

crowdfundr

Crowdfundr, an Unlikely Hero

A Creator Friendly Crowdfunding Platform

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Hello

I am David Barach

President of ConnectionPoint

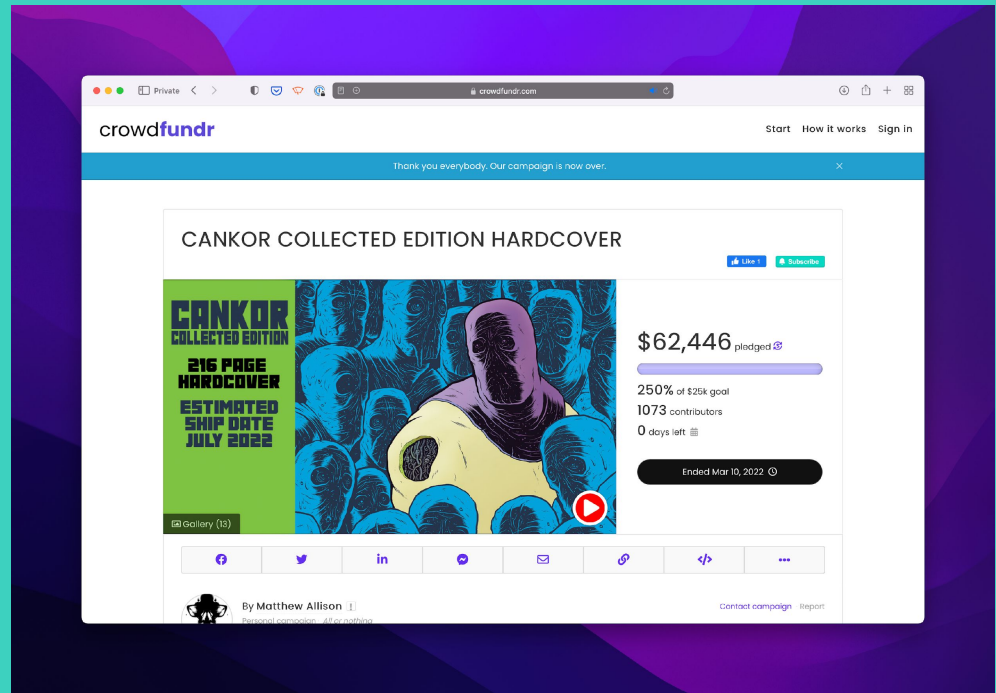
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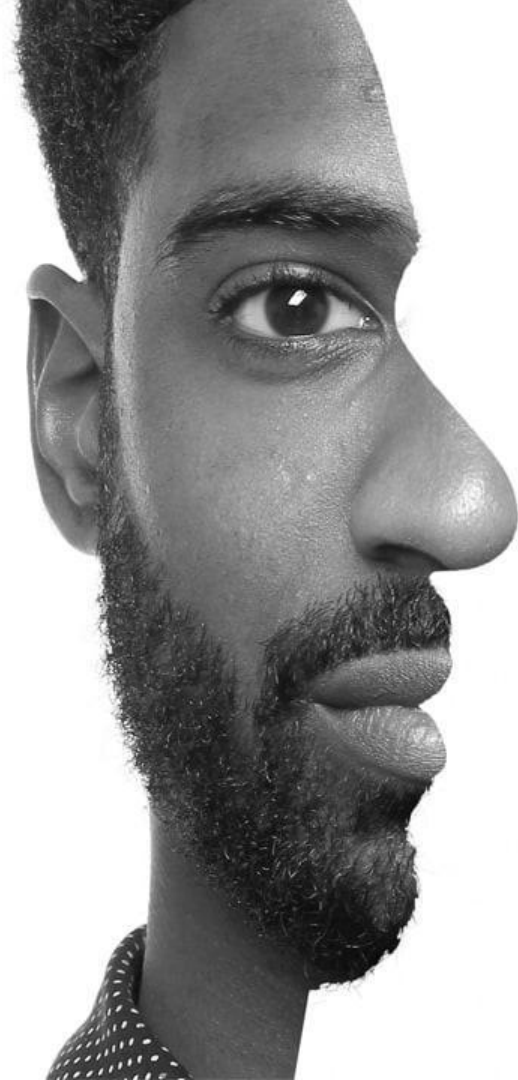
Chapter 1. Origin story



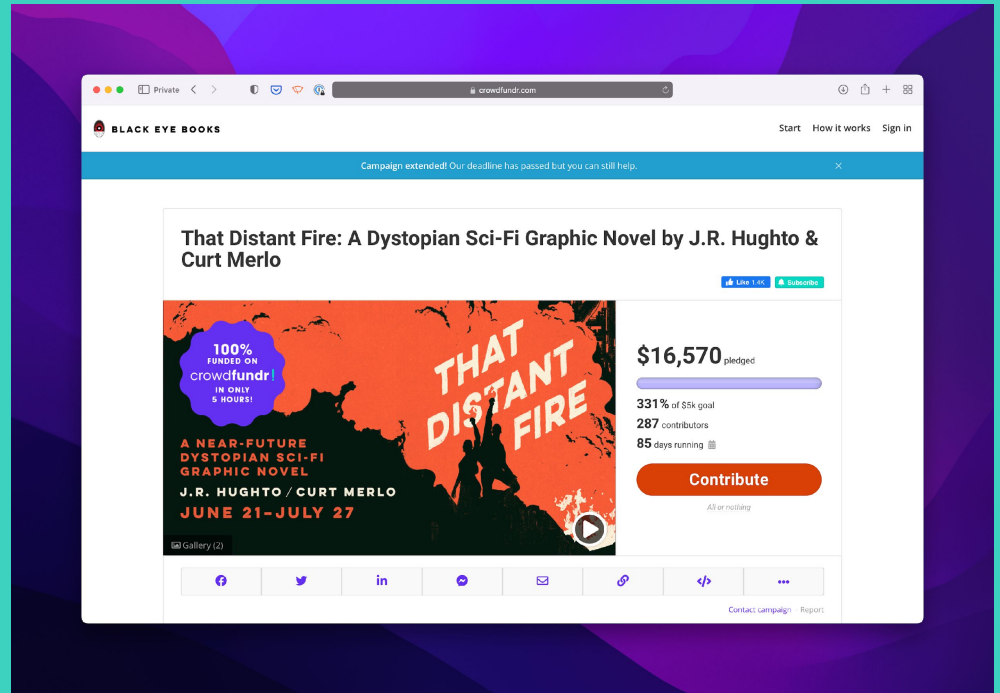
Way back in 2009, our young hero was born. Back then, it went by the moniker of FundRazr.

FundRazr to Crowdfundr

- Started out focused on Social Good
- Didn't feel at home in its own skin
- Wanted to focus more on serving creators
- In a freak brainstorm, FundRazr gained a new perspective and Crowdfundr was born



Chapter 2. Special powers



With all the powers of FundRazr built-in and a new focus, our hero stands tall above the fray.

Wait, free?!

You, the creator, gets to decide how we get paid. These are your options:

Simply Free

You only pay for your Stripe/PayPal fees and we ask your supporters for a tip. If they tip, we get paid. If they don't tip, we still charge you nothing.

Yup, Free. We charge you nothing.

MOST POPULAR

Nearly Free

We ask supporters to cover the 5% platform fee and the credit card fees on your behalf. More often than not, fees come out to be less than the Simply Free plan (but could be more).

5% platform fee with fee recovery.

Not Free

We charge you 5% - you know, like the competition does. Additionally, Stripe/PayPal charge their fees. We don't ask your supporters for anything.

5% platform fee.

More Power More Choice

All-or-nothing Keep-it-all

Choose the model that works best for your campaign

Multiple Campaigns at once

You can run as many campaigns in parallel as you want

More Reward Choices

Supporters can add more than one item to their pledge

Rollover into a Store

Once the campaign is over, you can continue selling from the same page

Real Goal Numbers

Set your real goal number, because shipping doesn't count toward your goal

No Holds on Funds

It's your money and we never touch it. It goes directly to your account when you fund

For Indie Publishers

Team Collaboration

Add internal team members with permissions to post updates, follow up with supporters, and more

All of your Creators

Add creators as team members on only their campaigns to promote and engage

Your Branding, not Ours

Use your logo and brand colors in your campaigns

Charitable Projects

Crowdfundr will automatically deliver tax receipts to supporters

Offline Supporting

Collect payment at conventions and record it against your campaign at no cost

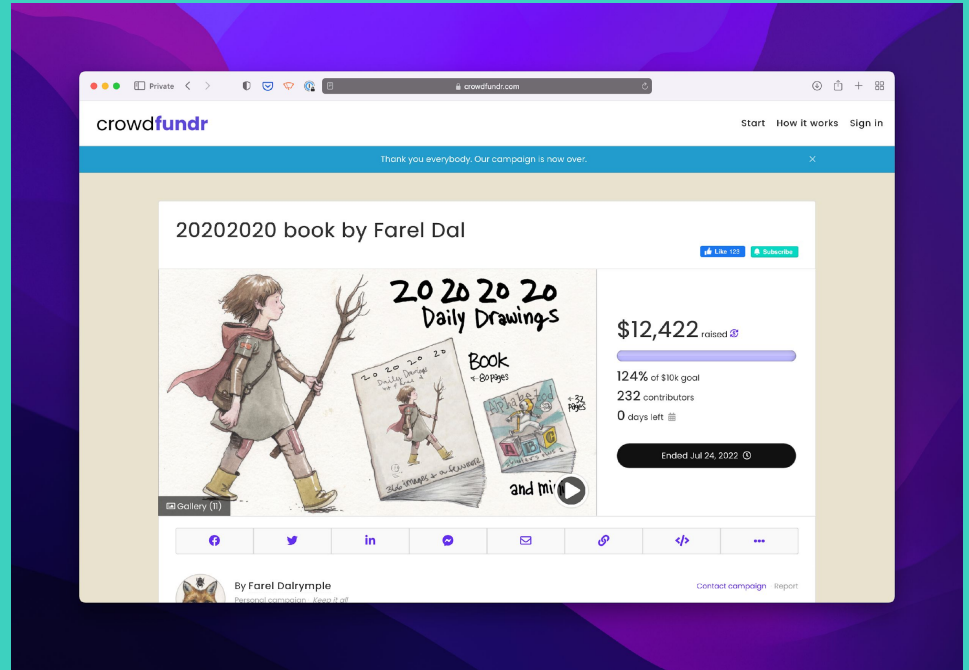
Verified Badge

Get verified to upload more contacts and gain legitimacy



Verified organization

Chapter 3. Curse you, evil foil!



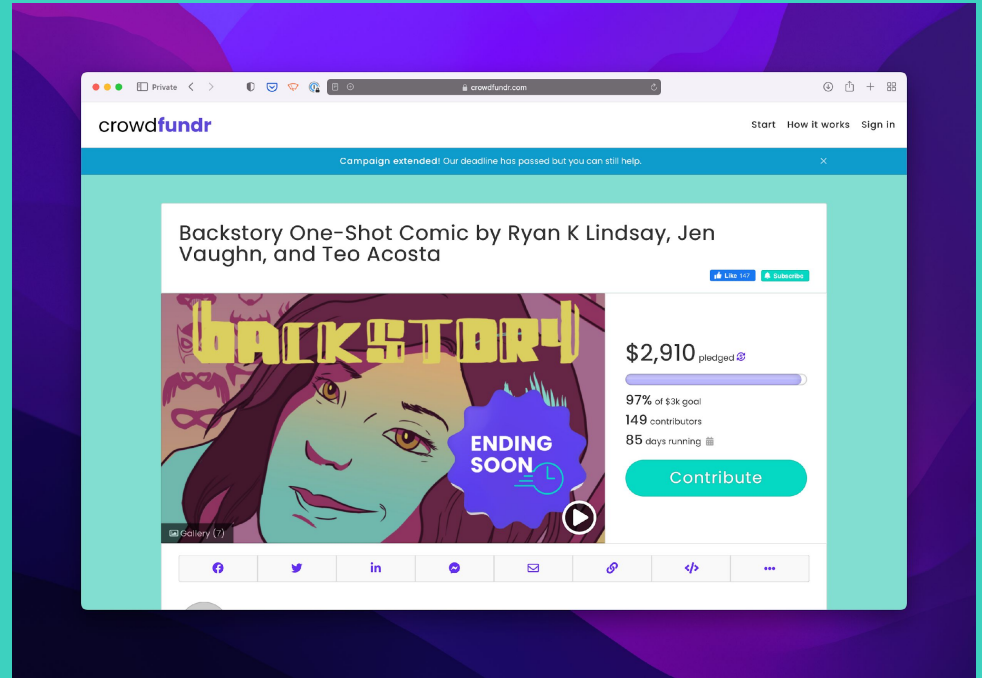
Every hero has their Kryptonite.

A new journey, first lonely steps

People don't yet know that
our hero is there for them.



Chapter 4. Overcoming obstacles



Our hero knows that serving creators is a noble goal and will persevere no matter what the obstacles are.

Upcoming features

Communication

Integrated messaging to communicate with all supporters from any campaign at once

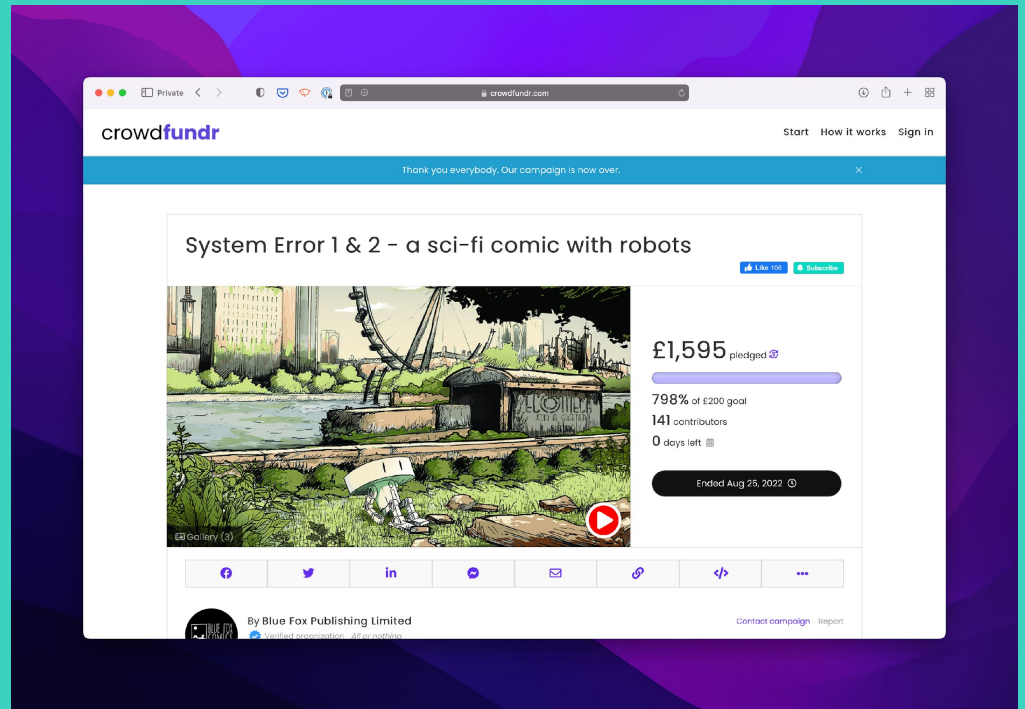
Community

Recommendation feature so that you can recommend campaigns – not an algorithm.

Fulfillment

Automated shipping cost calculator and postage printing

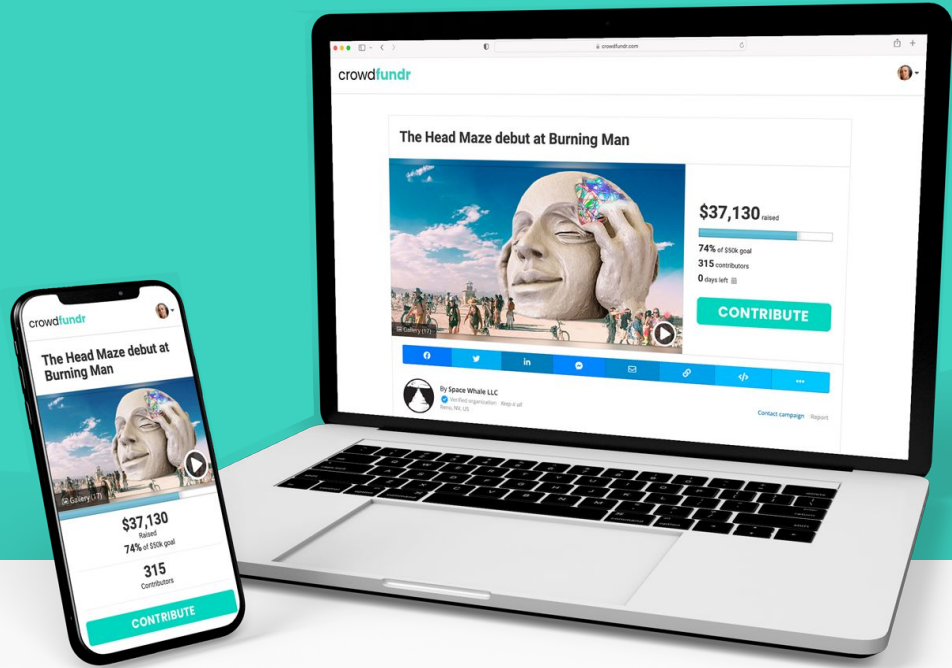
Chapter 5. Victory at last



What is victory? Defeating your foil? Uncovering truths? Or maybe, it's just the opportunity to serve people you care about.

Commitment & Care

We're committed to supporting creators. It's part of our core values.



A free resource for creators

- Webinars
- Groups
- Forums
- Toolkits
- Office Hours
- Feature Requests
- Bug Reports



CREATOR HUB

