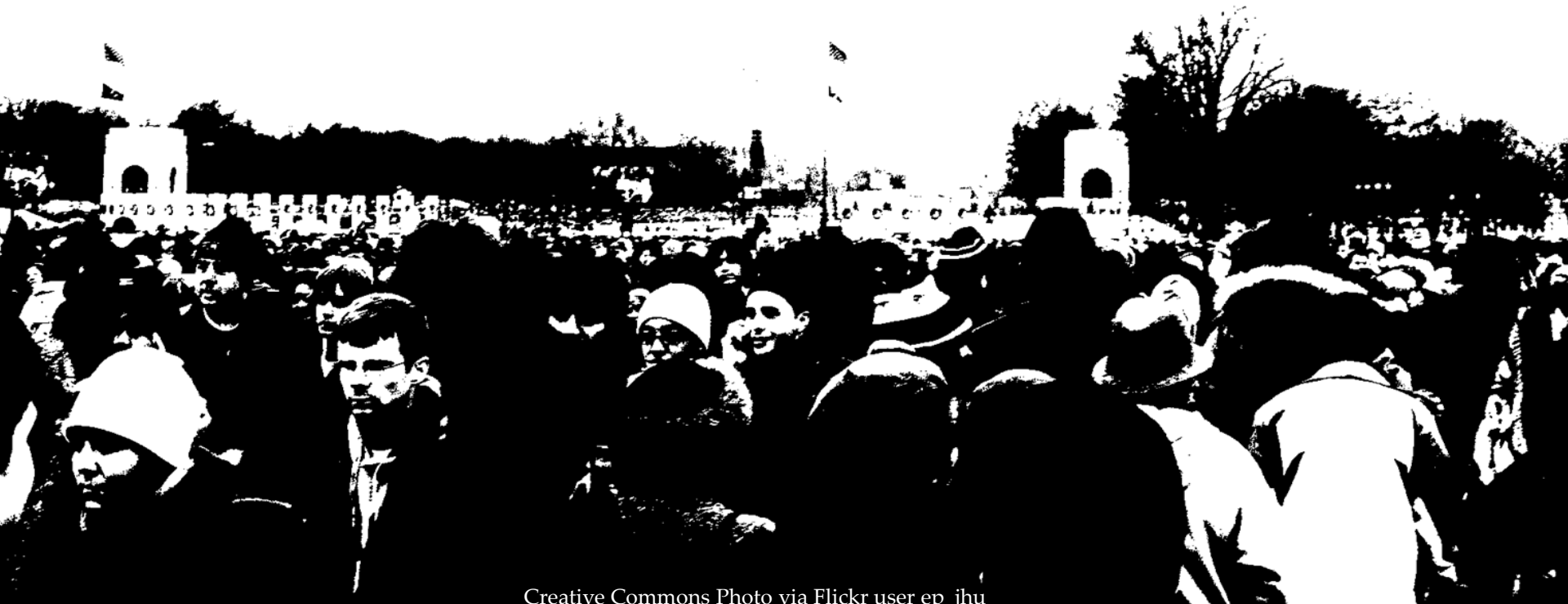


Crowdfunding

Building Community. Raising Funds.



Welcome!



Katherine Durante
Executive Director
OceanFirst Foundation



Laura Pople
Executive Director
Seers Farms



Chris Tuttle
Principal
Tuttle Communications
@ChrisTuttle

Let's Get Social

#CNJGevent

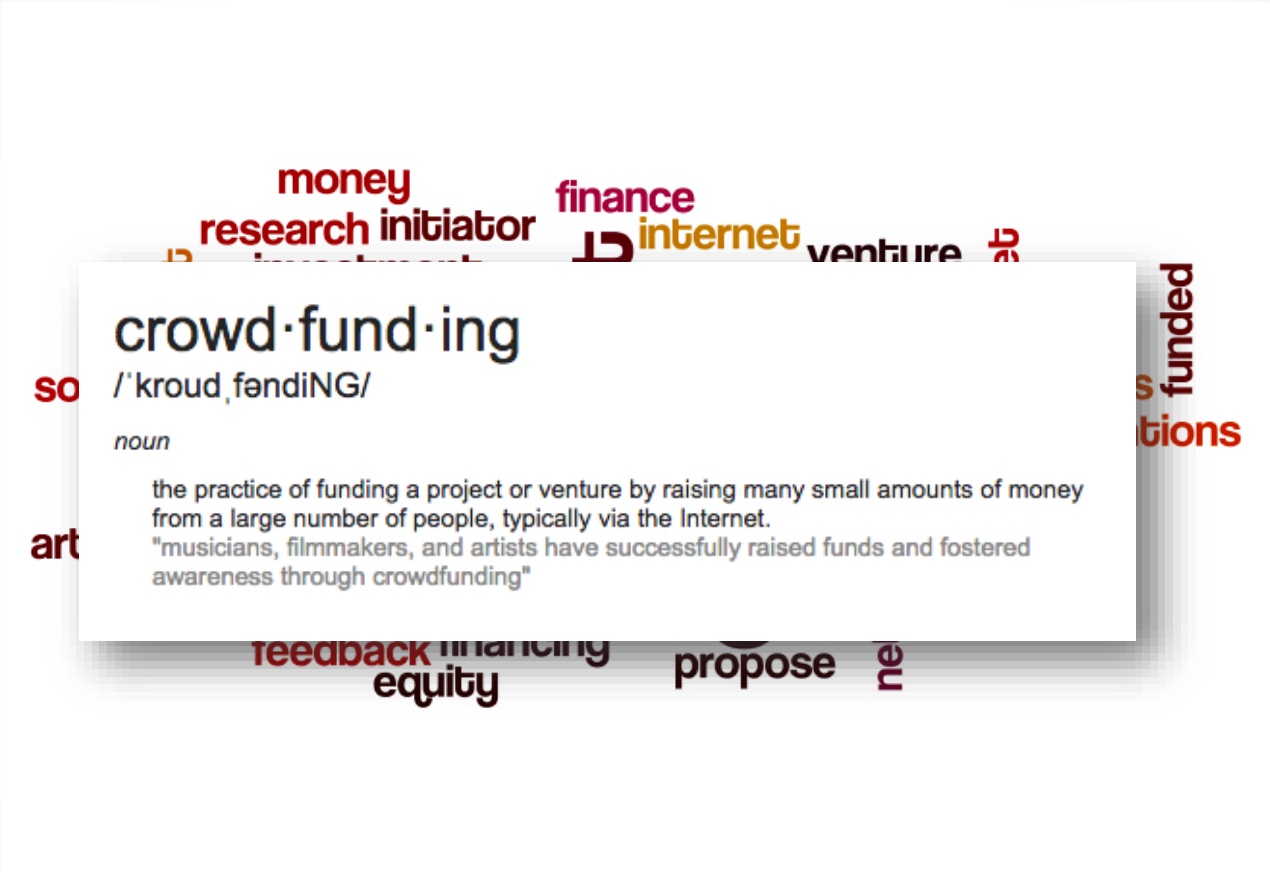
Use this hashtag in your tweets and posts to Instagram and Facebook so that others can find you – and you can find others!

Our Agenda

- Introduction to Crowdfunding
- Why Crowdfunding
- Panel Discussion**
- Crowdfunding Tools
- Takeaways

Introduction to Crowdfunding





crowd·fund·ing

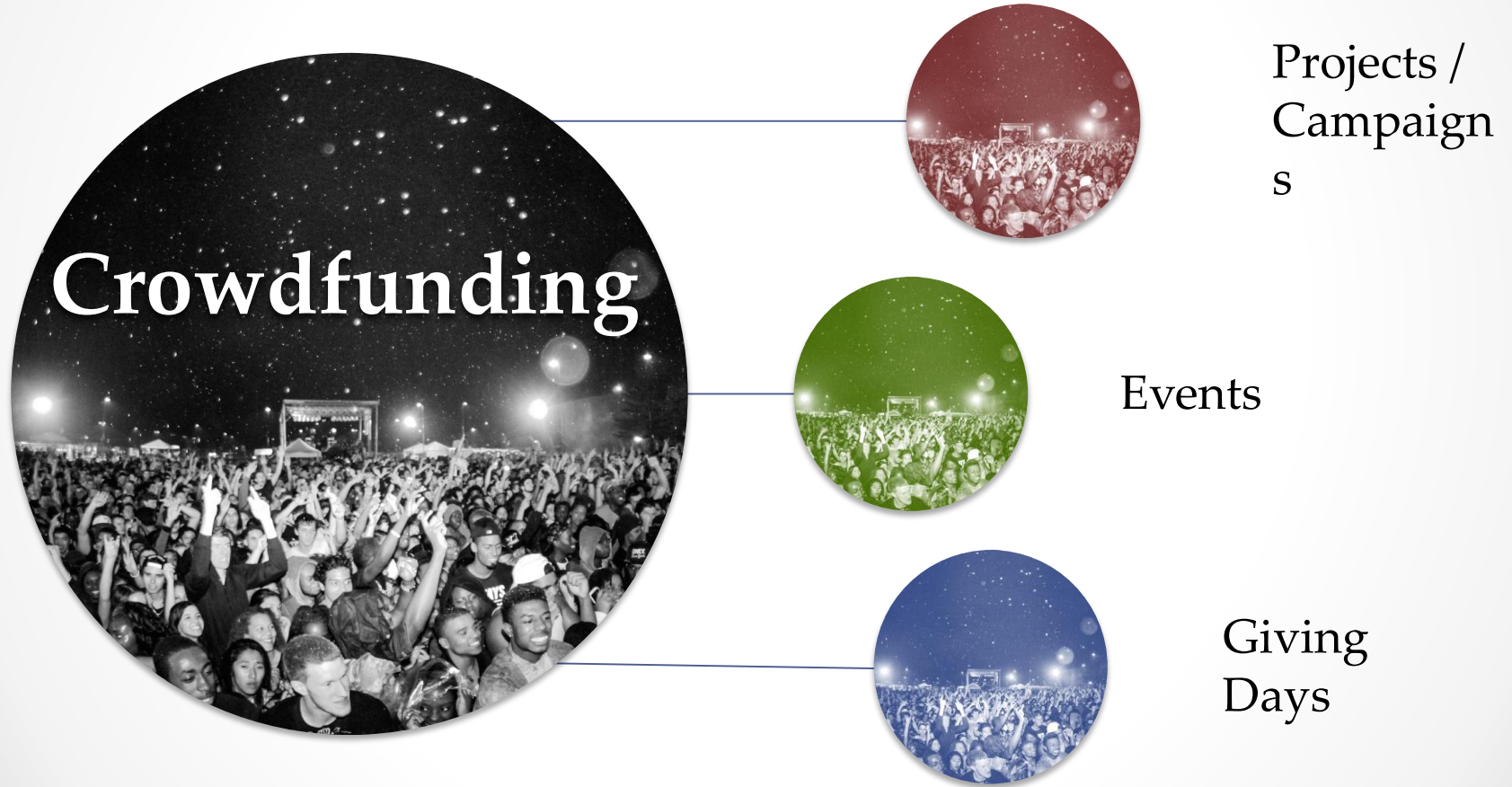
/ˈkroudˌfʌndɪŋ/

noun

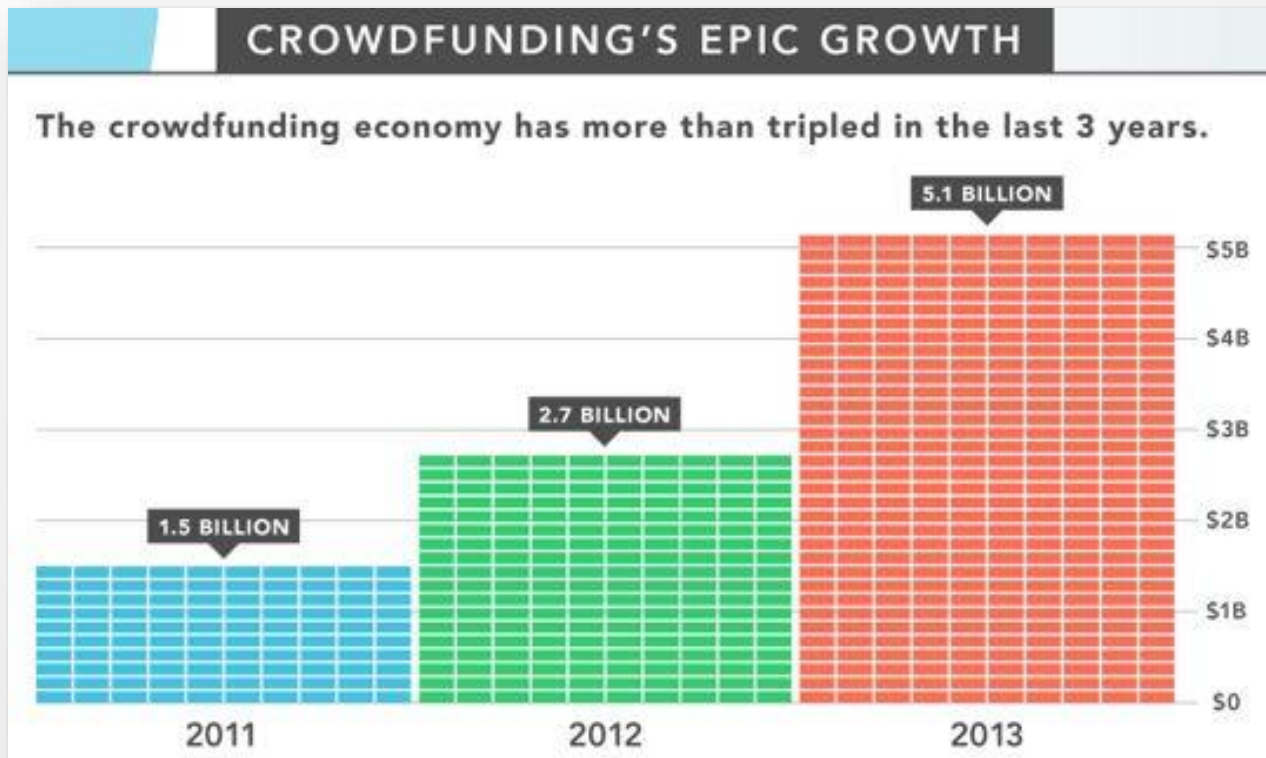
the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

"musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding"

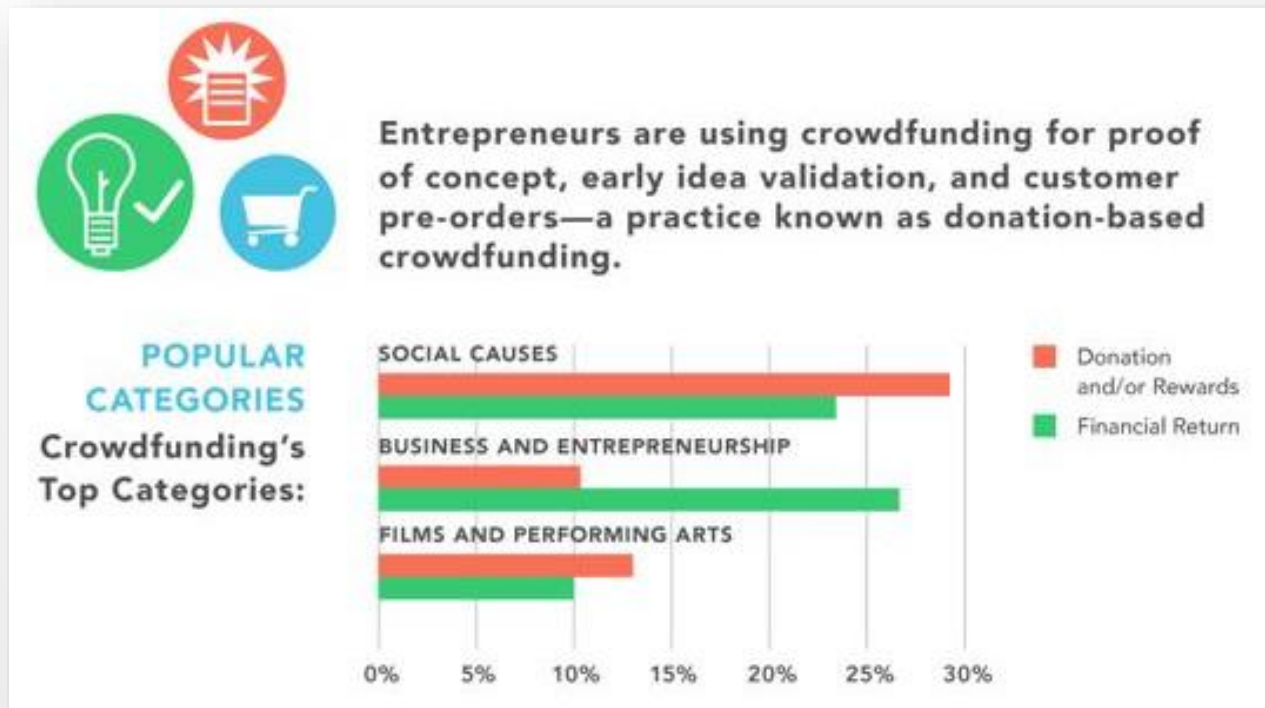
Types of Crowdfunding



Introduction to Crowdfunding



Introduction to Crowdfunding



Introduction to Crowdfunding

\$88.22

Average crowdfunding donation amount.

\$9,237.55

Average funds raised on campaign crowdfunding pages.

A Case Study: Crowdfunding at Seer Farms

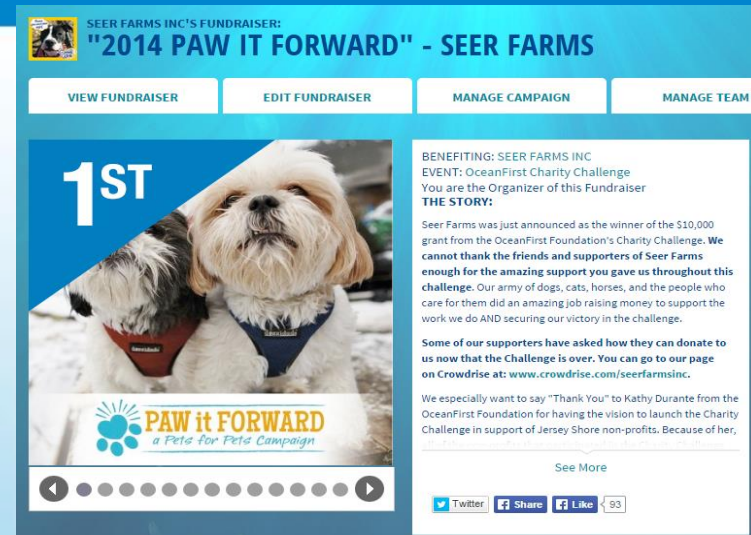
"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

Mark Twain

"At first, crowdfunding seemed like uncharted territory, but so far it has been well worth the journey."

Laura Pople, Executive Director, Seer Farms

- Create a fundraising plan
- Paw it Forward: our campaign
- Engage volunteers, staff, board
- Learn the platform, attend any and all training sessions
- Investigate interplay between existing fundraising strategy/donors and crowdfunding opportunity
- Set up schedule, contact list, and other tools



SEER FARMS INC'S FUNDRAISER:
"2014 PAW IT FORWARD" - SEER FARMS

VIEW FUNDRAISER EDIT FUNDRAISER MANAGE CAMPAIGN MANAGE TEAM

1ST

PAW it FORWARD
a Pets for Pets Campaign

BENEFITING: SEER FARMS INC
EVENT: OceanFirst Charity Challenge
You are the Organizer of this Fundraiser
THE STORY:
Seer Farms was just announced as the winner of the \$10,000 grant from the OceanFirst Foundation's Charity Challenge. **We cannot thank the friends and supporters of Seer Farms enough for the amazing support you gave us throughout this challenge.** Our army of dogs, cats, horses, and the people who care for them did an amazing job raising money to support the work we do AND securing our victory in the challenge.
Some of our supporters have asked how they can donate to us now that the Challenge is over. You can go to our page on Crowdrise at: www.crowdrise.com/seerfarmsinc.
We especially want to say "Thank You" to Kathy Durante from the OceanFirst Foundation for having the vision to launch the Charity Challenge in support of Jersey Shore non-profits. Because of her,

See More

Twitter Share Like 93

Our Very 1st Crowdrise Challenge

MICHELSON FOUND ANIMALS
SAVING PETS CHALLENGE
OVER \$1 MILLION RAISED
 CONGRATS TO SANTA FE ANIMAL SHELTER FOR WINNING THE MICHELSON FOUND ANIMALS SAVING PETS CHALLENGE AND THE \$50,000 GRAND PRIZE

KAREN'S FUNDRAISER:
"SEER FARMS PAWSITIVELY FAMILY"

BENEFITING: SEER FARMS INC
 ORGANIZER: SEER FARMS INC
 EVENT: Michelson Found Animals Saving Pets Challenge
 You are a Team Member
THE STORY:
 SEER FARMS INC wrote -

DONATE TO THIS FUNDRAISER

\$500
 MONEY RAISED

Serv-a-palooza Challenge 2014
 A Timberland Initiative

CHARITY CHALLENGE 2015

OCEAN FIRST CHARITY CHALLENGE
MORE THAN READY TO GO TO YOUR COMMUNITY? YOU'VE WON AN AMAZING PRIZE!

OVER \$336,000 RAISED

CONGRATS TO THE SOCIETY FOR THE PREVENTION OF TEEN SUICIDE FOR WINNING THE OCEANFIRST CHARITY CHALLENGE

\$305,460
 MONEY RAISED

SET UP YOUR FUNDRAISER

Challenge Rules

TEAM LEADERBOARD ABOUT THE CHALLENGE BONUS CHALLENGES & PRIZES TOOLKIT

THE CHALLENGE RAISED A TOTAL OF OVER \$1 MILLION AND CONTRIBUTED OVER 1600 VOLUNTEERS

CONGRATULATIONS TO THE TOP RECRUITER, CORNELIA HUNT FOR RED WOLF COALITION, THE TOP ALLEN AMIN FOR J. AUSTIN WHITE CULTURAL CENTER, AND THE TOP FUNDRAISER, LAURA POPE FOR SEER FARMS INC

TEAM LEADERBOARD ABOUT THE CHALLENGE BONUS CHALLENGES & PRIZES

1ST SOCIETY for the PREVENTION of TEEN SUICIDE
 SOCIETY FOR THE PREVENTION TEEN S...

2ND "SEER FARMS' SECRET WISHES"
 Secret Wish

3RD HELP OUR JERSEY SHORE VETERANS RE...
 American flag

THE STRAND KEEPS THE ARTS ALIVE
 Art gallery images

 <p>PAWS UP FOR SEER FARMS</p> <p>AMOUNT RAISED: \$21,971</p>	 <p>STAND STRONG FOR RED WOLVES!</p> <p>AMOUNT RAISED: \$11,955</p>	 <p>FOOD FOR HIS CHILDREN GIVE GOAT C...</p> <p>AMOUNT RAISED: \$11,595</p>	 <p>PET PALS ANIMAL SHELTER</p> <p>AMOUNT RAISED: \$1,900</p>
--	--	--	--

Many Challenges Since Then

Outreach

- Radio exposure: Seer Farms won air time in 2014 and 2015 challenges
- Video views: with more than 5000 views of our promotional video during this year's video challenge, thousands of people were exposed to Seer Farms' mission for the first time



Seer Farms: Why We Crowdfund

Financial Impact

- In the past year we have raised just over \$140,000 on crowdrise
- In the past year, we have raised approximately \$700,00 overall
- 20% of the money we have raised overall was raised using crowdrise. And that does not include the bonus grants from winning challenges.
- *Fuzzy math







Seer Farms: Why We Crowdfund

In a heartbeat!

For **Hope, Thumbellina, Marmalade, Fred, Daisy** and all the **other families in crisis** and their pets who rely on Seer Farms, we must raise money through every channel available to us.

I will be forever grateful to the Ocean First Foundation for introducing us to crowdfunding.

THE TEAM: \$42,756 TOTAL RAISED SO FAR

 <p>SEER FARMS INC</p> <p>AMOUNT RAISED: \$10,697</p> <p>14% Raised of \$75,000 Goal</p>	 <p>THUMBELLINA'S PETFAMILY</p> <p>AMOUNT RAISED: \$6,845</p> <p>46% Raised of \$15,000 Goal</p>	 <p>MARMALADE'S PET FOOD PANTRY</p> <p>AMOUNT RAISED: \$6,450</p> <p>43% Raised of \$15,000 Goal</p>
 <p>HOARDING SURVIVORS</p> <p>AMOUNT RAISED:</p>	 <p>DRIVING MISS DAISY</p> <p>AMOUNT RAISED:</p>	 <p>FRED'S DOG PARK</p> <p>AMOUNT RAISED:</p>

Would I CROWDFUND Again?

OceanFirst Foundation: Why Funders Use Crowdfunding

Why Crowdfunding?

- Post-Sandy Fundraising Landscape
- Steady Stream of Requests for “Good Neighbor Grants”/Decreasing Budget
- Too Many Special Events - High Cost/Low Net
- Over Reliance on the Same Organizations to Contribute
- Opportunity to Refocus/Leverage Resources for Greater Impact (16:1)
- Help Charities Learn a New Way to “Fish”
- Opportunities for Branding/Positive PR/Visibility
- Learn More About Potential Grantees
- Short Time Frame

Discussion

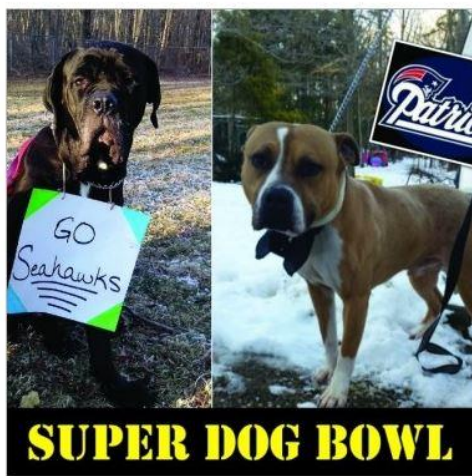
1. Participate in a challenge
2. Create our own challenge
3. Use crowdfunding as the “online component” of an existing fundraiser
4. Use crowdfunding to fundraise for a targeted need

Seer Farms: How We Crowdfund



SEER FARMS INC'S FUNDRAISER:
SUPER DOG BOWL

- [VIEW FUNDRAISER](#)
- [EDIT FUNDRAISER](#)
- [MANAGE CAMPAIGN](#)
- [MANAGE TEAM](#)
- [REPORT CENTER](#)



BENEFITING: SEER FARMS INC.
You are the Organizer of this Fundraiser
THE STORY:

For Super Bowl XLIX, with inspiration from the iconic Budweiser Clydesdale horses and their puppy pals, **Seer Farms is proud to introduce the first ever Super Dog Bowl.** At Seer Farms, we love that the country's national pastime is focusing attention on adorable animals, even if only in pursuit of beer sales. We believe, however, that this passion for football and puppy dogs could be leveraged to raise some much needed funds to care for the animals currently residing at Seer Farms. So without further ado, let me introduce the Seer Farms Super Dog Bowl.

What is the Super Dog Bowl? Two dogs - one each from the Jackson and Carneys Point Seer Farms' facilities - will represent either the New England Patriots or The Seattle Seahawks in a fundraising competition. Max, a pit bull,

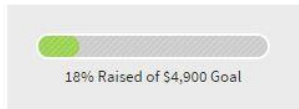
[See More](#)

-  Twitter
-  Share
-  Like
- 48

DONATE
TO THIS FUNDRAISER

\$900
MONEY RAISED

Long, Danny and De	\$20
CJ, Mick and Zenya	\$25
karin	\$50
Hailey	
Anonymous	\$18





SEER FARMS INC'S FUNDRAISER:

SEER FARMS FOR THE HOLIDAYS FESTIVAL OF TREES

- VIEW FUNDRAISER
- EDIT FUNDRAISER
- MANAGE CAMPAIGN
- MANAGE TEAM
- REPORT CENTER



BENEFITING: SEER FARMS INC
EVENT DATE: DEC 18, 2014
You are the Organizer of this Fundraiser
THE STORY:

Seer Farms is competing in a Christmas Tree Challenge sponsored by the TomsRiver Elks Lodge #1875. The winner of the challenge will get to keep the money raised and receive a bonus provided by the Elks. You can support Seer Farms in this challenge by visiting the Toms River Elks and making a donation (during the public viewing hours listed below or during the Festival of the Trees Celebration on Thursday, Dec. 18th), or by clicking the donate button on this page. **Donations must be received by 7pm on Thursday, Dec. 18th.**

We are so excited to be one of the area's nonprofits showcasing our creativity and mission through a custom decorated holiday tree. Nineteen trees are displayed at the Toms River Elks Lodge #1875. Please come and visit

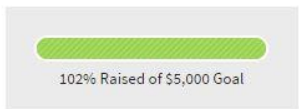
[See More](#)

 Twitter  Share  Like 0

DONATE
TO THIS FUNDRAISER

\$5,110
MONEY RAISED

Dale Gordon for Linda Roberts	
Connie Porcello	\$25
Anonymous	\$10
Anonymous	\$20



Add Online Crowdfunding to an Existing Fundraiser

The Lakewood Hoarding Case



209

MATAWAN, NJ

\$8,085 of \$9,000



Raised by 209 people in 4 days

459 TOTAL SHARES

SHARE 453

TWEET 6

CHARITY CHALLENGE 2015

HOARDING SURVIVORS' FUNDRAISER:
"SEER FARMS' SECRET WISHES"

\$2,615
MONEY RAISED

Ann Marie Krok	\$75
dana Lambert	\$20
Molly	\$25
Annie and Bear Moore	\$50
...	...

52% Raised of \$5,000 Goal

BENEFITING: SEER FARMS INC
 ORGANIZER: SEER FARMS INC
 EVENT: OceanFirst Charity Challenge
 You are a Team Member
 THE STORY:
 On May 7th, Seer Farms was part of a multi-agency effort to rescue 40 dogs from an abandoned home in Lakewood, NJ. We responded immediately. When we arrived, the condition in which these dogs were residing was unimaginable. The floors, walls and animals were covered with feces and urine. Dogs were living in the walls and the rafters. The local authorities had to call in a Hazmat team because the conditions were so deplorable. There was not one clean area for the dogs to lie down

See More

Twitter Share Like 34

Challenge Rules.

THE TEAM: \$42,756 TOTAL RAISED SO FAR

Support

Fundraise for a Targeted Need



Grand Prizes

1st Place: \$15,000 grant

2nd Place: \$5,000 grant

3rd Place: \$2,000 grant

The best part of the Challenge is that even if you don't win any of the grand prize grants, you get to keep the money you raise during the campaign. So, so great.

CHARITY CHALLENGE 2015

OCEAN FIRST CHARITY CHALLENGE

MORE THAN \$25,000 TO GO TO OUR COMMUNITY PLUS SOME AMAZING PRIZES

\$224,550
MONEY RAISED

DONATE
TO A FUNDRAISER

SET UP
YOUR FUNDRAISER

Challenge Rules: The leaderboard does not reflect the official standings.

TEAM LEADERBOARD

ABOUT THE CHALLENGE

BONUS CHALLENGES & PRIZES

TOOLKIT



"SEER FARMS' SECRET WISHES"

AMOUNT RAISED:
\$30,796



SOCIETY FOR THE PREVENTION OF TEEN SUICIDE

AMOUNT RAISED:
\$25,278



HELP OUR JERSEY SHORE VETERANS RE...

AMOUNT RAISED:
\$22,230



THE STRAND KEEPS THE ARTS ALIVE

AMOUNT RAISED:
\$15,877



2015 BEST SUMMER EVER! SUMMER CAM...

AMOUNT RAISED:
\$11,121



HOLIDAY EXPRESS 20,000 GIFT BAG C...

AMOUNT RAISED:
\$9,585



2015 AMERICAN LITTORAL SOCIETY

AMOUNT RAISED:
\$8,216



2015 LADACIN NETWORK CHARITY CHAL...

AMOUNT RAISED:
\$7,695

ABOUT THE CHALLENGE

The OceanFirst Charity Challenge is a fundraising competition where organizations in our community compete to raise the most money with the top teams receiving grants from OceanFirst Foundation.

Everything launches on **Thursday, April 16th at 12:00pm ET and runs through Friday, May 15th at 1:59:59pm ET.**

- The team that raises the most during the Challenge wins a \$15,000 grant for their charity from OceanFirst Foundation
- Second place gets \$5,000
- Third gets \$2,000


There will be Bonus Challenges each week where the charities can win extra Good Neighbor Grants as well as other amazing prizes.

And, the best part of the Challenge is that even if you don't win any of the grand prize money, you get to keep the money you raise during the campaign. So, so great.

**This Challenge is only open to organizations that provide a significant level of service within the OceanFirst market (Ocean and Monmouth Counties and Monroe Township in Middlesex County) that are approved by OceanFirst Foundation. For information on how to apply for the Challenge, please [Email Us](#) and we'll get back to you fast.*



If you don't give back no one will like you

 Support

BONUS CHALLENGES



Throughout the OceanFirst Charity Challenge, there will be weekly Bonus Challenges where the charities involved will have a chance to compete to win \$500 Good Neighbor Grants and other amazing prizes.

Start @2pm

End @12pm



Crowdfunding Tools



Indiegogo



INDIEGOGO

Raise Funds on Indiegogo

Make your dreams happen on Indiegogo, the biggest crowdfunding site on the planet.

[START A CAMPAIGN](#)

or [learn more.](#)

Why Indiegogo?

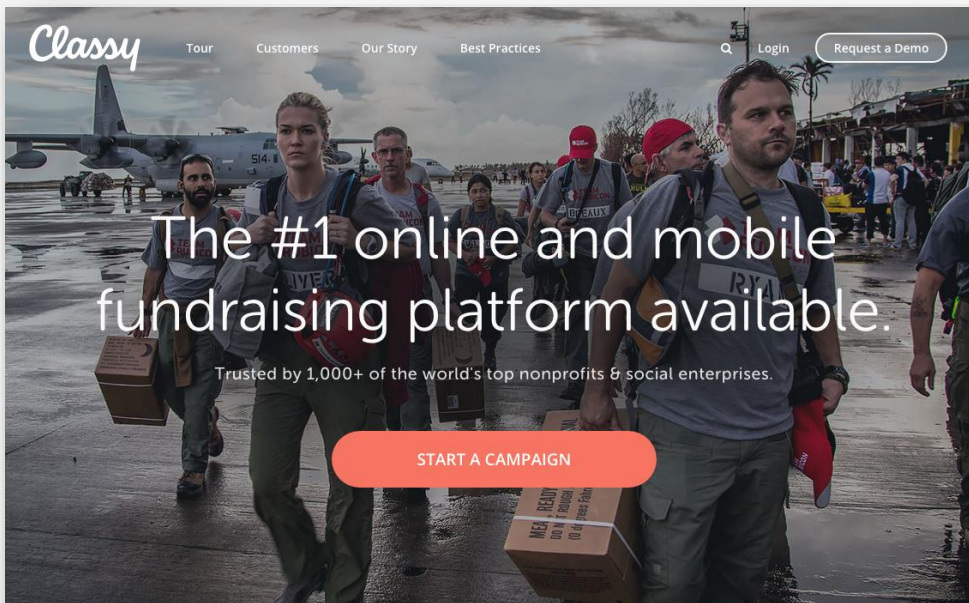
More than 300,000 individuals, businesses, and non-profits use Indiegogo to raise money online. On Indiegogo, innovators and creators launch campaigns to bring products to life and make the impossible happen every day.

Used by variety of individuals, businesses, and verified U.S. nonprofits.

Used to raise over 1.04 million for Hurricane Sandy relief efforts.

- 6.75% platform fee (or 3% platform fee if campaign goals are met) + 4% processing fee, per donation.
- Funds are processed by FirstGiving.

Classy

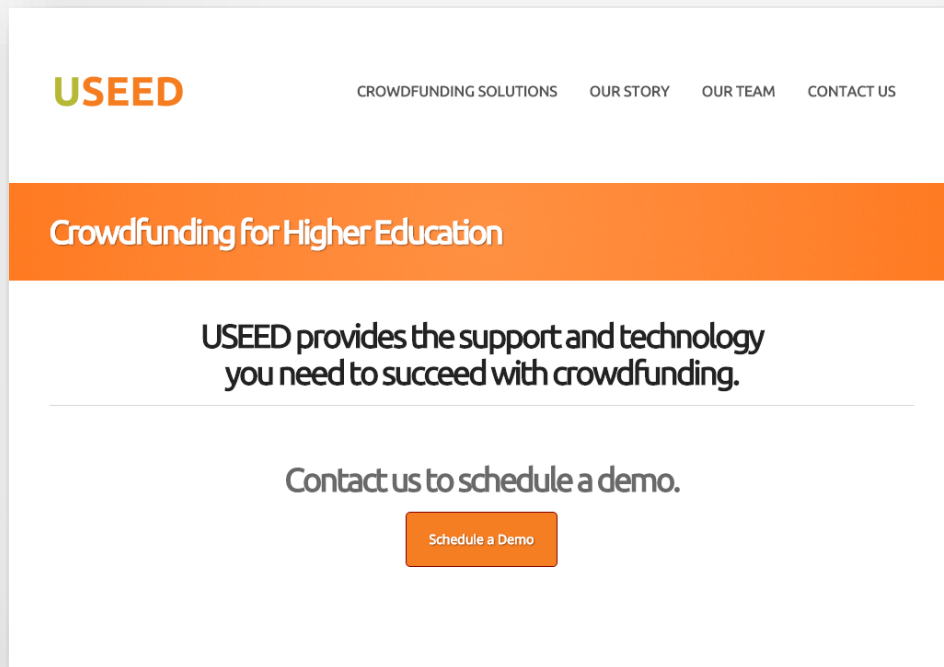


Classy works solely with social good organizations, having raised over \$130 million via 300,000 fundraisers since 2011 .

Used to raise over \$920,000 for Pencils for Promise's 2014 Season of Promise campaign.

- Starter plans are free for a single campaign with 5% processing fee per donation.
- Pro & Enterprise plans range from \$500-\$1,500/month with 2% or 0% processing fees + additional features
- \$250/month Salesforce Integration

USEED



The screenshot shows the USEED website homepage. At the top left is the USEED logo. To its right is a navigation menu with links for CROWDFUNDING SOLUTIONS, OUR STORY, OUR TEAM, and CONTACT US. Below the navigation is an orange horizontal bar with the text "Crowdfunding for Higher Education". Underneath this bar, the text reads "USEED provides the support and technology you need to succeed with crowdfunding." Below this text is a horizontal line, followed by the text "Contact us to schedule a demo." and an orange button labeled "Schedule a Demo".

USEED is a crowdfunding platform designed for higher education.

Penn State has raised over \$110,000 via 11 campaigns so far in 2015.

- Pricing is not publicly available.

FirstGiving

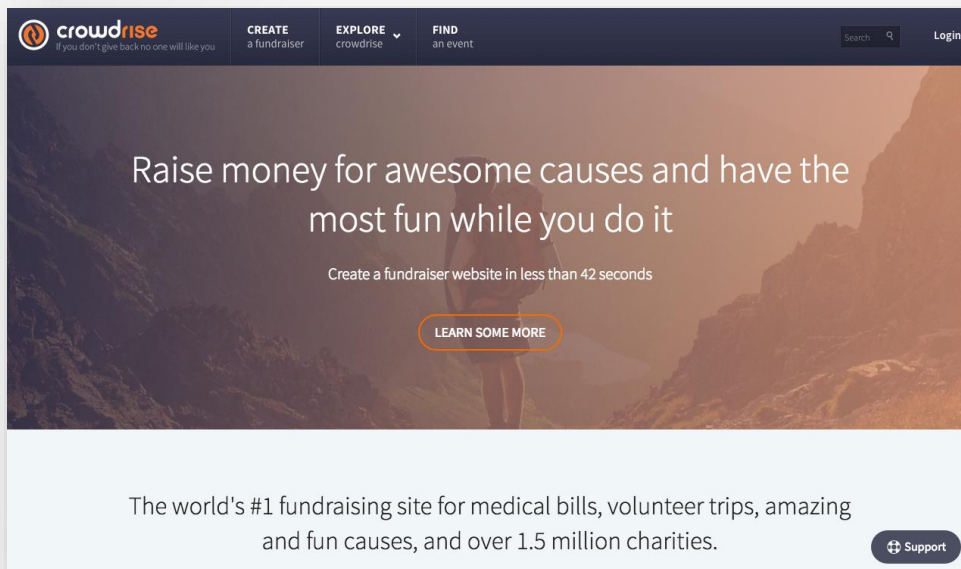
The screenshot shows the FirstGiving website homepage. At the top left is the FirstGiving logo with the tagline "Be where the giving happens." To the right are "Sign In" and "Sign Up" buttons. Below the logo is a navigation menu with links for "NONPROFITS", "INDIVIDUALS", "DEVELOPERS", "FUNDRAISING RESOURCES", and "BLOG". A search bar is located below the navigation, with the text "Search for a friend, event, or cause" and a magnifying glass icon. To the right of the search bar is a red button that says "Sign Up Your Nonprofit". The main content area features a large image of a crowd of blue silhouettes of people. Overlaid on this image is the word "INDIVIDUALS" in large white letters. Below this, a dark blue box contains the text "Are you an individual looking to fundraise for a cause you care about?" and a link that says "Create your personal fundraising page." Below the main image are two small colored dots. At the bottom left, there is a section titled "Your nonprofit's online peer-to-peer fundraising solution" with a paragraph of text. To the right of this section is a box titled "Is FirstGiving Right for Your Organization?" with a green "Contact Us" button.

FirstGiving is a peer-to-peer crowdfunding model.

Room to Read has raised over \$161,000 since 2005 using FirstGiving.

- \$500/annual account fee
- 5% service fee + 2.5% processing fee, plus 4.25% event registration or general donation fee.
- Chargeback fees covered

Crowdrise



Crowdrise can be used for general fundraising, events and peer to peer efforts, and is by both individuals and over 1.5 million charities.

In 2015 the Boston Marathon raised \$20,849,759.

- Free accounts with 5% service fee + 2.9% + \$0.30 processing fees per donation
- Featured & Royale plans at \$50 and \$200/mth with 4% + 3% service fees + 2.9% + \$0.30 processing fee per donation
- No goal requirements or deadlines

RocketHub

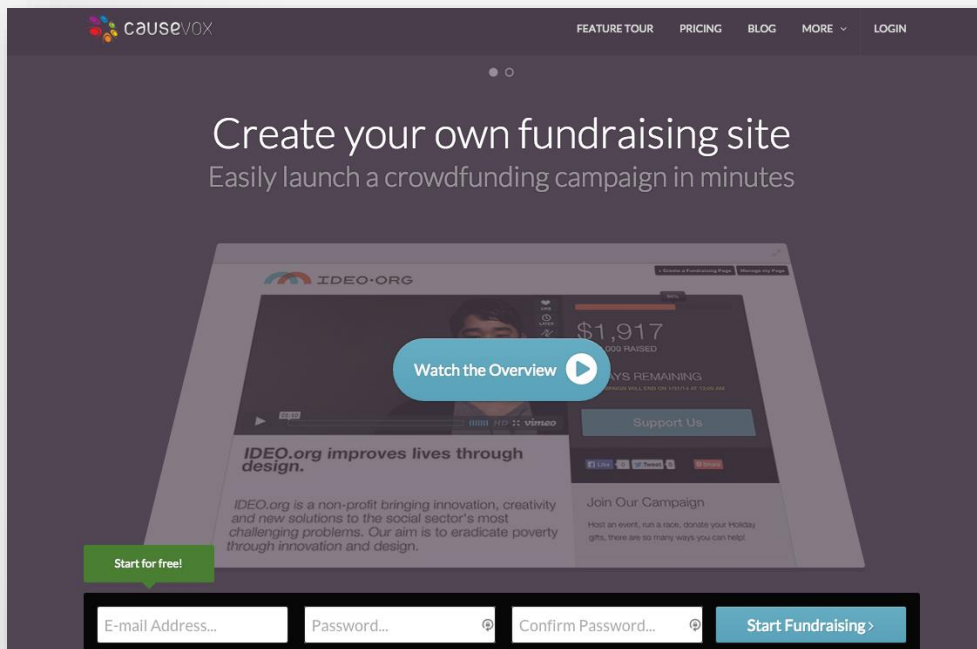
The screenshot shows the RocketHub website homepage. At the top left is the RocketHub logo with the tagline "The world's crowdfunding machine." To the right are navigation links for "SUCCESS SCHOOL", "OUR MOVEMENT", and "LATEST NEWS", along with a search bar for "Search Projects...". Below the navigation is a main banner with the text "THOUSANDS OF PEOPLE ARE RAISING MILLIONS OF DOLLARS ON ROCKETHUB." and a "LAUNCH YOUR PROJECT" button. A central graphic shows the equation "Project + Network + Goods = Success!". Below this is a section titled "ACCESS THE KNOWLEDGE AND TOOLS TO SUCCEED." with logos for Harvard University, SXSW, TEDx, and Maker Faire. The bottom section is titled "FEATURED PROJECTS" and includes a "Browse" dropdown menu and three project thumbnails: one showing people sewing, one titled "From Clothes to Candy" showing colorful candies, and one showing a large outdoor event.

Crowdrise can be used for general fundraising, events and peer to peer efforts, and is by both individuals and over 1.5 million charities.

Hogares Club Michin raised \$6,533 to develop community impact workshops for Columbia, South America.

- 4% service fee + 4% processing fee per donation, unless campaign goals are NOT reached, then 8% service fee + 4% processing fee.
- No upfront costs

CauseVox

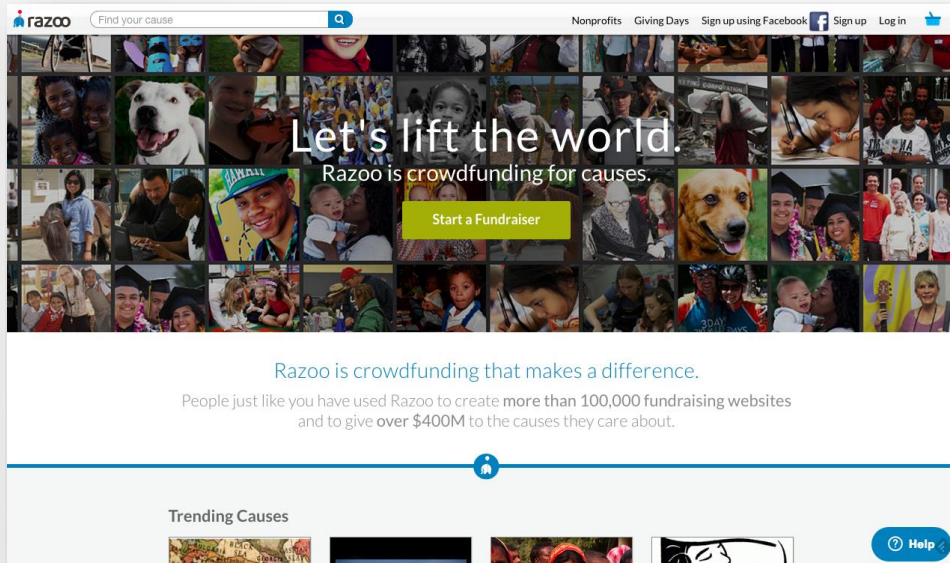


CauseVox is tailored to nonprofits and social good projects in the US, Canada & Australia.

Change for Kids raised over \$145,000 in 30 days for their Bowl for Kids campaign, bringing literacy and arts programs to NYC students.

- Free trial until you raise \$5,000
- A free plan offers 1 fundraiser with 5% service fee + 2.2% or 2.9% + \$0.30 processing fee per donation

Razoo



Razoo is open to individual and nonprofit fundraising, including events, giving days and general fundraising -- and has raised over \$400 million for over 100,000 fundraisers.

Great Apes Giving Day raised \$81,000 for 9 wildlife sanctuaries in Africa in 2014.

- 4.9% service fee + 2% + \$0.30 processing fee per donation
- Chargeback fees covered

Takeaways



- Cannibalize your existing donor base
- Donor resistance to online giving
- Resource intensive
- Can create a confusing message
- Competitive nature of the challenges pits non-profits against each other, for better and worse

Challenges of Crowdfunding

- Create a unique campaign
- Tell a story
- Dedicate someone(s) to focus on the campaign
- Be available for “tech support”
- Be aware of the schedule – in a challenge, don't forget the bonus challenges
- Don't make it the sole focus of your fundraising strategy
- Use social media to TELL people about your campaign; ask people to GIVE using more personal contact
- Keep looking for new ways to use crowdfunding



Select Tricks of the Trade

Takeaways: Event Hosts

1. DOES A CHALLENGE MAKE SENSE FOR YOUR ORGANIZATION?

- A New Way for Charities to “Fish”
- Opportunities for Branding/Positive PR
- Learn About Potential Grantees & Their Capacity
- Refocusing Resources for Greater Impact

Takeaways: Event Hosts

2. CHOOSE THE RIGHT PLATFORM

- Research
- Sensible Pricing
- Accessibility to Quality Customer Service

Takeaways: Event Hosts

3. KEYS TO A SUCCESSFUL CHALLENGE

- Define Success Upfront – What are Your Goals
- Charity Recruitment
- Crowdfunding Training
- Support the Challenge with Resources - \$, People, Time
- Leverage Partnerships & Connections

Takeaways: Event Participants

1. SUCCESS IS DETERMINED BY GETTING THE WORD OUT

- Email is King – NOT Social Media
- Challenges Will Help ID Communications Strengths & Weaknesses
- Leverage Partnerships & Connections

Takeaways: Event Participants

2. USE TOOLS PROVIDED BY HOST/PLATFORM

- Don't Reinvent the Wheel
- Research Successful Campaigns – What Works & Wins
- Use the Promotions, Templates, Updates and Tools Provided

Takeaways: Event Participants

3. RALLY

- **Have a Strategy & Be Ready to Commit**
- **Best Assets are Board, Staff and Volunteers**
- **Use Timing/Events to Your Advantage**

Resources

- [Using Crowdfunding to Help Your Nonprofit \(Idealware\)](#)
- [5 Crowdfunding Tips \(Beth Kanter\)](#)
- [A Few Good Tools for Peer-to-Peer Fundraising \(Idealware\)](#)
- [Are You Ready to Say No? Crowdfunding's Ethical Boundaries \(npENGAGE\)](#)
- [#GivingTuesday: The Super Bowl of Crowdfunding \(npENGAGE\)](#)
- [VIDEO: Allyson Kapin Shares Thoughts on Impact of Crowdfunding \(npENGAGE on YouTube\)](#)
- [What is Crowdfunding and How Can It Work for My Nonprofit? \(Kivi's Nonprofit Comms Blog\)](#)