

# 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.



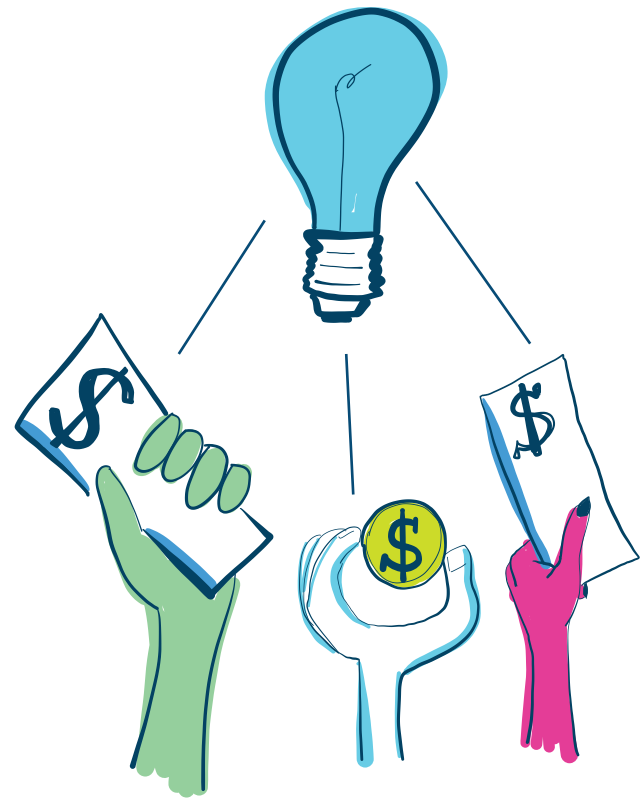
### LAUNCH

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.

