

# CROWDFUNDING – sourcing funds with new media

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## What is crowdfunding?

Crowdfunding is the use of money from a large number of people from the internet to finance a project. The concept is simple. Using an online platform and social media, project initiators collect what tends to be small amounts of money ("funds") for their project from many individuals ("crowd"). The individual donations are small, so do not have a significant impact on the backers' finances. In return, the backers receive "goodies", a small thank you in the form of a product, experience or service.

It gives friends, acquaintances, companies and sponsors, etc., the chance to experience how a project is brought to life, and even actively participate in it. The project initiators seeking funding and the backers communicate via a crowdfunding platform. In Switzerland, these platforms are usually <https://www.crowdify.net/> or [www.wemakeit.ch](http://www.wemakeit.ch). The platforms provide assistance and tools for planning, launching and advertising a project.

The donations generated through crowdfunding are earmarked, meaning that they can only be used for the project described.

## Why is crowdfunding interesting for associations?

- Association members are the perfect crowd – they know each other and identify with the association.
- Associations and clubs tell a good story – a key component of crowdfunding.
- Members are involved – thus making use of this key potential.
- Association matters can be pursued together – thus making members identify with the association even more.
- New members can be acquired – crowdfunding is good for raising public awareness.

## Which association projects is crowdfunding suitable for?

**Crowdfunding for individual projects:** Crowdfunding can help to finance a clearly outlined project. Examples: redesigning the association's website, organising an anniversary event, holding a summer camp for young people or obtaining infrastructure for a new sports hall.

**Crowdfunding for extraordinary events:** Crowdfunding can be swiftly implemented: briefly describe the project, set out the target amount and send the project link by email. Examples: setting up a spontaneous event, buying train tickets for those participating in a refugee choir, financing reconstruction projects in the wake of an earthquake.

**Crowdfunding as a component of association work:** Crowdfunding can also be used for payments. Members can pay online via crowdfunding – in addition to the traditional letter with deposit slip. Examples: a recurring tournament that is financed by the members in addition to their member fees.

## **Tips for ensuring that crowdfunding is a success**

**Who should lead the campaign?** Find someone, either in the association or someone you know, who is familiar with social media and has the time and desire to lead the campaign, such as a member or a group.

**What are the right platforms for us?** Compare crowdfunding platforms and choose the one that best suits your project. Important questions to ask yourself: Does the platform offer marketing tools, expertise and extras? What are the costs for us? Is data privacy ensured?

**Which people do we target and how?** Before launching the crowdfunding campaign, consider who you wish to target (target groups), and with which online and offline channels. Inform your main target group of the project in advance so that they are on board from the outset! Projects that get off to a good start are more successful!

**A compelling story is key!** Every project has a story – present it using a video, images and a description. A good story is simple, clear, concise and precise.

**Goodies: Give something back!** The backers should receive a small gift as a thank you. This should tie in with your association. Create different goodies for each target group that will appeal to them specifically.

**Clip it or leave it!** A short, attractive and, if possible, funny video is important for your project. Use it to show your commitment and enthusiasm for the project. Projects with videos are more successful!

**Keep at it!** Keep a close eye on your campaign. You need to give the campaign your full and undivided attention, as well as love and care. Keep telling everyone everywhere about your campaign! Media relations and regular emails are vital.

**Keep people interested!** Keep your backers continuously informed of progress, share success stories and thank them regularly. News will help your campaign to gain momentum!

**Advertise your project, and don't hold back!** Tell everyone about the campaign, both online and offline, and be creative and enthusiastic. Make noise! Don't be shy!

## Conclusion

Successful crowdfunding needs

- enough time, passion and perseverance
- good preparation, both online and offline
- a good story
- a compelling video clip
- creative and exclusive benefits
- to get off to a great start

## Crowdfunding platforms

<https://www.crowdify.net/>

[www.wemakeit.ch](http://www.wemakeit.ch)

[www.ibelieveinyou.ch](http://www.ibelieveinyou.ch) (for sports projects)

<http://www.projektstarter.ch/>

[www.gemeinsam-unterwegs.ch](http://www.gemeinsam-unterwegs.ch)