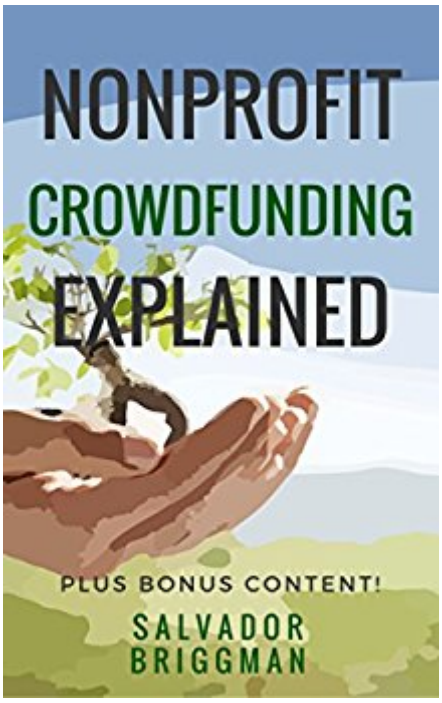
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NonProfit Crowdfunding Explained: Online Fundraising Hacks To Raise More For Your NonProfit



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Synopsis

Right now, weÃ¢â ¬â„¢re in the middle of a historic shift in charitable giving behavior. The rules of nonprofit fundraising are being re-written as we speak. With the emergence of social media, smartphones, and the web, opportunities for budding nonprofits are finally opening up. What were once tried and true methods to engage donors are quickly becoming archaic and ineffective. Believe it or not, you are living in the golden age of fundraising. A handful of nonprofits have caught on and are absolutely crushing it online. TheyÃ¢â ¬â„¢ve harnessed the power of technology to run massive online giving campaigns and reach thousands of supporters across the web. ItÃ¢â ¬â„¢s a complete no-brainer, but not everyone realizes that yet. In this step-by-step guide, IÃ¢â ¬â„¢m going to be introducing you to several of these organizations that have caught on to and are riding a soaring trend. IÃ¢â ¬â„¢ve written about many of these orgs on my popular blog, which has been cited by the New York Times, the Wall Street Journal, and more. IÃ¢â ¬â„¢ve also spoken with many on my podcast. After talking with these nonprofits, I realized one thing. TheyÃ¢â ¬â„¢re not special. What theyÃ¢â ¬â„¢re doing isnÃ¢â ¬â„¢t all that sophisticated. TheyÃ¢â ¬â„¢re run by ordinary folks, just like you and me. In fact, if you follow the steps that I outline in this book, youÃ¢â ¬â„¢ll be able to replicate their results. YouÃ¢â ¬â„¢ll finally get badly needed funding for your organization. Take a second to imagine just how great it will feel to log on to your computer and find your email inbox overflowing with donation messages. WouldnÃ¢â ¬â„¢t that be awesome? IÃ¢â ¬â„¢m not saying that itÃ¢â ¬â„¢s going to be easy. Quite frankly, youÃ¢â ¬â„¢re going to be treading into uncharted waters. A lot of the tools, websites, and techniques IÃ¢â ¬â„¢m about to cover might seem unfamiliar and at first, confusing. But, I promise you that IÃ¢â ¬â„¢ll hold your hand every step of the way. By the end of this ebook, youÃ¢â ¬â„¢ll have a clear step-by-step plan for executing an online crowdfunding campaign and know what to do next. More importantly, youÃ¢â ¬â„¢ll be able to stay true your orgÃ¢â ¬â„¢s mission and serve humanity.

Book Information

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Customer Reviews

Non-Profit Crowdfunding helps readers to discern the online fundraising journey that best suits current needs and trends. The Introduction begins with the reference to change in the status of fundraising tactics in today’s non-profit world, and engages the reader through a "step by step plan for executing online crowdfunding campaign." The campaign checklist and supporting action items are especially helpful. I especially appreciated the concept of "social proof" as a tool to engage donors and increased donations. In the end, Mr. Briggman affirms that is still about building relationships and telling the story. This e-book is a testament to the fact that the world of non-profit fundraising has changed from the days of small children filling empty milk cartons with pennies.

I’ve worked in a few different community service programs and helped with fundraising. Honestly, I’m not very tech savy, but I was curious about fundraising online and actually found it to be pretty helpful. Not sure when/if I’m going to run a campaign, but it was good info.

I wish I had read this book before I started trying to raise money for our charity. It immediately pointed out some mistakes we were making. Our project ([...]) started implementing changes based on the advice in the book. Well worth reading.

This book was informative and helpful. I would definitely recommended to anyone that’s having problems with fundraising. It shed light on a a lot issues

Terrific, well explained book on nonprofit crowdfunding. I especially enjoyed Chapter 5 on the

psychology of marketing.

The quality was a FIVE star but I was unable to access any of the bonuses and feel people need to know that.

Running a non profit is no easy feat. Crowdfunding should be critical part of your fundraising strategy. Sal knows what he's talking about and his tips should be in all of our tool boxes. He makes crowdfunding actionable for those of us who are always searching for innovative ways to keep our organizations' strong.

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