



A 'Life and Hope Association' beneficiary rides to school in Siem Reap, Cambodia.

## HANDBOOK 2

## MODULE 9

# Crowdfunding for Community Nonprofits

## Hybrid fundraising for community nonprofits

One of the most effective ways for local nonprofits to ensure fundraising success is by utilising several different fundraising strategies simultaneously. Diversifying your fundraising strategy will greatly increase the effectiveness in reaching your organisation's funding goal. In this module, we will explore how crowdfunding can work symbiotically with other fundraising methods to drive campaign growth.

## What is a Hybrid Campaign?

**A fundraising campaign which incorporates multiple different strategies simultaneously in order to optimise results**

Different strategies for hybrid campaigns include: crowdfunding, events, partnerships, and high donor and venture capitalist solicitation.

By approaching fundraising from many different angles, you can tailor your organisation's approach to meet the needs of specific segments of your audience.

## Using events to bring your crowdfunding to life

Whilst there are many different types of fundraising you can use to compliment your crowdfunding efforts, few are as powerful as the synergistic effect of using live events in conjunction with your campaign.

- Live events are extremely effective when executed properly for a number of reasons:
  - ⊕ The donor sees an immediate return on their donation in the form of a good time, which they are having by attending the event.
  - ⊕ Peer pressure can be an influential tool in increasing donations as people are more likely to give, and give larger amounts, when they feel that others are watching.
  - ⊕ Attaching the organisation to real-life people breeds credibility and legitimacy with donors.
- Live Fundraising events can include anything from concerts to triathlons, pancake breakfasts or costume galas. Get creative and keep your audience in mind. Try to identify types of events that compliment your mission or allow you to show off your work.
- Utilise the crowdfunding platform and your social media presence to increase the hype surrounding a live fundraising event.
- Partner with local businesses to help minimise the costs of the event and involve the local community.
- Make sure to clearly define in advance how the organisation will get the funds from the event when it is over.
- In the digital age we live in, these "live events" need not exclusively be things that people attend in-person. Have your supporters make appeals for your organisation on "Facebook live" or ask them to get their CrossFit gym to participate in a session to raise funds. Whatever your crowd is into, there is a way to turn it in to a fundraising opportunity.

## What you need to know about hybrid campaigning

Keep it Organised	+	Follow it Up
<p><b>Hybrid Campaigning will increase the amount of work involved with running the campaign.</b></p> <p><b>So:</b></p> <ul style="list-style-type: none"> <li>• Go back to the comprehensive strategic communications plan that you made for your campaign and prepare yourself by anticipating questions that may arise about your organisation or cause.</li> <li>• Have all the information about your organisation and the project you are raising money for ready to go in advance.</li> <li>• Ask people to volunteer to help your organisation run an event or even taking over the entire responsibility of hosting an event to benefit your organisation.</li> </ul>		<p><b>Communication with donors and supporters is important at all stages of your campaign, but especially during a hybrid campaign.</b></p> <p><b>So:</b></p> <ul style="list-style-type: none"> <li>• Make sure that you communicate regularly with peer-to-peer funders.</li> <li>• Thank every person individually who donates to yours or a funder's campaign.</li> <li>• Recognise and thank people that help you out with hybrid campaigning.</li> <li>• If a person offers to host a live event, do whatever you can to make sure that your organisation has at least one representative in attendance.</li> <li>• Provide guidance throughout the process.</li> <li>• Make sure to provide written materials, photos, and videos to the person organising the event.</li> <li>• Don't forget to provide email sign-up sheets to add every person who attends a live event to your organisation's network.</li> </ul>

## Finishing up

Hybrid campaigning involves a lot of moving parts, all of which need to be carefully planned and executed, but there is no denying that it is a great way to maximise the potential of your crowdfunding campaign. Now that we have explored the ins-and-outs of campaign promotion, peer-to-peer fundraising and hybrid campaigning, it's time to learn how to close your campaign with a bang and help solidify your organisation's support for the long term in our final module.

## This resource was produced by Grassroots Collective.

This is module 9 of our 10-part handbook for nonprofit crowdfunding. Find the full handbook at: [www.thegrassrootscollective.org/grassroots-hub](http://www.thegrassrootscollective.org/grassroots-hub)

Have a question about crowdfunding for social causes or want to learn about how we can support your organisation on its mission? Contact us at: [info@thegrassrootscollective.org](mailto:info@thegrassrootscollective.org)

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