

Gateway to Crowdfunding

action learning course

Raise funds, learn new skills and thrive!

**Session 1: Welcome to Crowdfunding and the Gateway
Crowdfunding Challenge**

Agenda

Welcome

Intro to GlobalGiving

Let's get to know each other

Our System – Project Entry (PE)

GG Rewards

The Gateway Crowdfunding Challenge

What do you know about crowdfunding

Q&A

GET READY

Close emails &
documents

Turn your mobile phone
off

Be open and ask
questions

Be positive

Share constructive
feedback

Have fun!



GlobalGiving is the first and largest global crowdfunding community that connects **nonprofits**, **donors**, and **companies** in nearly every country around the world. We make it possible for local organizations to access the **funding, tools, training, and support** they need to become more effective and make our world a better place.

GlobalGiving UK Team



Pat Guilfoyle



Eleanor Harrison



Rachel Smith



Zdravka
Mihaljevic



Luanna Zapula



Jes Bailey



Celeste Hesketh



Krishma Nayee  GlobalGiving

What do we seek to do?

How do WE want to change the world?



For technology to connect
people and resources



For aid and philanthropy to
be democratic & effective



For world citizen's to truly
thrive

A bit about GlobalGiving...

Funding

**Skilled
Volunteers**

**Training
& Learning**

**Data
& Impact**



helping non-profits thrive



13,176

Projects

£140mn+

Crowd-funded

470,000+

Donors



Let's get to know each other

- What's your name?
- Where do you work?
- Have you done any online or crowdfunding before?
- How do you rate your fundraising from individuals skills?
- How ready do you feel to raise £2,500 from 50 people in the Challenge (14th November to 19th December)?

Feeling nervous?

“The team at GlobalGiving were fantastic and helped us get set up...They helped us to see how to guide our campaign, assisted us by sharing our message and helped us to improve the messages we were putting out. Without their help we would’ve found the crowdfunding challenge much more difficult and I don’t believe we would have been as successful.” Turnaround Futures

“The course on social media and using email effectively was an eye opener and helped in promoting the campaign throughout. The impact on social media helped increase donations.” Makombero

“The support from the GG team is amazing. They make so much time to help out, are positive and encouraging and a really great source of energy if feeling overwhelmed!” Rise

Our System – Project Entry (PE)

- Share system with our sister organisation (globalgiving.org)
- Currency displayed in US \$ until project approved
- Help: CHAT box or Project Leader Manual

REAPPLY

Pat test org is eligible to reapply to GlobalGiving. Please click here to access an application.

Home > Project Entry Dashboard

View Dashboard for

Input field for organization name

Dashboard for GlobalGiving (#189)

BRIDGE NUMBER: 6612916159

GG Rewards

Superstar



ADD A PROJECT

ADD A REPORT

SEND THANK YOU

Projects

- Manage Projects (102)
- Manage Microprojects (1)
- Manage Funds (12)

Organization

- Edit Organization Info
- View Organization Page
- Manage Users

Campaigns

- Manage Campaigns

Grants

- Grants

Funding

- View Donations
- View Disbursements

Data

- Website Analytics
- View Stories (25)

Manual

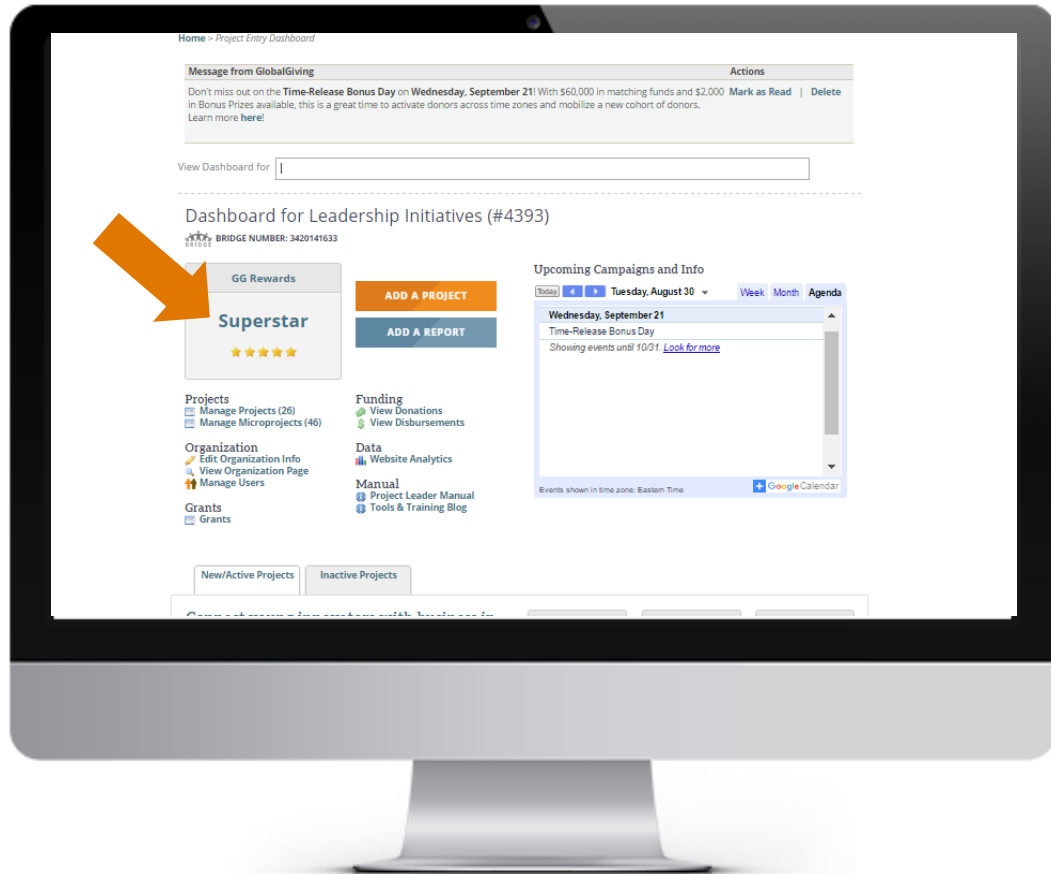
- Project Leader Manual
- Tools & Training Blog

GG Rewards

We reward organizations for listening, acting, and learning!

Introduction to GG Rewards

- Emerging, Partner, Leader, **Superstar**
- Engagement + Effectiveness points
- Post-Challenge campaign success: more points → higher GG Rewards status → enhanced benefits



GG Reward Dashboard

GG Rewards

GlobalGiving (#189)

Last updated: October 10, 2016 [Admin Debug](#)

GlobalGiving rewards your organization for **effectiveness** and **engagement**.

The more points that you earn, the more rewards you gain. [Learn more.](#)

GG Rewards Status: **Superstar** 76 points

Effectiveness

48

POINTS EARNED

[DETAILS >](#)

+

Engagement

28

POINTS EARNED

[DETAILS >](#)

=

Superstar

36+ points

Leader

18-35 points

Partner

0-17 points

76

TOTAL POINTS

Get Points for Today's Webinar

GG Rewards > Start GlobalGiving Webinar

GlobalGiving (#189)

Last updated: October 10, 2016 [Admin Debug](#)

GlobalGiving rewards your organization for **effectiveness** and **engagement**.

The more points that you earn, the more rewards you gain. [Learn more.](#)



0 of 6 points

GlobalGiving Webinar - New

GlobalGiving offers free tutorials on various topics, ranging from **donor engagement through Facebook** to **feedback collection and response from your community**. We strive to provide you with the resources you need to become a more effective organization!

You can earn a total of **6 effectiveness points** after completing a GlobalGiving Webinar cycle.

- Listen: **Watch a webinar.** (1 point)
- Act: Share the actions you took or are planning to take after watching the webinar. (2 points)
- Learn: Share what you have learned. (3 points)

Step 2 – What actions will you take

Step 2 - Not Started (2 points)

Act: What actions did you take or plan on taking after watching the webinar?

Please type your answer in the box above or upload a file.

+ Add Files...

🗑 Delete All

Step 3 – What actions will you take

Step 3 - Not Started (3 points)

Learn: What have you learned from this experience?

SAVE & SUBMIT

Questions



Winter 2016 Gateway to Crowdfunding Challenge



Apply Online



Gateway to
Crowdfunding
Course



Gateway
Crowdfunding
Challenge



Become a
permanent
partner

Gateway to Crowdfunding Course

- How To Create A Successful Crowdfunding Project Page 13th October
- Plan Your Crowdfunding Campaign 18th October
- Mapping Your Network 20th October
- Using E-mail Effectively For Fundraising Online 25th October
- Developing A Successful Social Media Campaign 27th October

All sessions are recorded and available on the Winter Challenge Facebook Page

How we will deliver it

- Six 60-90 minutes webinars over 3 weeks
- One London-based workshop (21st October)
- One-to-one sessions with GlobalGiving staff
- Slides, recordings and resources available on the Winter Gateway Challenge Facebook group page
- Quick response to any questions

What will we cover together?

COURSE CONTENT for the next three weeks:

- Learn about Crowdfunding
- Concepts – building your crowd
- Perfecting communications
- Best communication tools for you
- Plan, plan, plan...and go!

Gateway to Crowdfunding Workshop

- Friday, 21st October 2016
- GGUK London Office
- Chance to pitch your project to GGUK team and peers
- Network with other participants

Gateway to Crowdfunding Challenge

- **Begins:** 14th November at 2 pm GMT
- **Ends:** 19th December at 2 pm GMT
- **Goal:** Raise £2,500 from 50 donors to graduate

The Gateway Crowdfunding Challenge

Rank*	Project	Organization	Donations Goal: £2,500	Unique Donors Goal: 50	+ Bonus **
1	 Educating Reeti Give Now Share This Project	ChoraChori	£16,676 Secured <small>Raised Remaining</small>	83 Secured <small>Raised Remaining</small>	+ £1,500
2	 Transform midwifery in rural Kenya and save lives Give Now Share This Project	Friends of Buburi	£10,227 Secured <small>Raised Remaining</small>	218 Secured <small>Raised Remaining</small>	+ £1,000 £500
3	 Empower 16 Zimbabwean Children Through Education Give Now Share This Project	Makomborero	£6,966 Secured <small>Raised Remaining</small>	99 Secured <small>Raised Remaining</small>	+ £500
4	 The Bedouin in Israel: Myths and Facts Give Now Share This Project	British Shalom-Salaam Trust	£5,118 Secured <small>Raised Remaining</small>	118 Secured <small>Raised Remaining</small>	

Raise £2,500 from 50 unique donors in 5 weeks

Gateway to Crowdfunding Challenge

- Graduates earn permanent GlobalGiving partnership
- Marketing promotion
- Certificate of graduation
- Access to funding, training, and skilled volunteering

What is crowdfunding?



Specific Project
Specific Time
Specific Goal

Crowdfunding is not new but...

- Digital technology has transformed what it means
- Digital tools help you build your supporter base
- People now want engagement – involve them
- The crowd provides credibility for your work
- Data is more easily captured to build a relationship

Online Fundraising Basics

• What it isn't:

- ✗ Donate button on your website
- ✗ An easy way of getting money from people you don't know
- ✗ A substitute to your other fundraising

▶ What it is:

- ✓ A set of tools
- ✓ Engage with and support your work
- ✓ Part of a diverse funding strategy

Consider

You have to **MAKE** your crowd work for you

You cannot simply **JOIN** a crowd

Key Crowdfunding Steps

As simple as 1,2,3...

Step 1

Planning

*Without this it's difficult
to succeed*

Step 2

Sustained Execution

*A good campaign takes
a while*

Step 3

Follow Up

*Without this you put a
lot of effort in and...?*



CROWDFUNDING PLANNING CHECKLIST

- A digital platform to host
- A good idea worth funding
- A compelling message
- A crowd!
- Communications plan
- Lots of engaging content
- Help: team & volunteers
- Fundraising champions

Enlightening thoughts...

- Most crowdfunding campaigns **fail** 😞
- Only **43%** of **Kickstarter** campaigns succeed
- **70%** of **GlobalGiving** 'Challenge' participants succeed
- Only **1 in 10** reach their target on **Indiegogo**
- Average successful crowdfunding campaign currently raises around **£7,718** (it's not the answer to everything)
- Campaigns that gain **30%** of their goal within 1st week more likely to succeed

The background of the slide features silhouettes of several people with their arms raised in celebration, set against a dark, twilight sky with a faint horizon line. The overall mood is one of achievement and joy.

Stretch

What is your key learning so far?



**Let's share what project you would like to raise funds for
Type in the Chat Box**

ACTIVITY

Homework

Get GG Reward Points for Participating in the Webinar

Share the recording and slides with your team

Our Next Session

*Tips on How to Create a Successful
Crowdfunding Project Page*

13th October at 10 am BST

Need help during the Challenge

We're here to help!



Email: UKPROJECTHELP@GLOBALGIVING.CO.UK

**Post your questions or share on
our Winter Challenge Facebook
Page**

Call: 44 2072428079



Questions?



thank you

@globalgivinguk
@PatatGG