

## Examples of successful crowdfunding campaigns

There are a few 'rules' when it comes to successful crowdfunding campaigns. If you have a project in mind for your campaign, it might be good to start with a 'benchmark' to see what makes other campaigns on this topic successful. It can help you defining your own strategy:

1. **Find similar projects** on your chosen platform
2. **Analyse what is working well** on highly funded projects
3. **Analyse what isn't working** on failed campaigns.

### Take a close look at:

- Language: what kind of language is being used? Is it mainly 'helping', or is it about empowering communities?
- Clarity: is it clear what the project is about and what the funding is being used for?
- Visuals: are the visuals attractive, empowering and positive?
- Ownership: how much need is there for this solution?

### Language

When choosing your language, research shows that some words have more success in campaigning than others. A strong focus on 'helping', 'people in need', 'people that are not able' have shown to be less successful than empowering language with a personal link to the donor's contribution (see image below).

**KICKSTARTER PHRASES THAT PAY (AND DON'T)**

*New Georgia Tech Study Finds Pitch Language Plays Major Role in Success of Crowdfunding Projects*

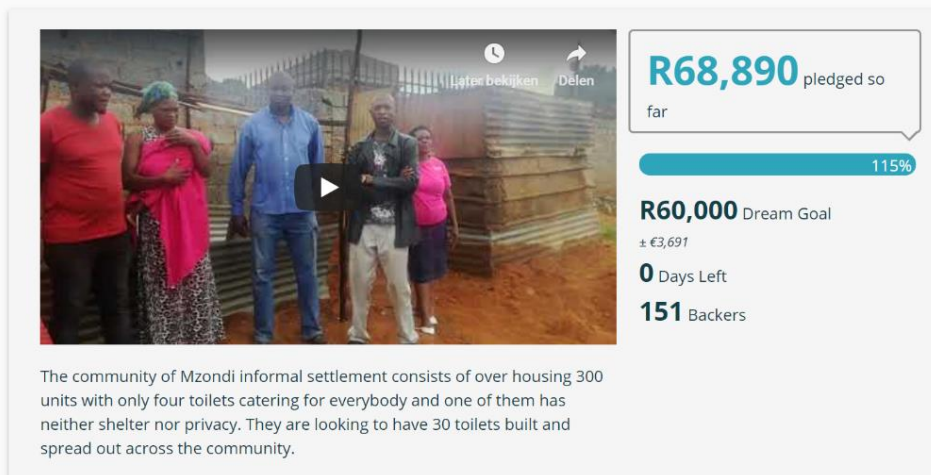
<u>Funded</u>	<u>Non-Funded</u>
1 also receive two	1 not been able
2 mention your	2 even a dollar
3 given the chance	3 later i
4 your continued	4 a blank
5 we can afford	5 hope to get

Source: Eric Gilbert and Tanushree Mitra - Comp. Social Lab/Georgia Tech

**Georgia Tech** | **College of Computing**

## Examples of campaigns and succesfactors

### Build toilets for Mzondi informal settlement



The screenshot shows a crowdfunding campaign titled "Build toilets for Mzondi informal settlement". On the left, there is a video player showing a group of people in an informal settlement. On the right, the campaign details are displayed: R68,890 pledged so far, a progress bar at 115%, a dream goal of R60,000 (± €3,691), 0 days left, and 151 backers. Below the video, a text description reads: "The community of Mzondi informal settlement consists of over housing 300 units with only four toilets catering for everybody and one of them has neither shelter nor privacy. They are looking to have 30 toilets built and spread out across the community."

#### Successfactors in this campaign:

- A clear need and a clear solution (recognisable all over the world)
- A well-defined goal
- Strong visuals
- The use of empowering language

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## 1. RUN FOR READING

### Crowdfunding Campaign for Schools and Education



The screenshot shows a crowdfunding campaign titled "Run for Reading". It features a video of three children reading books. The campaign details include: "DONATE NOW" button, "SHARE ON FACEBOOK" button, 34 backers, \$8,290 raised (USD), a goal of \$8,000, and 0 days left. The campaign is by Sherry Adkerson, located in Wilmington, NC, and focuses on Schools & Education. The description reads: "Team First Book in New Hanover County, NC provides NEW books to children served by schools and agencies in our lower-income neighborhoods. Our focus for this campaign is Year-round schools and summer lunch programs." There are also buttons for "SHARE", "TWEET", and "EMAIL".

#### Successfactors in this campaign:

- Updates to keep people informed
- Engaging images of students reading

- Multiple giving levels (each giving level lets the donor know how many books they were able to supply to the children)

The screenshot shows a WeeBoon campaign page. At the top, the WeeBoon logo is on the left, and navigation links for 'Campaigns', 'Blog', and 'Get started' are in the center. A search bar and 'LOG IN | SIGN UP' buttons are on the right. The main heading is 'Support healthcare access for migrants in Thailand'. Below this is a video player showing a group of children in school uniforms. To the right of the video, the campaign details are displayed: 'Bangkok' location, 'Charity' category, a progress bar showing '103,166 THB / 200,000 THB', and 'Raised by 32 persons in 623 days'. There are two main buttons: a green 'DONATE NOW' button and a blue 'SHARE ON FACEBOOK' button. Below the video, it shows '3828 SHARES' and two smaller social media share buttons for Facebook and Twitter. At the bottom right, it says 'Verified by' with a Facebook logo and 'Created on April 03 2017 By Nicolas Durier'.

**Successfactors in this campaign:**

- Strong and engaging video
- Controversial group for fundraising: this is a 'safe way' to donate money

The screenshot shows a Ketto fundraiser page. At the top, the Ketto logo is on the left, and 'India's most trusted crowdfunding site. Over Rs. 300 Cr+ raised.' is in the center. 'Change Currency' and 'Sign in' buttons are on the right. The main heading is 'SHAKTI - Leadership Development of Girls'. Below this is a large image of a group of girls in school uniforms sitting at desks. To the right of the image, there is a teal 'DONATE NOW' button, a blue 'Spread The Word (112 Shares)' button, and a progress bar showing '\$ 192 raised of \$ 15,384 goal'. Below the progress bar, it says '6 supporters' and '36 days left'. At the bottom right, there are two sections: 'Campaigner Eka' with '600+ Facebook friends' and 'Ask for an update' button, and 'Benefiting NGO Eka' with 'Tax Exemption certificate not available' and 'Only INR donations accepted'.

**Successfactors in this campaign:**

- Strong and engaging images
- Easy and well-explained storytelling
- Donors can make large impact with small donations

Secure | <https://www.everyclick.com/jolan/info>

Hi Jolan, you've raised £0.00  
Giving to [MindOut LGBTQ Mental Health Service](#)

Search web...

Home Fundraising Charities About Help Log in

## my Birthday Firewalk

Jolan van Herwaarden

Target: £500.00      Raised: £105.00

21%

Start Date: 21-Sep-2017      End Date: 01-Oct-2017


Event Date: 30-Sep-2017

**About my fundraising**

Fear has been a friend to me. Sometimes it meant that I didn't do something or didn't go somewhere. But fear can prevent me from doing something that I might think is scary and actually it is (can be?) an adventure... So, on my coming birthday, 30 September I am going to walk on fire. All because I love the work of Mind, how they support people to overcome fears and how they support LGBTI and also because fear can be unjust and be challenged.... But, eh... that doesn't mean Walking on Fire isn't scary. Please give generously, I know Mind will do great work with your gift.

Raised by	Type	Amount	GiftAid*	Comment
Anonymous	Everyclick Search	£0.00		Every search raises money
Sara Furse	donation 27-Sep-2017	£20.00	£5.00	Go girls!! Happy Birthday Jolan.
Arko	donation 26-Sep-	£10.00	£2.50	Don't look down! You can do it!

My fundraising page is raising money for **MindOut LGBTQ Mental Health Service**



About this charity

MindOut is an award winning charity that aims to improve the wellbeing of Lesbian, Gay, Bisexual, ...more

Share this page:

Email Facebook Twitter  
LinkedIn Delicious Digg  
Reddit StumbleUpon

Everyclick URL  
<https://www.everyclick.com/jolan>

Help

### Succesfactors in this campaign

- Encourage your supporters to start a fundraising campaign on your behalf
- The first sentence is important to make a difference in your storytelling
- You can make an individual campaign more personal