SOCIAL CROWDFUNDING NETWORK FOR EDUCATION

edSeed

Session 3

Training Outline

- **Session 1**
  - Introduction to Crowdfunding
- **Session 2**
  - edSeed Overview
  - Setting up a profile
- **Session 3**
  - Why edSeed & not other platforms
  - Social Barriers to Crowdfunding
  - Understanding donor preferences
- **Session 4**
  - Tips to create a successful campaign
  - Social Engagement

Why edSeed and not indiegogo or other platforms ...

Search Using Tags

Customized Process

Challenges

Online Personality

edSeed

Fun Process

Understanding Donor Profiles

- Age
- Gender
- Education
- Profession
- Hobbies
- Passions
- Donation Appeal
- Donation Amounts (10$ – 1000$)

Understanding Donor Preferences

- Getting involved – long term
- Transparency
- Connection and relationship building
- Powerful stories \ Impact

What donors expect to see

- Quality video message – Present yourself
- Background – What's your story?
- Community service – How you help others..
- Special achievements – What makes you unique
- Getting personal – Emotional, vulnerable, expressive through photos, update videos, thank you messages.

Identifying and removing barriers to crowdfunding for your education

DOES IT WORK?
COLUMBIA UNIVERSITY 2012-2014 GIVING DAY RESULTS
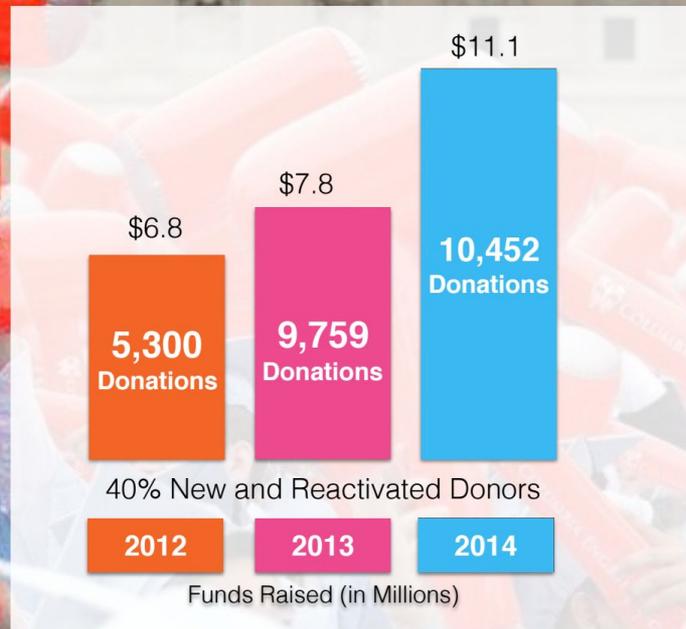
$11.1

$7.8

$6.8

10,452
Donations

5,300
Donations

9,759
Donations

40% New and Reactivated Donors

| 2012 | 2013 | 2014 |

Funds Raised (in Millions)

Does it work?
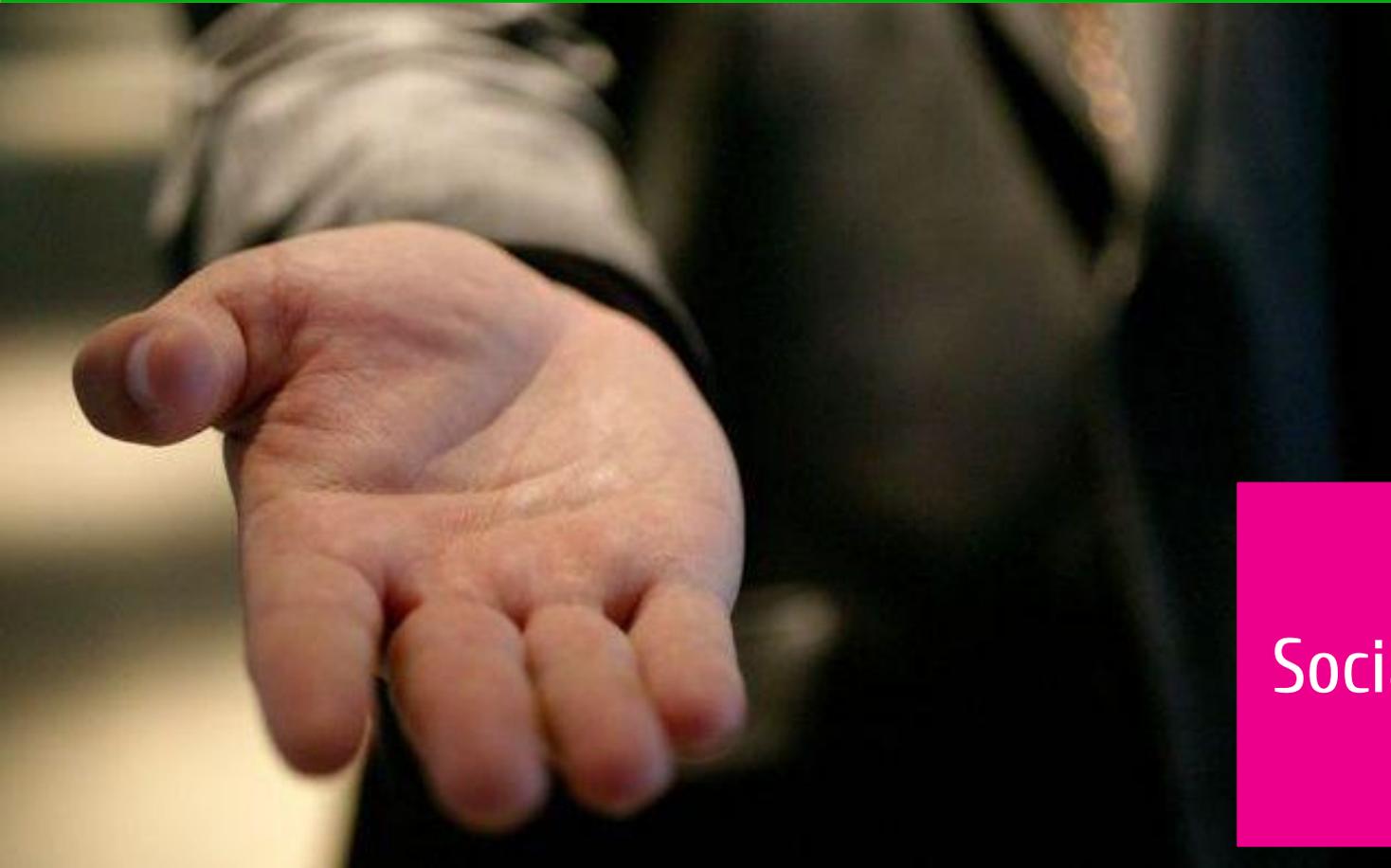
Social Stigma

Identifying and removing barriers to crowdfunding for your education

Your dream major
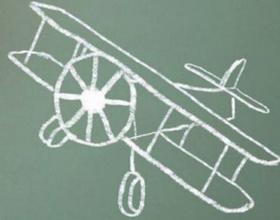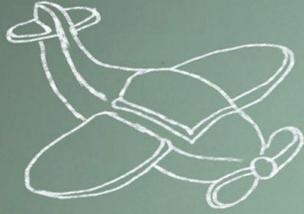
Identifying and removing barriers to crowdfunding for your education

Image

Presentation

Consistency

Creativity

Hidden Talents

Mohammed Qraeiqe - Gaza

For Next session

Please check the following references:

- Reference a social media personality you are influenced by; someone from your community, or someone who fits the description that we delivered earlier.

- [8 ways to boost nonprofit fundraising using social media](#)

- [What made these 3 education crowdfunding campaigns successful?](#)