Crowdfunding

Before getting started make sure you have an attainable goal, a realistic timeline to achieve the goal and an audience for your fundraising idea.

GETTING STARTED

- Set your goal
- Put together a list of friends and family who might be interested in publicizing your campaign
- Think about social media posts and emails that you and your supporters can share before and during your campaign
- Think about if anyone in your circle of friends and family might be interested in providing a matching gift (example: We have an anonymous donor who will match dollar to dollar up to $5,000 for the first 24 hours of the campaign.)

EXPLAIN

Before your campaign actually starts, talk to friends and family about why this is important to you, and get their support.

LAUNCH

To launch your campaign, email your potential supporters and launch a social media campaign. Continue to update your supporters throughout the campaign to encourage more people to give.

CELEBRATE!

At the end of your campaign, celebrate your success and thank your supporters!

Success Story

In February 2020, Beth Silverstein raised $70,000 in support of the Cancer Genetics Clinical Fund. Beth began planning in September 2019 for a campaign scheduled to launch February 2020. From September to December, Beth set a goal, worked on crafting her story, and talked to friends, family and co-workers about her campaign. A week before the official campaign launch, Beth raised her original goal of $25,000 to $50,000 because she leveraged connections, secured a matching gift, and knew in the first few days she would exceed her original $25,000 goal (which she did!). Strategic planning helped Beth crush her goals.