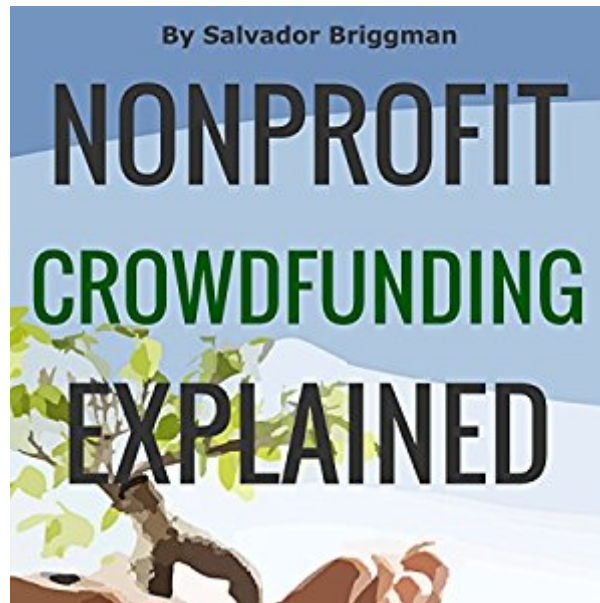




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# Nonprofit Crowdfunding Explained: Online Fundraising Hacks



## Synopsis

Right now, we're in the middle of a historic shift in charitable giving behavior. The rules of nonprofit fundraising are being rewritten 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. They've harnessed the power of technology to run massive online giving campaigns and reach thousands of supporters across the web. It's a complete no-brainer, but not everyone realizes that yet. In this step-by-step guide, I'm going to be introducing you to several of these organizations that have caught on to and are riding a soaring trend. I'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. I've also spoken with many on my podcast. After talking with these nonprofits, I realized one thing. They're not special. What they're doing isn't all that sophisticated. They're run by ordinary folks, just like you and me. In fact, if you follow the steps that I outline in this book, you'll be able to replicate their results. You'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. Wouldn't that be awesome? I'm not saying that it's going to be easy. Quite frankly, you're going to be treading into uncharted waters. A lot of the tools, websites, and techniques I'm about to cover might seem unfamiliar and at first, confusing. But, I promise you that I'll hold your hand every step of the way. By the end of this audiobook, you'll have a clear step-by-step plan for executing an online crowdfunding campaign and know what to do next.

## Book Information

Audible Audio Edition

Listening Length: 2 hours 5 and 5 minutes

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Whispersync for Voice: Ready

Language: English

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Best Sellers Rank: #51 in Books > Business & Money > Finance > Crowdfunding #4657

## 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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The Ultimate Guide to Nonprofit Fundraising with Crowdfunding: A start-to-finish handbook on how to raise money with crowdfunding (Crowdfunding, Nonprofit ... How to Raise Money, How to Crowdfund) NonProfit Crowdfunding Explained: Online Fundraising Hacks to Raise More for Your NonProfit Fundraising: Crash Course! Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur) Nonprofit Crowdfunding Explained: Online Fundraising Hacks Step by Step Crowdfunding: Everything You Need to Raise Money from the Crowd for Small Business Crowdfunding and Fundraising Real Estate Crowdfunding Explained: How to get in on the explosive growth of the real estate crowdfunding industry How to Form a Nonprofit Corporation (National Edition): A Step-by-Step Guide to Forming a 501(c)(3) Nonprofit in Any State (How to Form Your Own Nonprofit Corporation) Crowdfunding: How to create and launch an EPIC campaign How to raise money by running an amazing online campaign Hack your way to crowdfunding success with a top secret Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising Nonprofit Fundraising 101 Crowdfunding Basics In 30 Minutes: How to use Kickstarter, Indiegogo, and other crowdfunding platforms to support your entrepreneurial and creative dreams Crowdfunding: How to Raise Money for Your Startup and Other Projects! (Crowdfunding, Funding, Raise, Business, Money, Startup, Guide, Capital) Streetsmart Financial Basics for Nonprofit Managers (Wiley Nonprofit Law, Finance and Management Series) The Jossey-Bass Handbook of Nonprofit Leadership and Management (Essential Texts for Nonprofit and Public Leadership and Management) Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times (Wiley Nonprofit Authority) Nonprofit Meetings, Minutes & Records: How to Run Your Nonprofit Corporation So You Don't Run Into Trouble Nonprofit Resources: A Companion to Nonprofit Governance Photography Hacks: The Complete Extensive Guide on How to Become a Master Photographer in 7 Days or Less: Photography Hacks and 7 Day Photography Coconut Oil Hacks: 19 Life Changing Coconut Oil Hacks for Weight Loss, Radiant Health & Beauty Including Amazing Coconut Oil Recipes Prepper: Preppers guide for self-sufficient living to make your life easier and household hacks bookset (household hacks, survival books, prepping, off grid, saving life, preppers pantry)

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