

University of Youth power!

Don’t Break the Bank!

Fundraising Tips

As a youth advocate, professional development is necessary to build a successful career path. Unfortunately, valuable professional development resources can be expensive. But, with a little digging, you can find resources to help you pay for professional development opportunities such as the University of YOUTH POWER!.

There are multiple ways to fundraise. You can ask family and friends for donations. You can utilize technology to raise money. This document explores those options.

**Crowdfunding**

Crowdfunding is where you create a campaign online and people from all over the world are able to to donate money to your cause. You need to develop a convincing argument as to why somebody should fund you.

In some ways, fundraising online is not much different than fundraising in the physical world. You still need to be able to effectively communicate your needs, tell stories that illustrate your work, and motivate people to make a donation to your cause.

The difference is that while in the physical world you may have time to build a relationship with a potential donor, that isn't always the case online. They may only come across your website once, so you may only have one shot at convincing them to give. Therefore, it's even more important to communicate your message in a compelling way. Here are some ways to do it.

* Articulate your needs and your project clearly. The clearer you can be about why you need the money and how you will use it, the better.
* Get creative. Add media to your campaign page to increase readers' interest. Videos, images and success stories are great for telling your story, so use them to your advantage.

Crowdfunding combines online fundraising with social media to help individuals and organizations raise funds. it's a way for many individuals to pool their resources and donations to get projects funded. Donors can typically contribute as little as $1.00, making it easy for lots of people to participate. There are several websites set up for crowdfunding. Funds-seekers create a campaign page describing their project or organization, and explain how the funds will be used and what, if any, benefit donors will receive for participating. Here are some tips on fundraising using crowdfunding.

[Crowd funding](http://en.wikipedia.org/wiki/Crowd_funding) is donation-based fundraising for businesses or creative projects, typically via an online funding portal. Some but not all crowdfunding projects offer contributors rewards, which may differ based on the amount of money donated. Rewards can include copies of a creative work, products created with the funding, special or personalized incentives (such as autographed works or [swag](http://en.wikipedia.org/wiki/Swag)), or public recognition.

Here are some sites that YP! members have used in the past:

[www.gofundme.com](http://www.gofundme.com)

**Indiegogo**

[Indiegogo](http://indiegogo.com/) approves donation-based fundraising campaigns for most anything — music, hobbyists, personal finance needs, charities and whatever else you could think of

Crowdwise

[**Crowdrise**](http://crowdrise.com/) is a place for donation-based funding for Causes and Charity. They’ve attracted a community of do-gooders and and fund all kinds of inspiring causes and needs.