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 wosrking** 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 de 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 then 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 donors contribution (see image below).

Examples of campaigns and succesfactors

Build toilets for Mzondi informal settlement

R68,890 pledged so far

115%

R60,000 Dream Goal
± €3,691

0 Days Left

151 Backers

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

Run for Reading

DONATE NOW

SHARE ON FACEBOOK

34
DONORS

$8,290
RAISED (USD)

Goal: $9,000   Days Left: 48

From Sherry Adkerson
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.

Sherry Adkerson
Contact

Wilmington, NC
Schools & Education

SHARE   TWEET   EMAIL

Support this campaign
Subscribe to follow campaign updates!

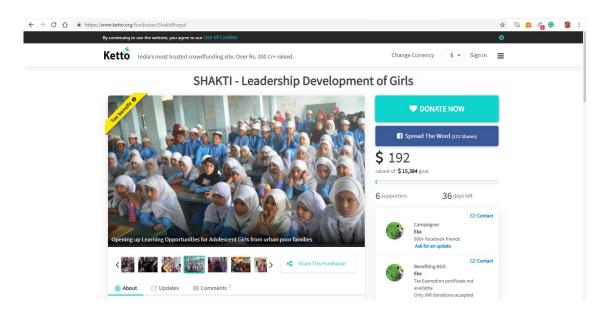**Successfactors in this campaign:**

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

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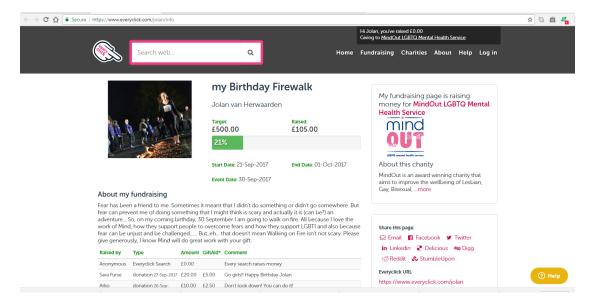

Successfactors in this campaign:

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

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Successfactors in this campaign:

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

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