

CROWDFUNDING FOR NONPROFITS



Presented by
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Hosted by
THE ANGELETTI GROUP, LLC



March 7, 2013



About Jay Angeletti



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A Development Executive with more than 25 years of experience, Jay launched The Angeletti Group LLC in 2006 – a consulting firm designed to partner with clients engaged in healthcare and academic medicine, independent and higher education, and community building initiatives. Before doing so, Jay served Choate Rosemary Hall, Yale University School of Medicine, the University of Pennsylvania Health System, Drew University and New York-Presbyterian Hospital.

Jay's extensive client list includes many of the nation's leading independent schools, universities, medical institutions and other non profits. He is a sought after speaker and writer, and he currently sits on the Advisory Board of Fairleigh Dickinson's non profit leadership program.

About The Angeletti Group



The Angeletti Group, LLC offers philanthropic counsel to the most passionate in Education, Healthcare and Community Building. We offer clients a breadth of services including:

- Campaign Implementation and Management
- Development Assessments
- Planning, Feasibility and Pulsing Studies
- Executive Search, Interim and Outsourced Staffing
- Prospect Research and Wealth Screening
- Information Database Enhancement
- Benchmarking Analytics
- Annual Fund/Direct Response Solutions
- Metrics driven Major Gift Programs
- Planned Giving Counsel
- Communications and Events Design and Production
- Board Development and Coaching
- Cross Media Strategies



About Tony Abatangelo



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Tony has over 20 years of experience in the capital markets as a derivatives trader, risk management consultant and hedge fund manager. Tony provides advisory services to nonprofit organizations, specializing in crowdfunding and peer-to-peer fundraising. He is the author of The Charitable Crowd, a blog dedicated to enabling and fostering the use of charitable crowdfunding.

Tony is the Director of Finance and Development and also sits on the Board of Note In The Pocket, a North Carolina based charity dedicated to clothing the homeless and impoverished children of Wake County. In the past, he has served on the Advisory Board for the Academy of Finance.

Today's Discussion



- Introduction
- What is Crowdfunding?
- Types of Crowdfunding
- Crowdfunding for Nonprofit Organizations
- Planning Your Campaign
- Questions/Comments

What is Crowdfunding?



A collective online effort of individuals who network and pool their money to support efforts initiated by other people or organizations.

Types of Campaigns and Platforms



- Project-based Campaigns
- Cause-based Campaigns
- Rewards-based Platforms
- Donation-based Platforms
- Equity-based Platforms

How Nonprofits Use Crowdfunding



- Direct engagement of donors
- Mobilize supporters to raise funds on behalf of charities and nonprofits
- As a resource to serve their constituencies
- As a resource for their organization

The Appeal of Crowdfunding



- Cost effective
 - Most platforms have no upfront software or user fees.
- Opportunity to expand your network beyond your existing supporters
- Provides a mechanism for your supporters to raise money on your behalf
- Offers a more engaging and meaningful donation experience for your donors
 - Actively update and communicate with your community
 - Project based
- Crowd Psychology component presents sense of urgency to donor community
- It works!

Success Stories



- [GiveMN.org](#) raised \$16.5 million in one 24-hour period for 4,381 Minnesota nonprofit organizations and schools on [Razoo.com](#).
- \$43,000 raised on [Razoo.com](#) to provide a school bus to The Kopila Valley School in Nepal.
- \$220,000 raised by an individual supporter for National Wildlife Federation and American Cancer Society on [Indiegogo.com](#)
Initial goal was \$20,000!
- Bay Area Outreach and Recreation Program raised \$5,177 on [GoFundMe.com](#) to support its program to provide competitive athletic opportunities to physically disabled youth.

Planning Your Campaign: Choosing a Platform



Planning Your Campaign: Choosing a Platform



- Fee structure
 - All or none vs. partial funding
 - Processing fees and additional fees
- Rewards and perks
- Sites with specific niches or unique approaches
- Support
- Tools
 - Website and social media integration
 - Charitable gift processing

Planning Your Campaign: Goals



- Set Fundraising Goals
 - Project Based
 - Realistic and Reasonable
 - Time Constrained

Planning Your Campaign: Tell Your Story



- Build your social media presence
- Verbalize your story
 - What is your organization about?
 - Why is it so important that you reach your fundraising goal?
 - What will be the impact?
- Incorporate multimedia
 - Videos
 - Photos

Example: Room to Grow at Project Open Hand



- <http://www.indiegogo.com/projects/room-to-grow-at-project-open-hand>

The screenshot shows the Indiegogo campaign page for "Room to Grow at Project Open Hand". The campaign goal is to help build an indoor greenhouse for growing organic herbs and greens. The page features a video of people working in a kitchen, a progress bar showing \$16,867 raised of a \$22,000 goal, and a countdown timer showing 13 days left. The campaign is verified as a nonprofit and offers flexible funding.

Room to Grow at Project Open Hand
Help us build an indoor greenhouse, a Room to Grow, so we can grow organic herbs and greens most used by our chefs for client meals!
Community – San Francisco, California, United States

Campaign Home Updates / 1 Comments / 15 Funders / 80 Gallery / 1

\$16,867
Raised of \$22,000 Goal

13 days left

Verified Nonprofit Campaign

Flexible Funding campaign

CONTRIBUTE NOW ►

Planning Your Campaign: Next Steps



- Line up initial donors and matching grant providers
- Build a team
 - Branding and Marketing
 - Digital Strategy
 - Photography and Multimedia
 - Donor Development
 - Consultants

Crowdfunding by The Angeletti Group



- Readiness Assessment
- Crowdfunding page/platform set up and management
- Cross media strategies
- Campaign integration
- “Outsourcing” campaign

Questions or Comments?



Thank You



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A copy of this webinar will be available at
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