

Crowd Funding Plan

The objective is to pilot a Non-Profit Crowd Funding platform to see if we can generate financial support for the Chapter. We will use the acquisition of a new set of risers as the focal point and purpose of this campaign.

- The platform is You Caring (www.youcaring.com). This service does not charge a fee to the NPO for usage of the platform. (More data below.)
- There will be PayPal or Credit Card transaction fees that apply to the donation made by the patron.
- The account can be set up in about an hour. It can interface with our Facebook account and our web site.
- It is recommended that a “campaign” be run for 30 days.
- The designated purpose of the campaign will be to purchase new risers. We will look to acquire seven (7) four-step risers. The brand is SICO. Each riser is approximately \$1300 for a total of \$9100 (plus tax). Shipping is estimated at \$1000. We will also need a place to store the risers as they will take up more space than the current risers we use. Assuming we can make an accommodation with the church to place a storage unit on the property, we will need to purchase such a unit. Estimated cost is \$3000.
- Target amount for the campaign will be \$15,000.
- I’m looking to set up a “Matching Fund” arrangement. It would work something like this: Between Day X and Day Y of the campaign any donation will be matched by a third party. We can put a limiter on the arrangement. Something like “for the first \$2500 to come in between X and Y Matching Sponsor Z will match the donation.” Ideally we can find more than one matching fund sponsor. If so we may be able to increase the matching level.
- I recommend we create 3 levels of donor:
 - \$50 and above
 - Receives one of our “Barbershop Singing” T-shirts
 - \$100 and above
 - T-shirt
 - 2 Tickets to 2017 Fall Cabaret Dinner Show
 - \$400 and above
 - T-Shirt
 - 2 Tickets to 2017 Fall Cabaret Dinner Show
 - Name on riser step or back rail

▪ 2 Tickets to Spring Show 2018

- I recommend the campaign begin on April 16. This way we can use the Spring Show as a time to promote the campaign. The Matching Fund challenge could start that day. We can pass out donor cards as people arrive, etc., and have a sheet that explains the purpose of the campaign, etc. We may be able to collect donations in smaller dollar amounts right then.
- There's a You Tube Video that shows how easy the risers are to set up and take down. This could be very useful. We have video of current riser set up. The two videos could be linked to show a "Before" and "After" situation which can help get the point across.
- We can promote the campaign to our existing e-mail list.
- We can use our Facebook page and the extended connections of Facebook users that have "Liked" us to extend out to their contacts as well.
- Youcaring has a tutorial on securing and leveraging media coverage for the campaign. It includes newspapers, main stream TV and radio.
- We may be also able to get KKUP radio to promote the campaign. They are very supportive of barbershop. This could be especially helpful if we can come up with a quality audio of one song or part of one song.
- I am confident I can get a Public Service Announcement on KMVT. Possibly video. (They have the recording of our 2015 Cabaret.)
- Ideally we can get a chorus member (or spouse?) to monitor the campaign progress to ensure that every donor is acknowledged, rewards are received, publicity goes out and all parties (including chapter members, donors and other contacts) are kept apprised of the status of the campaign.

About youcaring.com

YouCaring is a **free online fundraising platform** that pioneered Compassionate Crowdfunding™ — empowering people worldwide to rally support for personal and charitable causes without the fundraising fees associated with other sites. To date, the YouCaring community is 5.5 million strong and has raised more than \$500 million for humanitarian causes.

TOP CROWDFUNDING SITES AT A GLANCE

	YouCaring	GoFundMe	Give Forward	CrowdRise
FEES	The LEADER in FREE ONLINE FUNDRAISING .	Fee-based platform.	Fee-based platform.	Fee-based platform.
MISSION	Pioneered <i>Compassionate Crowdfunding</i> ™ for personal and charitable causes.	Dedicated to helping users raise funds for personal causes and projects for musicians, inventors, businesses and other entities.	Aimed at rallying a community to take action during a challenge.	Dedicated to helping people crowdfund for charities, events and personal causes.
PERSONAL SUPPORT	✓	✗	✓	✗
PERKS	Easy, fast fundraiser setup, visually appealing campaign pages, industry-leading social sharing, photo and video tools.	Social media sharing, photo and video upload tools.	Ability to add pictures, calendars and video to fundraising pages, send "Thinking of You" emails, and organize meal delivery and wish lists.	Ability to have a personal charitable page that shows all of your fundraisers and donations.
SOCIAL INTEGRATIONS	✓	✓	✓	✗
COLLECTING FUNDS	Daily access to funds.	Daily access to funds.	Daily access to funds.	Daily access to funds.
Platform Fee				
				
0%	5%	5%	5%	
No fees are charged to fundraise on YouCaring.	GoFundMe takes a mandatory 5% of all donations raised.	Give Forward charges 5% to fundraise.	Default platform fee is 5%.	

Credit Card Fee			
2.9% + \$0.30	2.9% + \$0.30	2.9% + \$0.30	2.9% + \$0.30

Five Key Strategies:

1. Plan Ahead

Create a social presence by setting up Facebook and Twitter accounts if you haven't already done so. Immediately start connecting with as many friends, family members, coworkers and acquaintances as possible. See our [Using Social Media to Promote Your Fundraiser](#) page. Also consider setting up a blog or website devoted to your cause to further boost your social presence. See our [How to Start a Fundraising Website or Blog](#) page.

2. Make It Compelling

From the title to the story to the visuals, your campaign should inspire potential donors to contribute to your cause. Take time to create a great name for your campaign and write an engaging story. Uploading several high-quality photos and one or more videos can exponentially increase donations to your campaign. For additional tips, see these YouCaring articles: [Great Ideas for Naming Your Online Fundraiser](#), [How Images Can Lead to Fundraising Success](#) and [Videos Are Powerful Fundraiser Tools](#).

3. Share and Update

Sharing your campaign often via social media channels and asking your friends, family and others to do the same is the best way to raise awareness and support for your cause. Every share can raise \$37. Multiply those shares and your fundraiser may go viral. Meanwhile, well-written updates keep supporters and potential donors engaged. Fundraisers with five updates can raise 15 times more than those with one. Fundraisers with 20 or more updates on average meet their fundraising goal.

4. Organize Offline Events

Complementing your online campaign with an offline fundraiser can get your community personally involved and rally support from local businesses. Sports tournaments, dinners, auctions, dances and other events are great options. See our [Fundraising Ideas](#) page for other tips.

5. Reach Out to the Media

Getting your campaign covered by a local newspaper, T.V. station, radio station or even blogger and Facebook pages can propel your fundraiser to new heights. See our tips page, [How to Get Local Media to Cover Your Fundraiser](#).

Social Networking

Activate your social network. With just a few clicks, spread the word of your fundraiser to friends, family and other potential donors through Facebook, Twitter, email and other channels. Each share is worth \$37 on average.

How to get local media to cover your fundraiser

A crowdfunding cause that draws media attention and gains coverage will significantly heighten awareness of your campaign and can exponentially expand donation potential. Members of your community who may not have known about your cause will likely want to contribute, especially if they are familiar with the beneficiary. Before considering whether you want to reach out to media, realize that you and the beneficiary will be put in the spotlight, so make sure that all parties involved are comfortable both being interviewed and having the story broadcast. In addition to [using social media](#) to ensure your fundraiser reaches as many people as possible, utilize the following tips to promote your campaign to local media.

1. Research Media Outlets

Stories that appeal to the local demographic are more likely to be picked up by newspapers, magazines, bloggers and T.V. stations in the area where the beneficiary or organizer lives or where the incident occurred.

- Create a list of local media outlets and their specialty.
- Find the reporter or editor in charge of reviewing story pitches for certain specialties, such as cause-related topics, sports, human- or animal-interest topics, and disasters. Create a contact list with all of the sources.
- Reach out to friends, colleagues and anyone you are connected to via LinkedIn or other channels to see if they know any local influencers or people in the press, and ask for an introduction.

2. Create a Press Release

Journalists expect to receive information that follows a specific structure, which they can evaluate at a glance to see if it meets their initial news criteria.

- Be honest and candid about your story so the reporter can both understand and verify the accuracy of your story, and see that your story matters to their audience.
- Focus on news value. What is newsworthy about your situation? Mention any specifics that make your cause relevant to current or unusual news topics, such as rare health conditions or your situation's connection to a news event such as a fire or other disaster.
- Talk about the importance of your fundraising campaign. Be clear about how the funds will be used and the difference it will make in your life, to your family or in your community.
- Include the URL link to your donation page
- Talk about your ties to the community. Make a list of the ways through which people in your area know you or know groups in which you participate. It's good to show you are active in the community.
- Be positive. Describe how hopeful you are in your outlook and how you and your family are coping daily in dealing with the challenge. Show you are working hard to overcome your obstacle. Perhaps you are an unsung hero or an underdog who inspires the community.

3. Reach Out and Follow Up

Sending your press release via email is the first step to possible media coverage but there's more work ahead.

- Follow up with an email or phone call a few days to a week after you send the initial release to be certain the reporter or editor received it. Ask if there is any other info you can provide.
- If you have a favorite reporter or news segment, call them directly and tell them how much you enjoy their reports, and that you think your story would be a good fit.
- Post your story and link to your fundraiser on the newspaper or TV station's Facebook page to generate interest.