CROWDFUNDING: WHAT MAKES IT DIFFERENT?
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You’ve probably heard of crowdfunding, but what is it? Does it work? Why is it different than other kinds of fundraising?

Before the Campaign Begins

- Crowdfunding has created a paradigm shift in fundraising. Traditional fundraising involved larger dollar donations, usually from a few philanthropic individuals or investors. In contrast, crowdfunding allows for small donations from many individuals anywhere around the world.
- Crowdfunding means that anyone anywhere can support projects around the world. It provides entrepreneurs, small business owners, and individuals an alternate funding mechanism at a time when traditional sources of funding have become more difficult to obtain.
- Crowdfunding has become more widely utilized and publicized through the media in recent years thanks to the many successes that small businesses and individuals in need of help have enjoyed.
- The biggest benefit of a crowdfunding campaign is that a lot of money can be raised in a short amount of time.
- This technique allows people to expand their reach and build new contacts efficiently.
- Crowdfunding has prompted a culture change in the scientific community; its advantage is that it allows researchers the resources they need to do important work.
- Crowdfunding represents the democratization of research and a promising path towards general scientific engagement for members of the community.
CROWDFUNDING
BEST PRACTICES

STEPS & STORIES TO HELP YOU
LAUNCH A SUCCESSFUL
CAMPAIGN