

DOWNLOADABLE RESOURCE

# CROWDFUND YOUR BUSINESS: RAISING CAPITAL WITH CONFIDENCE





# **6 TIPS TO CROWDFUND WITH CONFIDENCE**

## **01 PLAN**

To improve campaign outcome, create a clear and thorough plan. Spend time researching how you plan to crowdfund support of your idea, product, or service, have compelling content ready to promote prior to launch, and strategize about how you plan to reach your target audience.

## **02 BUILD A TEAM**

Team based crowdfunding campaigns have a higher success rate. Consider building a network and/or team to help get your campaign completed and promoted.

## **03 FIND A COACH OR MENTOR**

To accelerate your learning curve, find a mentor or coach who has the experience with crowdfunding.

## **04 SET TANGABLE GOALS**

Select goals that ensure your supporters see their donation produced an outcome, and keep them informed about progress their donation is making today and in the future.

## **05 SOLICIT EARLY SUPPORT**

Prior to launching, start reaching out to potential donors to gage their support, receive verbal commitments and get early buy in.

Start early to build a list, network, and community around your campaign. When others see people giving their is a higher chance they too will give.

## **06 SHOW, DON'T TELL**

Show people why they should support your products, don't just tell them. Showcase testimonials, stories, and/or product videos that are compelling and build trust with your audience.

## **07 STAY ENGAGED**

People give to people. If you do not have a huge marketing budget, focus on sharing in an authentic way that tells a story and makes people invested in you, and your campaign. People want to be part of what you are doing, so think about how you are engaging with them through content, social channels, email, etc. Bring them into your story by keeping them engaged and delighted.

## Fundraising resources.



### **Indiegogo.com**

From live campaigns to ready-to-ship tech, curious humans rely on Indiegogo to find the latest innovations in tech and design.



### **GoFundMe.org**

GoFundMe offers free online fundraising for all: a space where individuals, teams, organizations, and nonprofits can champion causes that matter and raise money to make a lasting difference.



### **Kickstarter.com**

Kickstarter campaigns make ideas into reality. It's where creators share new visions for creative work with the communities that will come together to fund them.



### **Patreon.com**

This platform supports individuals who create for work. What sets Patreon aside from other crowdfunding sites is that it acts as a membership program that continuously funds content creation.



### **Fundable.com**

We've set out to change that by creating a business crowdfunding platform that enables companies to raise capital from investors, customers, and friends.



### **IFundWomen.com**

IFundWomen is the go-to funding marketplace for women-owned businesses and the people who want to support them with access to capital, coaching, and connections.



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