

CROWDFUNDING SITES

Following are some prominent crowdfunding sites that may be of interest to nonprofits and community organizations. The list is not comprehensive and their appearance here does not constitute any endorsement. Information is accurate as of April 2013 and may change.

CauseVox <http://www.causevox.com>

This easy-to-use site targets serving small to medium nonprofits. It provides tools to create donation pages, crowdfunding and social fundraising campaigns. It is available to individual and global nonprofits, and for-profit organizations which must use a separate donation processing system, can also use CauseVox.

CrowdRise <http://www.crowdrise.com/>

CrowdRise is an innovative, online website for individual fundraisers, nonprofit fundraising and event fundraising. To qualify for a Charity Account on CrowdRise, nonprofits must be in the GuideStar database and recognized as a US-based 501(c)(3) nonprofit. Payments processed through Network for Good are tax-deductible; payments processed through Amazon Payments are not tax-deductible. CrowdRise has built its audience through celebrity engagement, and funders can find favorite celebrities and help them raise funds for the charities they are supporting.

Fundly <http://fundly.com/>

This site is used by nonprofits and for-profits alike to turn donors into fundraisers and increase their networks of donors and advocates. It provides fundraising guides to support first-time fundraisers and it integrates with popular CRM software.

Indiegogo <http://www.indiegogo.com/>

Indiegogo is committed to funding social change. It has a special section dedicated to "causes" and has a large support community with world-wide reach and global focus. Campaigns may offer tax deductions on contributions only if they verified by Indiegogo.

Kickstarter <http://www.kickstarter.com/>

Kickstarter was created to fund creative projects. It can be used by nonprofits, but is not specifically for nonprofit use. Funding on Kickstarter is all-or-nothing — projects must reach their funding goals to receive any money. Kickstarter has found this strategy effective in creating momentum and rallying people around an idea.

Rally <http://www.rally.org>

This website builds support for social causes. It currently has a smaller audience than other sites, but focuses on helping organizations find donors and build long-term relationships without time limits and funding deadlines.

Razoo <http://www.razoo.com/>

This website is for nonprofit funding only. Individuals may give to or fundraise for registered 501(c)(3) organizations, and nonprofits may create their own fundraising campaigns. Razoo aims to create an environment of giving with support tools for nonprofits, low fees and a very active community.

StartSomeGood <http://startsomegood.com/>

This site provides tools for social change initiatives, whether nonprofit, for-profit or unincorporated, to raise funds. Each campaign identifies two fundraising goals: a tipping-point goal and an ultimate fundraising goal. In order to get funded, campaigns must reach their tipping-point goal. After that point, the ultimate fundraising goal encourages donors to continue to contribute and not consider the initial funding complete.

May 2013