



CROWD FUNDING WEBWATCH 2012: SOLICITING DONATIONS FROM INDIVIDUALS

(Rev. May 2012)

These websites allow nonprofit organizations and/or individuals to solicit donations for a cause or project, and allow individuals to donate to chosen listings. Some allow only nonprofits to ask; some allow individuals and/or entrepreneurs. Some accept only causes/projects connected with an organization; some accept personal projects like a family medical emergency. Some are free to users, collecting a fee or small percentage from donations. Others charge subscription fees. (See Wikipedia entry, "Crowdfunding.") Virtually all integrate social networking features.

GENERAL PURPOSE

CauseVox www.causevox.com

A web-based fundraising platform designed for small to medium-sized nonprofits that can be custom-branded to help raise donations from the local community.

CreateaFund www.createafund.com

A web-based service for small-to-medium nonprofits to conduct online fundraising from individuals.

Crowdrise www.crowdrise.com

A web platform individuals and nonprofits can use to raise money and charitable organizations can use to start events, team fundraisers, and turn supporters into fundraisers.

FirstGiving www.firstgiving.com

A web-based funding platform for nonprofits for soliciting individual donations, usable by nonprofits as such, and by individuals raising money on behalf of nonprofits.

Generocity www.generocity.org

Greater Philadelphia's source for local nonprofit news, giving and networking. Connect with people who believe in the same causes and donate directly to your favorite nonprofit.

GoFundMe www.gofundme.com

A partner site to **CreateaFund** (see above). This site does not require linkage with a nonprofit and will accept projects relating to starting a small business as well as funding personal emergencies and nonprofit causes.

Indiegogo www.indiegogo.com

Web-based funding platform for soliciting individual donations. Fundraisers can be nonprofits, for-profits, and individuals. Charges a percentage of the funds raised, and allows use internationally.

Modest Needs www.modestneeds.org

Allows individuals and small nonprofits to apply for limited grants. Donor individuals and funding organizations give directly to ModestNeeds. Costs are deducted from the funds raised. This site allows funding for individual/family emergencies with due diligence performed by site staff.

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CREATIVE PROJECTS

Kickstarter www.kickstarter.com

A web-based funding platform for creative projects without commercial ties. U.S. individuals and nonprofits can solicit donations for specific projects. Donations pledged are not charged until/unless a project is fully funded. **Sponsume** (www.sponsume.com) is a similar effort launched for the UK and Europe.

PledgeMusic www.pledgemusic.com

A fan-funded web platform for music projects that facilitates musicians reaching out to their fan-base to financially contribute to upcoming recordings or other musical projects; based in the UK but works internationally. Bears many similarities to **Kickstarter** and **Sellaband**.

Pozible www.pozible.com

Web platform for creative individuals, groups, and organizations, based in Australia. "Creative" is defined broadly to include artists, musicians, filmmakers, journalists, designers, social change makers, entrepreneurs, inventors, event organizers, software developers and all creative minded people.

RocketHub www.rockethub.com

Like **Kickstarter**, a web-based platform for "Creatives" to raise funds directly from fans/supporters. Successfully funded creative projects compete via a jury of RocketHub staff and outside experts, plus "likes" from fans, for "LaunchPad Opportunities" such as being in a New York City gallery show. "Creatives" is defined broadly to include entrepreneurs, actors, artists, composers, dancers, designers, directors, filmmakers, inventors, musicians, painters, philanthropists, poets, politicians, programmers, singers, songwriters, teachers, writers, and more.

Sellaband www.sellaband.com

As with **Pledgemusic**, fans fund music-related projects posted by musicians. However, unlike the **Kickstarter** model, funds donated to a project not fully funded are still charged, but are not delivered to the original project. However, funds may be transferred to another project/musician; based in Germany but works internationally.

OTHER SPECIALIZED SITES

DonorsChoose.org www.donorschoose.org

Online charity connecting individuals to classrooms in need. Teachers post project requests, individuals donate to specific projects, and DonorsChoose.org delivers the requested materials. Incorporates feedback from beneficiary classrooms.

Funding4Learning www.funding4learning.com

Online platform for people around the world to fund their studies and educational campaigns. Operates similar to **Kickstarter**.

Spot.us <http://spot.us>

A project of the *Center for Media Change* funded by foundations and individuals. People submit tips, journalists pitch stories, people fund pitches, and stories are reported that anyone can publish. **Spot.us** partners with news organizations to distribute content under appropriate licenses.

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