

## What is crowd-sourced fundraising?

Crowd-sourced fundraising allows an individual or group to raise funds online. There are many user-friendly websites that build your page for you for free or for a small fee. Crowd-sourced fundraising is beneficial because small funding requests can be sent very quickly to large groups of people via email and social media.

## Is crowd-sourced fundraising right for me?

Do you have daily access to a computer/smart phone? Are you comfortable uploading pictures and editing documents? Do you have a group of contacts – friends, family, acquaintances – that you connect with regularly via email, Facebook or Twitter? Or, do you have a close friend or family member that can help you do these tasks? If the answer is 'No' to most of the questions above, this might not be the right tool for you. However, you don't have to be a computer expert, and anyone willing to try and learn can succeed!

## Sample of crowd-sourced fundraising sites:

Fundrazr.com

Fundsforyourlife.com

GiveForward.com

Gofundme.com

Healthdonor.com

HumanTribeProject.com

Microgiving.com

ModestNeeds.org

Youcaring.com



**Warning: Before you give money or your information to anyone online, make sure to research them first. The risk of scams could be high and there is no protection available for the donors. Only give to a cause that you know is accurate and truthful.**

## Tips to help you develop a successful crowd-sourced fundraising page:

- **Research websites** completely before creating your page. Read all of the rules and **check out reviews** by other users.
- Make sure to note the **percentage taken by the company** and possible tax ramifications of the money raised.
- Study the **most successful** fundraisers to shape your story and your ask.
- Develop a **clear and brief statement** about what you are trying to fund and why.
- Use **high quality, relevant photos** that evoke empathy but are not too depressing.
- Make sure to send your ask to all of your contacts and **ask them to send it to their contacts**. Offer them a **sample email or post** to use and encourage them to write their own.
- Give **updates and gratitude** throughout your fundraiser –changing your language and message each time.
- Be quick to **respond** to any and all questions, comments and donations.
- Have all of your **documents scanned and saved** for easy access if requested by anyone. For example, the insurance letter denying funding for your power wheelchair, etc.
- Be sure to **personally call/email** and thank all the donors.
- If donations are not coming, try making a **suggested \$5-10 donation** request.

More questions? Contact Ability Tools at  
1-800-390-2699 / [info@abilitytools.org](mailto:info@abilitytools.org)

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