**Step 1: Is crowdfunding something for your organisation?**

Crowdfunding might be a good way to find new forms of income. It can give you the chance to reach an extended audience, it reduces time, costs and the usual effort of fundraising. It attracts not only donors but could also lead to more volunteers. In many cases you’ll use a crowdfunding website that does a lot of work for you, has a new donor base for your organisation and uses different social media combined to spread the word.

It sounds good, doesn’t it? However, a crowdfunding campaign is not something that you can put up overnight. Every successful campaign requires planning, images, a good video and a well-thought follow-up plan. To know whether fundraising could be something for your organisation, it might be good to first think about possible advantages and risks.

**Checklist**Below you’ll find a checklist to see if your organisation has the requirements it takes to set up a crowdfunding campaign. If you tick more than 5 boxes, crowdfunding could be something for you!

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|  | We have a project that is unique in its kind: it does not look like an initiative that already exists in our region. |
|  | We know there is a need for our project in the community, because we have asked the beneficiaries and they came up with this solution or idea. |
|  | Our project plan is elaborated well enough to share with the world: we know the target group, the needed funds for our project and the intended results. |
|  | We are still six months before the start of the project, and therefore have enough time to plan and run a successful campaign. |
|  | We have the capacity (e.g. 0,5 FTE, or 2-3 days a week) to work on the crowdfunding campaign during the months the campaign is prepared and carried out. |
|  | The crowdfunding campaign is part of a broader fundraising mix for this project. |
|  | We have enough visuals and promotion material to give a clear overview of the project before the start of the campaign. |
|  | We like to communicate with positive, empowering messages and stories. |
|  | We have the capacity to self-promote our initiative online and offline. |
|  | We have the capacity to thank and update donors. |