



Welcome to Coalition U

Crowdfunding

Wednesday, February 26, 2014

12PM – 2PM

PECO, 2301 Market Street

Tweet your questions and comments! #CoalitionU @CoalitionU

Seminar Agenda

- | | |
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| 11:30 AM – 12:00PM | Lunch & Networking |
| 12:00PM – 12:15PM | Introduction & Opening Remarks – <i>Arun Prabhakaran, UAC Vice President</i> |
| 12:15PM – 1:15PM | Crowdfunding Presentation – <i>Breanna DiGiammarino, Indiegogo</i> |
| 1:15PM – 1:40PM | Question and Answer – Audience |
| 1:40PM – 1:45PM | Closing Remarks – <i>Arun Prabhakaran, UAC Vice President</i> |
| 1:45PM – 2:15PM | Networking |

Special thanks to our event sponsors Urban Affairs Coalition & PECO!!!



Next Coalition U Series: Finding and Engaging New Donors

Monday, March 24th | 12 PM – 2PM

Peirce College, 1420 Pine Street

Complimentary lunch provided.

Sponsored by: Urban Affairs Coalition & Peirce College



About Coalition U

The Urban Affairs Coalition re-launched its capacity building initiative, Coalition U, in 2014 to help nonprofit organizations strengthen their infrastructure, build capacity, and maximize community impact. Coalition U offers a variety of capacity building seminars and workshops focused on improving nonprofit organizational growth and development to make effective changes in the communities they serve.

The Coalition U Model is comprised of a Core Workshop Series, One-on-One Technical Assistance, and a Coalition U Lecture Series. The Core Workshop Series focuses on developing work plans, performance management, and budgeting basics, while the Coalition U Lecture Series gives nonprofit leaders access to the insights and expertise of seasoned government, corporate, and community leaders in the Greater Philadelphia region.

To learn more about Coalition U, please email us at CoalitionU@uac.org

About the Urban Affairs Coalition

The Urban Affairs Coalition unites government, business, neighborhoods, and individual initiatives to improve the quality of life in the region, build wealth in urban communities, and solve emerging issues. We are a Coalition of 65+ partner organizations, large and small, working on diverse issues that immediately affect communities. We strengthen nonprofit organizations through fiscal sponsorship, capacity building, and program evaluation; improve life chances for youth and young adults; and provide economic opportunity to low-income households, working families, and disadvantaged businesses.

What We Do

The Coalition shapes public policy and delivers programs that respond to urgent community needs. The problems we face are far too complex for one entity to solve on its own. Our deep community roots and strong linkages to public and private groups allow us to bring together a diverse set of resources around specific issues to drive change from the ground up. The Power of Coalition means that, together, we can accomplish what no one organization can do alone.

Our Priorities

- Strengthening nonprofits
- Building wealth in urban communities
- Developing youth and young adults
- Creating strategic partnerships

To learn more about the Coalition and its partners, please visit www.uac.org or call 215-851-0110.



Presenter: Breanna DiGiammarino

Cause Director

Indiegogo

Breanna DiGiammarino is the Cause Director at Indiegogo. She has been responsible for developing key partnerships with institutions such as the Clinton Global Initiative University (CGI U), Duke University and Village Capital, resulting in successful campaigns such as Parkinson's Institute, Mars One and Push Strength.

Prior to Indiegogo, Breanna was the Senior Associate at the Draper Richards Kaplan Foundation, a social venture fund in San Francisco, where she helped raise \$30 million to support the company's second fund for social entrepreneurship called the Springstep Venture Fund and increased the number of applications from hundreds to thousands. Before that, she was an Associate Consultant at The Bridgespan Group, the non-profit arm of Bain & Company, where she consulted with high impact educational organizations and foundations including the Cristo Rey Network to help urban students into work-study programs and the Gates Foundation to improve low-income graduation rates.

Breanna holds a Master of Public Administration in Nonprofit Management from the NYU Wagner School of Public Service and graduated with a B.A in Biology and Government from the University of Virginia.

Follow Breanna: @IndiegogoCause

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About Indiegogo

Indiegogo is the world's largest crowdfunding platform, with millions of people who visit the site and millions of dollars that flow through the site every week from campaign owners and contributors in almost 190 countries and territories. Campaigns across all topic areas, from entrepreneurial to creative to cause.

Behind the Indiegogo Idea

When their founders joined forces in 2007, they had diverse backgrounds and varied interests. However, they had one important thing in common: Danae, Eric and Slava each tried to raise money for something they were passionate about, but they came up short. They had great ideas, the passion to work hard, and good networks, yet access to funding through traditional channels proved limited. The trio was determined to find a solution to the problem. Indiegogo was born; the crowdfunding solution that empowers ideas and enables people to donate funds easily.

How Indiegogo is Fixing Funding

Indiegogo is fixing the funding process by empowering people from all over the world to accomplish extraordinary things through our platform. In 2008 they unleashed Indiegogo in the independent film industry and it was a smash hit. In 2009, Indiegogo expanded to include all industries and today we're the leading international crowdfunding platform, having raised millions of dollars for thousands of campaigns worldwide. Indiegogo's belief is that anyone, anywhere who is passionate and works hard should be able to raise money.

A Mission to Get Your Passion Funded

At Indiegogo you'll find a welcoming, supportive community that embraces collaboration, fearlessness and authenticity. You provide the passion, they will provide industry leading tools and support to help you promote your campaign and raise funds quickly, easily and securely. Get inspired by the amazing people and campaigns raising funds every day. You could be the next, great success story!

Visit www.indiegogo.com for more information.

Crowdfunding Best Practice Tips

4 Fundamentals of Successful Campaigns

+ Frame

- The higher the goal doesn't always mean more money!

+ Pitch

- Tell a compelling story
- Know your audience
- Personal touch
- Transparency
- Visuals

+ Perks

- 70% of successful campaigns offer 5-8 perks
- \$25 perk is the most popular
- Create demand with limited quantities of each perk
- Keep fulfillment in mind

+ Promotion

- Campaigns require effort and constant promotion
- Have a plan before you start
- Time your marketing
 - Only one chance at a first impression
 - Utilize a soft launch, 30% rule
 - Marketing Schedule is key
- Be proactive! Tell people about your project constantly
- Campaign sending at least 3 updates raise about 239% more than those that post 2 or fewer

Other Crowdfunding Resources

Here are other crowdfunding platforms that will help you leverage your cause-marketing and fundraising strategies to their full potential:

- **Crowdrise** www.crowdrise.com
 - Designed specifically to help nonprofit entities.
 - Prides itself on assisting organizations that improve communities and make the world a better place.
 - While they don't offer a rewards program for donors like Indiegogo, they do have a points system that allows contributors to do some good.
 - If a donor makes a contribution to your certified 501 (c)(3) organization, they automatically receive a receipt that can be used for deductions come tax time.
 - Charges fees for the use of its platform but offer a few different options that depend on how the nonprofit chooses to collect its donations.

- **Razoo** www.razoo.com
 - Aimed to assist nonprofits and other charitable organizations.
 - They charge the lowest amount (2.9% of received donations) and don't take out any credit card fees.
 - Offer optional Facebook and blog widgets that can be embedded into digital content to further spread messaging for nonprofits and other charitable organizations.

- **Crowdfunder** www.crowdfunder.com
 - [Crowdfunder](#) is the crowdfunding platform for businesses, with a growing social network of investors, tech startups, small businesses, and social enterprises (financially sustainable/profitable businesses with social impact goals).
 - Offers a blend of donation-based and investment crowdfunding from individuals and angel investors.
 - Its unique CROWDFUNDx initiative in cities across the US and Mexico connects local investors with local entrepreneurs both online and offline, and does the work to validate top local companies in each city across the US and Mexico.

- **RocketHub** www.rockethub.com
 - Powers donation-based funding for a wide variety of creative projects.
 - What's unique about RocketHub is their FuelPad and LaunchPad programs that help campaign owners and potential promotion and marketing partners connect and collaborate for the success of a campaign.

What crowdfunding site is best for you?

Excerpts from Forbes.com article on Top 10 Crowdfunding Sites for Fundraising

How Crowdfunding Is Shaping A New Economy?

Crowdfunding has revitalized the Arts at a time when public programs that support it are steadily dying off. Crowdfunding is growing a market for impact investing in social enterprises, marrying the worlds of entrepreneurship and philanthropy, and helping a broader base of investors to back companies for both profits and purpose. Crowdfunding is accelerating angel investing and creating an entirely new market for investment crowdfunding for businesses.

The Crowdfunding Industry

Collaboration on the web is an area of exponential growth. Crowdfunding, or collaborative funding via the web, is one of the standouts for growth in this evolving collaborative economy. The Crowdfunding Industry Report by Massolution put out data showing the overall crowdfunding industry has raised \$2.7 billion in 2012, across more than 1 million individual campaigns globally. In 2013 the industry is projected to grow to \$5.1 billion. Some of the most interesting developments in crowdfunding, which are expected to grow in the months and years ahead, include: investment crowdfunding (becoming a shareholder in a company), localization (funding focused on participants in specific cities and neighborhoods), mobile solutions, and group-based approaches. The JOBS Act that was passed in April of 2012 paved the way to investment crowdfunding, but the JOBS Act Rulings by the SEC have yet to be fully implemented to formally kick the market off. Expect big movement and activity in this area in 2013 and 2014.

Crowdfunding Models

- There are 2 main models or types of crowdfunding.
 - The first is what's called donation-based funding. The birth of crowdfunding has come through this model, where funders donate via a collaborative goal based process in return for products, perks or rewards.
 - The second and more recent model is investment crowdfunding, where businesses seeking capital sell ownership stakes online in the form of equity or debt. In this model, individuals who fund become owners or shareholders and have a potential for financial return, unlike in the donation model.



Thank you for attending Coalition U's 2014 Seminar on Crowdfunding

**Please follow @CoalitionU on Twitter for daily tips on
how to help your nonprofit organization grow!**

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Panel Moderator

James Mergiotti, Pierce College President

Panelists

Lynn Marie Johnson-Porter, Children's Hospital of Philadelphia

Aimee Miller, Fairmount Ventures

Ina Lipman, Children's Scholarship Fund Philadelphia

Registration is required

Visit www.uac.org to register online.

General Admission \$20

UAC Program Partners attend for FREE!

Email CoalitionU@uac.org to get your discount code.

*Special Thanks to
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