



crowdfundr

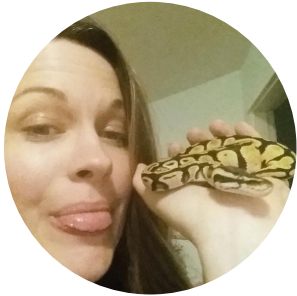
Crowdfunding 101

What it is, how Crowdfundr does things differently, and how to get started!

2023 | crowdfundr.com



Hello!



Host: Kemble BC (kemble@connectionpoint.com)

Presenter: Shan reeb (shannon@connectionpoint.com)



Agenda

- What is Crowdfunding?
- Crowdfundr vs 'The rest'
- Campaign examples
- Getting started on Crowdfundr - Demo
- Q&A

1.

What is crowdfunding?



The background of the slide is a vibrant teal color. Scattered across this background are numerous US dollar bills, including \$100 and \$50 bills, which appear to be falling or floating in the air. The bills are oriented in various directions, creating a sense of dynamic movement.

***Any form of funding a project
via a large group of supporters***

Types of crowdfunding

- Digital fundraising (FundRazr/CoCoPay)
- Rewards-focused (Crowdfunder)
- Investment/Equity (unsupported)
- Debt (unsupported)



Fun Fact...

The first major crowdfunding campaign was to build the pedestal for Statue of Liberty!



2.

Crowdfundr vs 'The rest'

How we do it differently

How we do it differently

Crowdfundr

- Choice: AON or KIA
- Funds available immediately (KIA) or as soon as goal is hit (AON)
- One user can run as many campaigns as needed, no approval necessary
- Shipping totals not added to overall funds raised
- FREE or fee recovery pricing options
- Offline backing
- Roll-over AON campaigns
- Series campaign options
- Supporters can choose multiple rewards

The other guys

- Mandatory AON
- Funds held by platform for a period of time after campaign is completed
- User can run one campaign at a time, after awaiting approval
- Shipping has to be estimated ahead of time and incorporated into campaign goal
- 5% platform fee
- No offline backing
- AON campaigns one-and-done
- One layout only
- Supporters choose one reward only

3. Campaign Examples

4. Getting started on Crowdfundr

» get started free



Preview

You're just a few steps away from raising money for your project.

Join the 200,000+ campaign creators from more than 100 countries who have raised over \$250 million on ConnectionPoint Platforms

Add a title

Give your campaign a title that inspires. [Tips](#)

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Category

Categories help people find your campaign.

Category

Select from ...

Who is the money for?

You or someone you know

The money is for you, a family member, or a friend.



An organization

The money is for a publisher, studio, non-profit, or other organization you're authorized to represent.

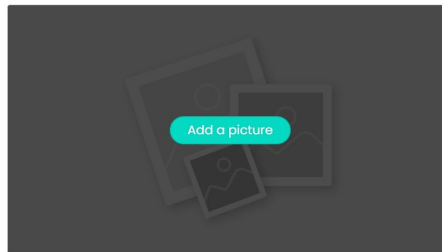


Save & continue

You can edit your campaign any time.

Picture

Add a picture to represent your project. You'll raise more money if you do. [More tips](#)



Project Story

Tell the world about your project.

Write as little or as much of your story as you want now. You can always add more later. And rest easy—your story is private until you launch your campaign.

An effective story *informs* and *inspires*. Here what you should include:

1. The reasons why you decided to embark on this project and what you hope to accomplish with this project as a creator.
2. An in-depth description of the project and the rewards that you're offering to supporters.
3. Why you need to crowdfund and how you will use the money.
4. How your supporters are the heroes of this story. Make them feel like co-creators and they are more likely to contribute.

Formats ▾ **B** *I*

▾ ▾

Tell your story to inform and inspire people.

Make sure to use our storytelling suggestions to get more contributions.

You can edit your story any time.

[Back](#)

[Save & continue](#)

You can edit your campaign any time.

*Keep it all

Begin

Story

Details

Funding

Review

Launch

Preview

Your location

Helps people find your campaign and helps us provide options that will work for you.

Vancouver, BC, Canada

Currency

Choose a currency for payments. [Help](#)

Canadian Dollar

Funding type

☐ All or nothing

Most popular

Keep contributions if you hit your goal by your deadline. Otherwise they are cancelled.

☒ * Keep it all

Keep the money regardless of how much you raise or how long it takes. You can access funds immediately.

Goal (recommended)

Show how much money you need. [More](#)

\$

e.g. 1,000

.00

Deadline (recommended)

Helps you raise more money, faster. [More](#)

☐ No deadline

☒ Run for...

☐ Run until...

30

days after launch

Back

Save & continue

You can edit your campaign any time.

*All or nothing

[Begin](#) [Story](#) **Details** [Funding](#) [Review](#) [Launch](#) [Preview](#)

Your location

Vancouver, BC, Canada

Helps people find your campaign and helps us provide options that will work for you.

Currency

Canadian Dollar

Choose a currency for payments. [Help](#)

Funding type

* ☒ All or nothing

Most popular

☐ Keep it all

Keep contributions if you hit your goal by your deadline. Otherwise they are cancelled.

Keep the money regardless of how much you raise or how long it takes. You can access funds immediately.

Goal (required)

\$

e.g. 1,000

.00

Required for *All or nothing* funding.

With *All or nothing*, your supporters will only be charged if you reach your goal before your deadline. Otherwise you will get nothing, and be charged nothing.

[More](#)

Deadline (required)

Run for...

30

 days after launch

Required for *All or nothing* funding. [More](#)

[Back](#) [Save & continue](#)

You can edit your campaign any time.

Payment providers

Connect to one or more secure payment providers to process contributions to your campaign. Crowdfundr never handles or holds the money you raise.

☐ I'll connect to a provider later.

stripe

Accept credit card contributions with Stripe.
The most effective option for most campaigns.

Connect

PayPal

Accept PayPal and credit card contributions with PayPal.

Connect

How much does it cost?

NEARLY FREE · [Change](#)

We encourage supporters to pay your fees. [Details](#)

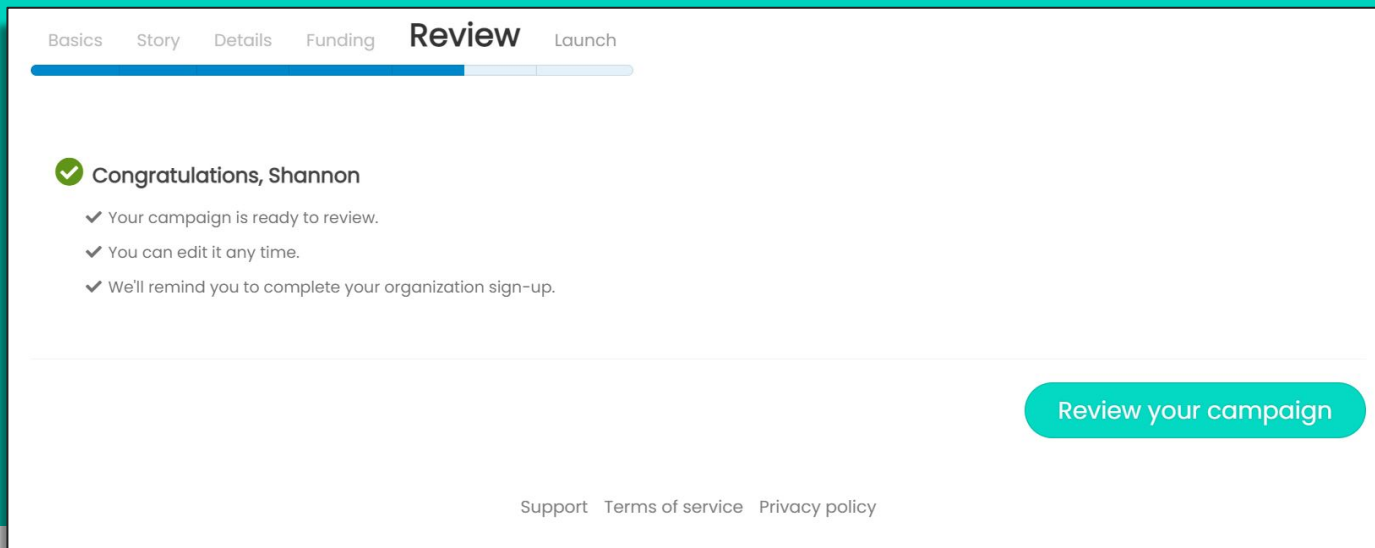
Our commitment

We promise to help you crowdfund the most money possible. In return, you accept our [terms](#).

[Back](#)

Save & continue

You can edit your campaign any time.



Navigation

Live Demo

crowdfundr

M

My Publishing House

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View campaign

Admin panel

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About

Edit

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Multi-tier (off)

>

Team

>

Contacts

Analytics

Transactions

/ Organizations / My Publishing House / Campaigns / My first campaign

We need a few more details on your organization before you raise money.

Add the details

My first campaign

Subscribed

\$0 raised

0 contributors

— days left

Not launched

Manage pictures & videos

crowdfundr

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“ *What is the best way
to learn how to use
CrowdFundr?*



Resources

- Creator HUB
- Help Center
- Support and Strategy teams



Thanks!

Q&A