model, campaigns generally are run for a specific project or initiative, and they most often give something in return, at various defined giving levels. What is given can range from a thank you email to private dinners. With a pre-purchase campaign, rewards tend to be the product produced. Some crowdfunding platforms (like Kickstarter) require that the project goal be met before any donations are received. Others (like Indiegogo) allow fundraisers to accept whatever is raised.

Crowdfunded Loans

Zero-interest loans are available in the U.S. through several platforms, and are not regulated by the SEC. The following are two prominent examples:

■ **Kiva Zip,** a recent initiative of Kiva, facilitates small loans through a relationship-based lending platform. Kiva Zip requires the individual requesting the loan to find an organization to be a Trustee and vouch for

their ability to repay. No gifts are sent in exchange for funding. Kiva Zip reports that close to 98% of the loans are funded. These loans carry 0% interest and generally have two-year terms. Loan amounts are up to $5,000 the first time; after successful payback, additional loans may be requested for $10,000 and then $20,000. These loans may be a useful option for small businesses.

■ **Community Sourced Capital (CSC)** also facilitates interest-free loans. CSC works with existing businesses (at least one year of financial records) and utilizes their existing fans and followers to connect with needed capital. There is a fee for the service, and CSC helps manage the community of lenders. Repayment is based on a percentage of the business's revenue, leading to flexible payback terms. CSC will also work with borrowers to access other appropriate forms of capital (such as bank loans) as they grow.

Interest-bearing crowdfunded loan platforms are also appearing, though this guide will not go into detail on these. New peer-to-peer companies such as Prosper Marketplace, P2P Financial, Zopa and Lending Club seek to match lenders directly to borrowers.

Crowdfunding With Donation/Reward Platforms

The number of web platforms has exploded in recent years, and it can be difficult to navigate the choices. This guide focuses on the two most popular sites, **Kickstarter** and **Indiegogo**. Both already have name recognition and a community of active users.

■ **Kickstarter is recommended** for projects that will not go forward unless they reach a certain amount of funding, and that also have a creative element (recently, this includes many sustainable food and agriculture projects). Kickstarter has the largest name recognition among all platforms, and thus potential for more excitement among fans. It charges slightly higher fees than other platforms.

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- **Indiegogo is recommended** for projects that will go forward regardless of whether the goal is met. Indiegogo charges slightly less for its all-or-nothing campaigns, but allows users to run a "flexible funding campaign," with a keep-it-all approach (KiA); this KiA approaches entails a higher fee when the funding goal is not met.

No matter the platform, the main idea is to create a compelling message that fans and browsers will be drawn towards. Getting onto a site means creating a profile that typically contains:

- a short video;
- an introduction to the project;
- a list of rewards per donation;
- some images;
- updates to fans and funders.

In both Kickstarter and Indiegogo, anyone can have a campaign, and many nonprofits do. Kickstarter offers no discounts for nonprofits, while Indiegogo will offer nonprofits 25% off its service fees; donations are also tax-exempt for verified nonprofits.

Figure 2. Characteristics of Kickstarter vs. Indiegogo

	Kickstarter	Indiegogo
Project Type	Creative projects, with an ever-expanding definition. Originally geared towards arts, music, digital innovations. Increasingly used for small businesses of all kinds.	Creative projects, causes, business ventures, entrepreneurs.
Campaign Type	Each project sets fundraising goal within a set timeframe. You can exceed the goal with no penalty. Projects offer rewards for various funding amounts. One option: • **All-or-nothing (AoN)**: hit the goal, or receive no funding.	Each project sets fundraising goal within a set timeframe. You can exceed the goal in either type of campaign with no penalty. Projects offer rewards for various funding amounts. Two options: • **All-or-nothing (AoN)**: hit the goal, or receive no funding. • **Flexible funding campaign/Keep it All (KiA)**: if you don't reach your goal, you can take what you raised (at a higher cost).
Platform Fees	AoN: • No fees unless goal is met. • If met, Kickstarter takes 5% of all donations.	AoN: • No fees unless goal is met. • If met, Indiegogo takes 4% of all donations. KiA: • You keep what you raise. • Indiegogo takes 4% of donations if goal met, 9% if goal not met.
Payment Processing	3-5% of donations to Amazon Payments.	3% of donations for US campaigns to PayPal.
Nonprofit Benefits?	No discount for nonprofits.	Registered nonprofits receive 25% off platform fee. Donations tax-exempt for verified registered nonprofits. Only allow flexible funding campaigns.
Comments	Greatest name recognition, "cool" factor. Shows that you're only going to do this project if campaign succeeds.	Growing popularity, as second largest platform. Flexible campaign shows you're going to do this work regardless.

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Sustainable food and agriculture projects

Numerous farmers markets, food hubs, and individual farms have sought funding on both Kickstarter and Indiegogo. Food businesses that produce a product, whether it is grown or processed (as in a cured meat, cupcake, or restaurant), are great candidates for creating an exciting reward-based campaign. Local food lovers from your area, and especially from nearby urban centers, are eager to support these sorts of initiatives.

Kickstarter has become a boon for sustainable agriculture entrepreneurs, raising $21 million for 1,643 food projects through August 18th, 2013. Sustainable agriculture projects generally fall into Kickstarter's **food** category, which makes up not quite 4% of all projects. Successful food projects were on average 18% oversubscribed.

In general, 44% of all Kickstarter projects launched have succeeded. That means that 56% have failed. A general rule of thumb: smaller projects are more successful than larger ones (although food projects tend to be larger than other categories). Among successful campaigns, two-thirds were in the $1,000-$10,000 range.

For Kickstarter food campaigns:
- The sweet spot was around $5,000 to $15,000.
- 25% of successful food campaigns were $10,000-$20,000.
- 16% of successful food campaigns were $20,000-$100,000.

On Indiegogo, there are more categories where a food or agriculture project can be listed (including community, education, environment, food, small business), and fewer barriers to launching a campaign. According to a recent study, the food category has raised $1.27 million through August 18th, 2013, with only 147 projects. This total is less than one-tenth that raised on Kickstarter; however, because many Indiegogo food projects fall into other categories than food, this number may likely be undercounting the true amount

raised. No aggregate statistics are available directly from Indiegogo at this time.

Other rural value chains

Outside food and agriculture, other rural value chains can also fit appropriately into either platform. Renewable energy projects, environmental, educational, and community projects have been launched on both Kickstarter and Indiegogo. See the Appendix for a sampling.

Examples of Successful Campaigns

The following are examples of two successful crowdfunding campaigns for rural projects.

Wild Ramp (Huntington, WV)

The Wild Ramp is a nonprofit community-supported market staffed entirely by volunteers, selling only local foods, which keeps operating costs low to benefit the farmers. It is filling a need in downtown Huntington for a grocery store that sells healthy, fresh food.

- **Campaign:** The goal was $11,500, and the campaign raised $11,763 within 30 days from 173 backers.

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- **Fans:** The store has very active volunteers, its Facebook page had over 1400 "likes" before the campaign, and the KS page got 1,599 "likes."
- **Needs included:** $300 for a laminating machine; $1,600 for a commercial grade produce scale; $3,000 for refrigeration unit; other costs for carts, counter, signage, and tables.
- **Rewards:** $5 level earned a thank you note; $10 earned The Wild Ramp e-Newsletter; $15 earned a car decal; $25 earned a set of four artists' images; $50 and above earned a cookbook; $1,000 brought all rewards from lower levels plus dinner for two.
- **Website:** http://www.kickstarter.com/projects/wildramp/ramp-up-the-wild-ramp-a-local-food-market

Rose Mountain Butcher Shop (Lansing, NC)

Rose Mountain Butcher Shop wanted to create a much-needed local butcher shop in the community. They needed to raise money for the equipment and renovation that it needed before opening. The shop was already rented and under construction, so they chose a Flexible Funding Campaign with Indiegogo, which would allow them to keep any money earned, since the shop would open regardless of the campaign's success.

- **Campaign:** The goal was $30,000, and the campaign raised $3,230 within 42 days from 23 backers.
- **Fans:** The creator had 92 Facebook "likes" and 256 Facebook "likes" for the butcher shop itself.
- **Needs included:** Walk-in freezer, meat saw, grinder/stuffer, a smoker and gas stove for curing, small equipment, sinks, knives, cutting boards, and ingredients.
- **Rewards included:** $25 earned a bumper sticker designed specifically for donors; $100 earned T-shirts available only to donors; $1,000 earned a sausage named

for the donor; $2,000 earned all of the above perks and online coupons.
- **Website:** http://www.indiegogo.com/projects/rose-mountain-butcher-shoppe
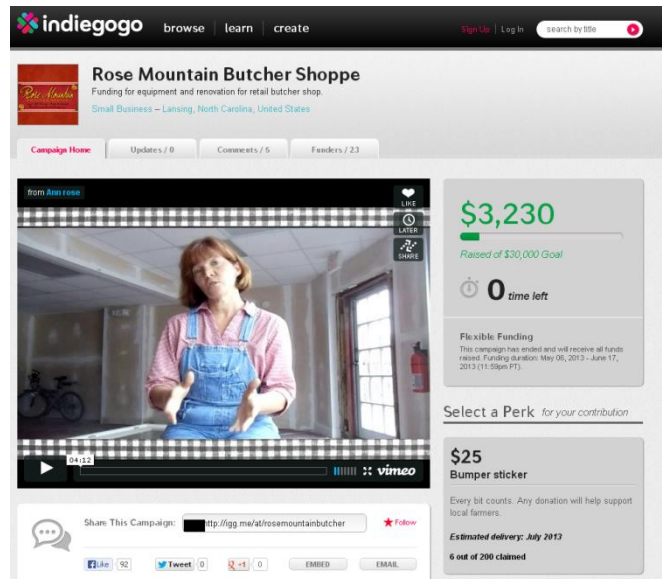
Hoop House at Hand Picked Farm (Flemington, NJ)

Hand Picked Farm aimed to construct a hoop-house to extend the growing season and provide more organic food to the community year round.

- **Campaign:** The goal was $1,000, and the campaign raised $1,610 within 14 days from 314 backers.
- **Fans:** The creator had 507 friends on Facebook, and 145 Facebook "likes" on Facebook
- **Needs included:** $1,000 to cover all material for constructing a 15'x65' hoop house, installing drip irrigation, and covering fuel to drive around and purchase supplies.
- **Rewards:** $10 earned an email postcard and "shout out" on website; $25 earned a pint of pick-your-own vegetables; $50 earned four tomato seedlings and a quart

of vegetables; higher amounts brought a field tour, grocery bag of produce, and lunch for four.

- **Website:** http://www.kickstarter.com/projects/1205940715/hoop-house-for-year-round-harvest-at-hand-picked-f

Keys to Success

The following are some of the common keys to developing a successful campaign.

- ■ Specific project defined, with start and finish date, aimed at a particular task or output.
- ■ Strong pitch to fans that is clear and to the point, with information allowing them to evaluate your competency.
- ■ Achievable funding goal.
- ■ Outreach to fan base prior to launch.
- ■ Getting the media to cover the campaign.
- ■ Sustained outreach throughout the campaign.
- ■ Having a strong following before launching; crowdfunding is not a way to build a following. A good set of Facebook friends is a prerequisite.

In building your campaign, certain steps contribute to success. These includes having a pitch video, offering three or more reward levels, updating your page every few days, posting images and other media to your campaign gallery, linking to your other webpages and social network accounts (i.e., Facebook, Twitter), and running a campaign shorter than two months.

Top Mistakes Crowdfunders Make
(Source: StartSomeGood.com)

- ■ Forgetting the "why"; supporters need to know why you're doing this, not just how things will get done.
- ■ Talking to money instead of people: remember it's other human beings who are watching.
- ■ Over-reliance on words: tell less and show more with photos.
- ■ Asking once: many people will barely notice your tweet or email even the third time around.
- ■ Failing to plan.
- ■ Ignoring your supporters: thank people, ask them to spread the word, and make it easy for them to do so.
- ■ Making a request that is unclear: make your request tangible and well defined.
- ■ Starting with a whimper: line up people to give immediately, to help create a sense of momentum.
- ■ Thinking crowdfunding is about crowds: There is no anonymous crowd out there waiting to give you money; reframe your thinking around peers or tribes, not crowds.

On the following pages, we offer worksheets to help you in defining and launching your campaign.

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Crowdfunding Campaign Worksheets

Part I: Defining Your Kickstarter or Indiegogo Campaign
These are broad initial steps to take in planning a campaign.

Step 1 - Define your project
Consider these questions:

- Does the project fit into one of the approved KICKSTARTER categories? If not, consider another platform like Indiegogo.
    - Art, Comics, Dance, Design, Fashion, Film & Video, Food, Games, Music, Photography, Publishing, Technology, and Theater.
- If using Indiegogo, which category does it fit into?
    - Creative: Art, Comic, Dance, Design, Fashion, Film, Gaming, Music, Photography, Theater, Transmedia, Video / Web, Writing
    - Cause: Animals, Community, Education, Environment, Health, Politics, Religion, Verified Nonprofit.
    - Entrepreneurial: Food, Small Business, Sports, Technology
- Is it a project with a clear end? Kickstarter is very specific about including only finite projects (i.e., it cannot be an open-ended project or simply general funding for an organization). Indiegogo is more flexible about the types of projects, and may allow for funding of specific pieces of more open-ended projects, especially under the "causes" category.
- Does your project have a precisely defined goal, which establishes the scope of the project for the creator?

<u>*Define your project here:*</u>

Additional Consideration:

What are the risks and challenges that come with completing your project? How are you qualified to overcome them?

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Step 2 – Set your funding goal
How much money do you want to fundraise for your project?

Consider these questions:
- What is the amount you need to achieve project? What's the absolute minimum? What is your maximum?
- Will you be raising your entire needed budget through your crowdfunding campaign? Or do you have other fundraising or revenue sources?
- Have you factored in cost of producing and delivering rewards (You can work this out later on in the Rewards section of this guide, but make sure to circle back here and include them in your budget).
- Be as transparent as possible when sharing your budget with others during the campaign. For this reason, you don't want to make it overly complicated.
- Is this the minimum amount of money you need to achieve the project from beginning to end?
- Have you considered the cost of Kickstarter/Indiegogo platform and processing fees?

Describe your funding goal and rationale here:

Step 3 – Identify your fans
Who are your champions, advocates, surrogates?

Consider these questions:
- Who are the people and organizations who are always there for you?
- Who are the people and organizations that show up for you unexpectedly?
- Who are the people and organizations that may be on the periphery that you never thought about engaging?

Describe your fan base here:

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Step 4 – Think about how you can engage your fans.

Consider these questions:
- How does your organization normally communicate with its fan base?
- How often do you engage your fan base?
- Does your organization have an active presence on social media? Facebook, Twitter, Google+, LinkedIn, Instagram, Tumblr?
- How much time and personnel can you honestly commit to engaging your fan base?
- How often would you want to give updates?

Some concrete steps to include in your promotional plan
- Gather a group of your loyal supporters to contribute immediately upon launch.
- Create a media list and target it efficiently (blogs, local news shows and newspapers).
- Prepare outreach emails ahead of time, ready for launch day.
- Throw a launch party, talk to people on the street, engage in traditional face-to-face communication.
- Give updates to your campaign page often.
- Take time to say thank you for donations as they come in.

Describe your outreach plan here (and on separate sheets):

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Part II: Building Your Pitch

These are steps to take in preparation for going online to fill out the project forms.

Step 1: The Pitch

The pitch is how you communicate your project to the crowd. It's where all the information you have assembled is entered and displayed. It is very much like giving a pitch to an investor or donor for your business or idea, and it includes a video, text description of your campaign, and images. It also allows a space for comments and questions. When fans like your project, they will share a link to this page.

1. **Create a title for your project: (Kickstarter 60 characters / Indiegogo 80 characters)**
   Title should be simple, specific, and memorable. Focus on title of specific project. Avoid words like "help," "support," or "fund."

2. **(a) Write a short blurb about your project, (Kickstarter: 135 characters / Indiegogo 160 characters)**
   (b) Pick a project image:
   Short and sweet. Each project has a small tile that is displayed when searching the platform for campaigns. It includes the title, an image, and a short description. You need a concise summary and strong image to draw potential funders to read further to learn about your full project.

3. **Create your video concept: (Time to paint the picture)**
   Making the video as creative, short (even under a minute, and ideally no longer than three minutes), and as shareable as possible will increase the chances that it might go viral through your network and beyond. Backers should be able to watch your video and get excited about the work you are trying to get funded. The video should leave them feeling that you and your team are committed, trustworthy, and capable of pulling off this project.

   Consider these questions:
   - What is the story you want to tell through video?
   - Does the story you create on video match with the story you've written on your campaign site? What people or organizations do you want in the video? (Who do you want to tell the story?)
   - What parts of the project do you want to highlight?
   - Who should be in your video?

   What to include in the video:
   - Tell them who you are, and describe the "story" of your business/product simply and clearly.
   - Ask for people's support, explaining why you need it and what you'll do with their money.
   - Talk about the great rewards you are offering, using images if you can.
   - Explain why their support is crucial for the success of your project.
   - Tell them how they can help your campaign by sharing it with their friends on Facebook or Twitter.
   - Make sure to thank everyone.

   <u>Note</u>: *Do not include copyrighted material (i.e. images, music, video clips) without formal written permission, or your campaign may be cancelled. The best option is to create all your own content, or include content that is free for public use (public domain).*

<u>Describe your video concept here:</u>

STEP 2: Define Rewards
What type of rewards would you offer at each tier/level of contribution?

Consider these questions:
- ■ Can the project afford to offer rewards?
- ■ What can the project reasonably offer as a reward to contributors?
    - o How many rewards?
    - o How many of each item at each tier?
    - o What is the maximum that can be offered at each tier level?
- ■ How much will it cost the project to fulfill rewards promised?
- ■ Does the funding request amount need to be adjusted to account for reward offerings?

There are **four common reward types** seen on Kickstarter and Indiegogo:
- ■ *Copies of what you're making:* a product from the farm, CSA membership.
- ■ *Creative collaborations:* a backer appears as a hero in the comic, everyone gets painted into the mural, two backers do the handclaps for track 3.
- ■ *Creative experiences:* a phone call from the author, tour of the creamery, dinner for a group of friends on the farm.
- ■ *Creative mementos:* limited edition promotional materials, Polaroids sent from location, thanks in the credits, meaningful tokens that tell a story.

It's important to price rewards fairly, and offer value to the donor in order to motivate as much of the crowd coming to your campaign site. Manufactured items should be priced roughly what they would cost in a retail environment. Actual value considers more than just the sticker price. If it's a limited edition or a one-of-a-kind experience, there is flexibility on what "fair" is, based on your audience. Most popular pledge is $25, and average is $70, but small reward levels ($20 or less) are important to the campaign success.

List your rewards and tiers of contribution here (and on separate sheets):

Part III: Go Online and Launch Your Campaign

Appendix:

Campaign examples

Kickstarter examples
- BuyingPoultry.com
  http://www.kickstarter.com/projects/1160261467/buyingpoultrycom-good-food-good-farmers?ref=category
- Groundworks Farm CSA: Moving to Maryland
  http://www.kickstarter.com/projects/groundworksfarmmd/groundworks-farm-csa-making-the-move-to-maryland
- North Mountain Pastures - aging room to cure meat on PA farm.
  http://www.kickstarter.com/projects/847634712/north-mountain-pastures?ref=category
- Biofuel for everyone
  http://www.kickstarter.com/projects/1579413688/biofuel-for-everyone

Indiegogo examples
- Food Hub – local farmers aggregating product to take to market
  http://www.indiegogo.com/projects/north-sound-food-hub-at-bow-hill/x/3387102
- Williams Community Forest Project
  http://www.indiegogo.com/projects/willams-community-forest-project/x/3387102
- Victoria Farm
  http://www.indiegogo.com/projects/victoria-farm/x/3387102
- Urban Farm Consultants
  http://www.indiegogo.com/projects/urban-farm-consultants--2
- Innovative Biodiesel Project
  http://www.indiegogo.com/projects/innovative-biodiesel-project
- Arroyo Food Co-op, a homegrown community-owned market
  http://www.indiegogo.com/projects/arroyo-food-co-op-a-homegrown-community-owned-market
- North Sound Food Hub at Bow Hill - Increase small farm sales by decreasing waste
  http://www.indiegogo.com/projects/north-sound-food-hub-at-bow-hill/x/3387102
- Staplehouse - A Purpose-Driven Restaurant, a modern farm-to-table restaurant that will support an industry.
  http://www.indiegogo.com/projects/staplehouse-a-purpose-driven-restaurant/x/3387102
- Nicole's Farm - Growing Food Sovereign Communities.
  http://www.indiegogo.com/projects/nicole-s-farm/x/3387102
- Let's Buy the Farm! Help us protect farmland, promote local food production and create a sustainable way of life.
  http://www.indiegogo.com/projects/let-s-buy-the-farm/x/3387102
- Willams Community Forest Project - Help us save our home from devastation
  http://www.indiegogo.com/projects/willams-community-forest-project/x/3387102

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Crowdfunding platforms

This following is a list of U.S.-centered crowdfunding and online fundraising platforms.

Key: *All-or-nothing (AoN): hit the goal, or receive no funding. **Flexible funding campaign**/Keep it All (KiA)*

Name	Focus	Funding Model	Cost/ fees	Serves Nonprofits	Rewards expected?
Catapult.org	501(c)3 working on significant impact for girls and women and have a strong track record for delivering on commitments.	AoN	No cost. Campaigns can choose to give their donors option to donate additional funds to Catapult to keep the platform running.	Exclusively	No
CauseVox.com	Helps small- to medium-size nonprofits create customized fundraising websites for campaigns as well as for personal and team fundraising. Instead of sending donors to another site for processing. CauseVox fundraising takes place on the nonprofit's own site.	KiA	AVERAGE: 7.9% No monthly fees until raise $3,000; thereafter, $39 per month plus transaction fees of 7.5 percent to 8 percent plus 60 cents, depending on payment choice.	Exclusively	No
Causes.com	GuideStar-verified 501(c)(3) nonprofits can collect donations through Causes. Users can create or join a cause to support an issue or nonprofit, and mobilize their networks to donate, recruit, and share to support the cause. Campaigns on Causes are automatically integrated with Facebook.	KiA	4.75% transaction fee.	Exclusively	No
Crowdrise.com	Online fundraising website for individual fundraisers, nonprofit fundraising and event fundraising. Crowdrise combines online fundraising, crowdsourcing, social networking, contests, and more. Nonprofits can turn donors, supporters, and volunteers into fundraisers by asking them to create their own free fundraising pages on Crowdrise. Supporters can use their personal fundraising page to raise money from their friends and family.	KiA	AVERAGE: 7.5% (for donations under $100). Basic account, 5 percent plus $1 for donations under $25 and $2.50 for donations over $25; for featured account, $49 per month plus 4.95 percent fee and $1 transaction fee.	Exclusively	No
FirstGiving.com	FirstGiving empowers individuals to raise money online for thousands of causes and helps 501(c)(3) nonprofit organizations plan, execute, and measure successful online fundraising campaigns. FirstGiving provides tools for charity fundraising events and grassroots fundraising campaigns and securely processes online donations.	KiA	7.5% transaction fee, with option of donors to pay the fee.	Exclusively	No

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Name	Focus	Funding Model	Cost/ fees	Serves Nonprofits	Rewards expected?
Fundly.com	Personal, charitable, and political causes. Fundly is a social fundraising platform for individuals and organizations raising funds for nonprofits, charities, politics, schools, clubs, teams, groups, and others. It is designed to make it easy to fundraise via websites such as Facebook and Twitter. Supporters can reach out to their connections with branded tools, including email and social networking.	KiA	AVERAGE: 7.9% 4.9% +3% credit card fees	Yes, not exclusively.	No
Fundraise.com	Allows person or organization create and manage all of their online fundraising activity. Platform provides an iPhone app, mobile-optimized website, Facebook and Twitter sharing, widgets, and a traditional website. Causes can be institutional, organizational, educational, political, personal, or faith-based.	KiA	7.5% transaction fee	Yes, not exclusively.	No
FundRazr.com	A social fundraising app for individuals, groups, nonprofits, and political causes. FundRazr includes the ability to share through Facebook, social networks, email contacts, and websites or blogs to promote and collect money for causes.	KiA	4.9% fee plus 30 cents per transaction	Yes, not exclusively.	No
GiveZooks.com	Nonprofit organizations can create custom campaigns, wish lists, grassroots fundraisers, and events online, expand donor outreach via social networking (Facebook and Twitter) and Internet marketing, and increase funds raised. To promote a campaign online, you can create custom landing pages and embeddable widgets to allow supporters and donors to help you spread the word by embedding them on their own pages.	KiA - Custom	Subscription fees start at $129 per month.	Exclusively	No
GoFundMe.com	Fundraising for any idea, event, project or cause. GoFundMe is a do-it-yourself online fundraising service with easy-to-use donation websites for weddings, graduations, accidents, illnesses, nonprofits, and charities.	KiA	AVGERAGE: 7.9% 5% fee from funds raised + 2.9% +$0.30 WePay transaction fee	Yes, not exclusively. Nonprofits have 5% platform fee + 4.25% FirstGiving donation processing fee.	No

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Name	Focus	Funding Model	Cost/ fees	Serves Nonprofits	Rewards expected?
Indiegogo.com	Allows a broad range of projects. Launched to provide any idea (creative, cause, or entrepreneurial) with the tools and process to raise money and offer perks. Social media integration, direct email, and announcement features make it easy to spread the word, raise awareness, and increase funding. Donations tax-exempt for verified registered nonprofits.	KiA or AoN	AVG: 9.5% 4% fee if meet goal, 9% fee otherwise, + 3% transaction fee	Registered non-profits receive 25% off platform fee. Only allow flexible funding campaigns.	Yes
InvestedIn.com	Open to any project anywhere in the world. Custom platforms available.	KiA or AoN	3% of any funds raised + 3-4% credit card fee.	Custom platform from $345/month for nonprofits/ schools.	No
Kickstarter.com	Creative projects, with an ever-expanding definition. Originally geared towards arts, music, digital innovations. Increasingly used for small businesses of all kinds. Most popular platform.	AoN	AVERAGE 9% 5% of raised funds + 3-5% transaction fee	Yes, not exclusively. No discounts for nonprofits.	Yes
Neighbor.ly	Local governments, civic organizations, and civic ventures can obtain funding for civic-natured projects. This includes public/private partnerships, and institutions, private, or nonprofit organizations whose mission caters to civic infrastructure.	KiA or AoN	Contributors are responsible for fees, 5% of all contributions.	Yes, not exclusively.	Yes
Rally.org	Medical, educational, charitable, creative, entrepreneurial, and political causes.	KiA	5.75% fee for payment processing.	Yes, not exclusively.	No
Razoo.com	Crowdfunding for causes. Allows you to create team fundraising pages as well as pages at the organizational level. You can accept donations on your own website using an embeddable widget that donors can also use to embed on their own sites with a click. Also offers template-driven event pages you can use for individual fundraising events.		4.9% fee	Yes, not exclusively.	No
RocketHub.com	Art, science, business, and social good projects around the world, including US.	KiA	Reach goal: 4% fee + 4% credit card fee Don't reach goal: 8% commission fee + 4% credit card fee	Yes, not exclusively.	Yes
StartSomeGood.com	Nonprofit, for-profit, and individual projects. Supports one-off projects as well as ongoing ventures, where additional projects can be launched as the venture grows. You must set two goals: a Tipping Point Goal (amount needed to make the project happen) and the Ultimate Fundraising Goal (amount you need to take your project further and deliver more benefits to your community).	AoN	Reach Tipping Point goal or above: 5% fee + 3% payment processing fee	Yes, not exclusively.	Yes
CitySourced.com/ ZenFunder	Civic organizations - government and schools. Local Governments sign up for an account, which allows residents and municipalities to create new projects for funding.	AoN	Freemium Service: 7% fee on contribution + 3% Credit Card fee	No, but once city signs up, residents can add projects.	No

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