



Crowdfunding 101

SAMANTHA RAIZEN WALSH, DENVER JEWISH DAY SCHOOL

Why Crowdfunding?

- ▶ Low "overhead" / high ROI
- ▶ Engages new donors
- ▶ It's fun!

Early prep

- ▶ Time of the year & number of hours
- ▶ How to set your budget
- ▶ **MATCHING GIFTS**
 - ▶ The power of matching gifts
 - ▶ Who are your prospects?
 - ▶ Gifts you will get anyhow
 - ▶ Using the match to leverage for new/increased gifts

Picking a platform

- ▶ What are your priorities for the platform?
 - ▶ Matching gifts
 - ▶ “Team” pages
 - ▶ Cost
 - ▶ Media options available
- ▶ What's worked well for others?

Teams & Volunteers

- ▶ Volunteers
 - ▶ Calls/emails to your lists
 - ▶ Contact their own lists
- ▶ The benefits of a little competition / skin in the game
 - ▶ Friendly competition
 - ▶ Participation goals
 - ▶ Incentives
 - ▶ What's worked well for others?

Prep for the day

- ▶ Platform setup
- ▶ Call/email lists
- ▶ Communication to team captains
- ▶ Seeding some gifts
- ▶ Prepping your major donors

Keep it fun!

- ▶ Social media
- ▶ How else can you make the day fun?

After the day

- ▶ Thank, thank, thank!
- ▶ Identification of new major donors
- ▶ How to treat (smaller) crowdfunding donors in your database

Discussion!

- ▶ What do you have to add?