Examples of successful crowdfunding campaigns

There are a few ‘rules’ when it comes to successful crowdfunding campaigns. If you have a project in mind for your campaign, it might be good to start with a ‘benchmark’ to see what makes other campaigns on this topic successful. It can help you defining your own strategy:

1. **Find similar projects** on your chosen platform
2. **Analyse what is working well** on highly funded projects
3. **Analyse what isn’t working** on failed campaigns.

Take a close look at:

- Language: what kind of language is being used? Is it mainly ‘helping’, or is it about empowering communities?
- Clarity: is it clear what the project is about and what the funding is being used for?
- Visuals: are the visuals attractive, empowering and positive?
- Ownership: how much need is there for this solution?

Language

When choosing your language, research shows that some words have more success in campaigning than others. A strong focus on ‘helping’, ‘people in need’, ‘people that are not able’ have shown to be less successful than empowering language with a personal link to the donors contribution (see image below).

![Kickstarter Phrases That Pay (And Don’t)](image_url)
Examples of campaigns and successfactors

**Build toilets for Mzondi informal settlement**

![Image of a building site with people working on it](image1)

The community of Mzondi informal settlement consists of over 300 units with only four toilets catering for everybody and one of them has neither shelter nor privacy. They are looking to have 30 toilets built and spread out across the community.

**Successfactors in this campaign:**
- A clear need and a clear solution (recognisable all over the world)
- A well-defined goal
- Strong visuals
- The use of empowering language

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1. **RUN FOR READING**
   Crowdfunding Campaign for Schools and Education

![Image of students reading](image2)

**Successfactors in this campaign:**
- Updates to keep people informed
- Engaging images of students reading
- Multiple giving levels (each giving level lets the donor know how many books they were able to supply to the children)

Success factors in this campaign:
- Strong and engaging video
- Controversial group for fundraising: this is a ‘safe way’ to donate money

Success factors in this campaign:
- Strong and engaging images
- Easy and well-explained storytelling
- Donors can make large impact with small donations
Success factors in this campaign

- Encourage your supporters to start a fundraising campaign on your behalf
- The first sentence is important to make a difference in your storytelling
- You can make an individual campaign more personal