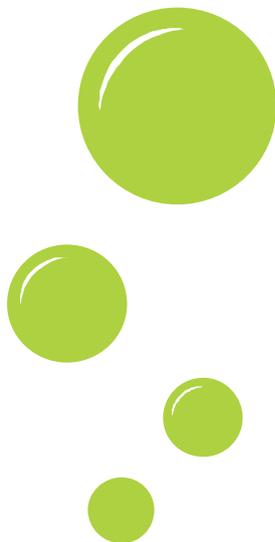


Digital Inclusion for Social Good

Empowering Organisations with Digital Tools for Impact & Efficiency

CROWD SOURCING
FOR A CAUSE





Be Trusted . Be Found . Raise Funds



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CROWD SOURCING FOR A CAUSE

Digital Inclusion for Social Good
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Crowd Sourcing for a cause



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eNGO Programme is a flagship initiative of Digital Empowerment Foundation to create an online network of legally validated NGOs/CSOs with ICT training and capacity building programmes.



DEF is a not-for-profit organization with an aim to find solutions to bridge the digital divide with Information Communication and Technology.

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INTRODUCTION

In the decade of innovation 2010-2020, India is gearing up to build innovation ecosystem and interventions to harness the creative potential of young innovators.

Societies are experiencing the increasing interventions of digital content and ICT tools in various domains of activities.

While many policies and institutions are being shaped to cater the financial needs of non-government Organisations, there is still a deficit of support in certain situations.

With the growth in Information Communication Technology (ICT) world over, countries are resorting to use these tools to better the socio-cultural and economic landscapes in ways feasible and sustainable depending on their ground level situation.

While many policies and institutions are being shaped to cater the needs of non-government organisations, still many grassroot NGOs still face the challenge of CSR fundings.

To overcome the challenge of fundings, young innovators have developed various platforms for crowdfunding. Non-government organisations can raise resources through crowdfunding and alternate ways.

The platforms operate by allowing those seeking finance to make a pitch on the site, outlining how much money they need, what they need it for and why. Potential funders can view pitches on the platform, interact with those looking for finance, and then decide whether or not they want to back the campaign.

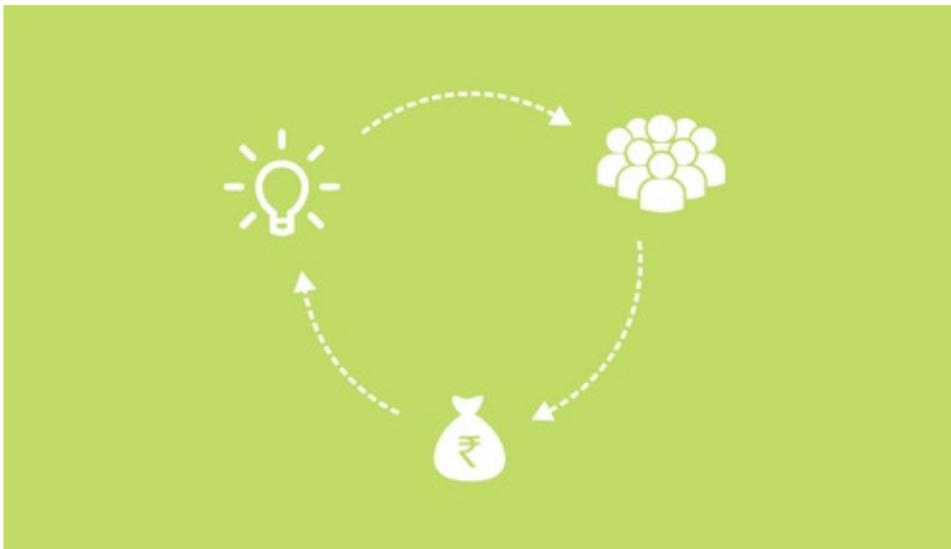
OBJECTIVE:

The objective of the 'Crowdfunding Manual' is to introduce the participants to the concepts of various ways of fundraising using digital technology.

The workshop would focus on the basics of these concepts, their relevance in our world and their practical application in our daily lives.

INTRODUCTION TO CROWDFUNDING

It is a method of raising money for a project by a non-profit organisation or individual from a large group of people, many of whom you may not know, most often over the Internet.



CROWDFUNDING IS A METHOD:

- For individuals and organisations to source fixed amount of donation money in a set time frame using the Internet and social networks.
- For organisations to interact with individuals, communities and organisations.
- For donors to support social welfare projects or ideas.

THREE PLAYERS IN THE CROWDFUNDING MODEL:

1. THE INITIATOR/CAMPAIGNER/NGO

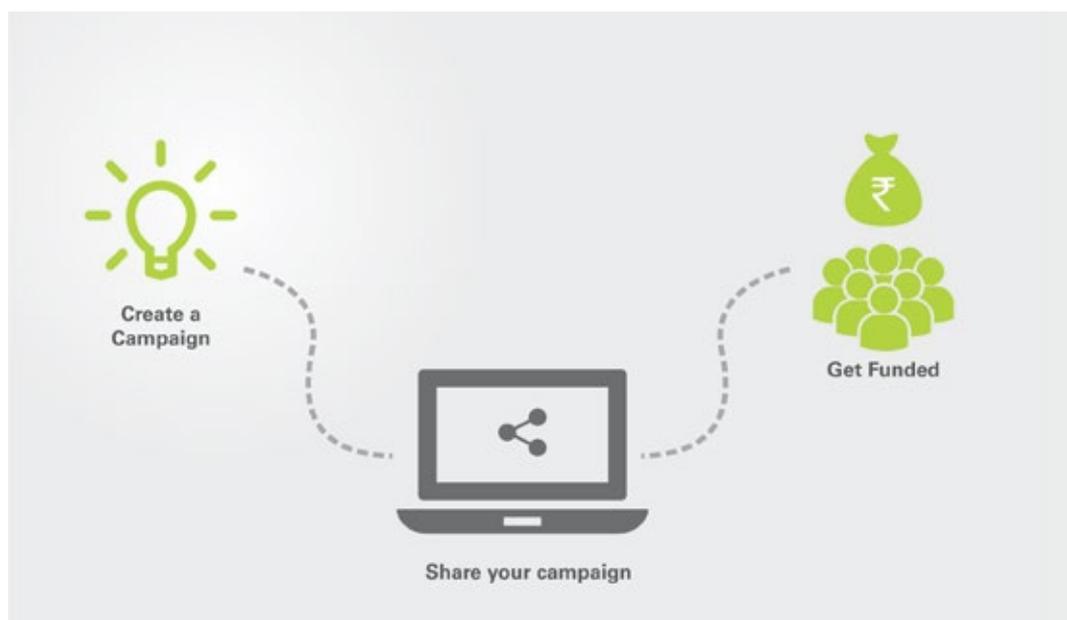
- Selects a platform.
- Sets a fundraising goal.
- Sets a timeframe to raise the money.
- Markets the project to as many potential funders as possible through friends, family, connections and social media.

2. THE PLATFORM

- Sets up the project or a campaign launched by the initiator.
- Manages campaigns and projects.
- Accepts funds on behalf of the non-profit Organisation.
- Acts as an escrow agent. The platform keeps the amount in its account, until the end of the campaign. It then transfers to the NGO's account.
- May charge a minimum service fee.

3. THE CROWD

- Pledge or funds money to the idea or project.
- Consists of friends, family, acquaintances, close friends, followers and networks.



HOW IS CROWDFUNDING DIFFERENT FROM OTHER TYPES OF FUNDRAISING TECHNIQUES?

CROWDFUNDING	FUNDRAISING
Initiator/Campaigner has a direct requirement for a Project.	May not have a direct requirement.
Crowdfunding has a particular timeline and is done in a specific time frame.	Fundraising has no particular timeline. More funds are raised during festival season.
Crowdfunding harnesses the power of groups of individuals or a community to kick-start a cause or project and initiate its success.	The Non-Profit may initiate a fundraising campaign in its locality and not specifically for a particular cause or project but for overall funding.
Crowdfunding's agenda is more casual and informal, and is facilitated heavily by word online (through social media networks, online communities, websites). Crowdfunding is also seen as having evolved through the Internet and other means of digital communication.	Fundraising takes a more direct approach such as gathering finances from individuals, business organisations, charities or applying for financial grants and other special financial solicitations.
Crowdfunding programmes involve funds from different sources sometimes overseas donors or virtual acquaintances who fund specific projects. Need not be done annually.	There are several types of fundraising activities, which can consist of annual donations, capital campaigns, or donations spread out evenly over time. Donors for fundraising can be repeat or one-time donors, who are also traditionally sent notifications, newsletters, and annual reports.

ELIGIBILITY CRITERIA FOR NGOs TO CROWDFUND

- The NGO is registered (as a trust/society/Sec 25 company).
- The NGO has a valid 12A, 80G, 35AC
- The NGO has a valid PAN card.
- The NGO has been active for at least 1 year.
- International grant/fund receiving approval letter as per the law by the government/state agency (for e.g. FCRA for Indian organisations)
- Audited statement for the last year along with the name and contact details of the auditor mentioned in the statement.
- The NGO files IT & FCRA returns (if applicable) every year.
- The NGO files returns with the Charity Commissioner or Registrar of Societies (if applicable)
- The NGO has a vision statement which drives the organisation.
- NGO carries out programmes on ground, and is not an intermediary or funding agency.
- The NGO's Governing Body has at least 2 meetings with a minimum gap of 3 months in a given financial year with quorum. Minutes of Governing Board meetings are documented and circulated among Board members.
- The Governing Body reviews and approves programmes, budgets, audited financial statements and other material activities of the organisation with a majority of the members in attendance being unrelated and non-remunerated.
- It should have some form of internal organisational structure, and have relative consistency of goals, structures and activities and meaningful organisational boundaries, including identifiable members.
- The organisation must benefit the community as a whole or an appreciable section of the community and the beneficiaries should be the disadvantaged and unprivileged sections of the community.
- The non-profit should not have abetted or committed any act of violence and must not be associated with any individual or group who advocate, promote or engage in the use of violence in any form.
- Honest in its internal and external communications.
- The organisation must be willing to provide prompt report on the usage of funds and progress of the project for which it received donations.
- The organisation is committed to updating donors at least every three months on the progress of the project it has listed.

(* Please note that this is the minimum eligibility criteria. All the amendments are applicable. The criteria may be different for each platform.)

HOW IS CROWDFUNDING FOR NON-PROFITS HELPFUL?

■ CONVENIENCE

Compared to seeking funds from corporates (CSR funding) which involves procedures and preparations, setting a crowdfunding campaign is easy. You don't require a huge investment to get your crowdfunding campaign going.

Just analyzing the right project and demands of the non-profit organisation, choosing the right platform is a feasible method of raising funds in the world of digital explosion.

While there's still a need for something that's important for the long-term, like a sustainable fundraising grant and plan, it's extremely refreshing to only have to make your presentation and pitch just once.

Crowdfunding is also great for both the organisation and funders to discover each other. Instead of relying on traditional methods and fundraising options, crowdfunding provides a convenient and exciting way of obtaining quick funds for campaigns and extra help for projects.

■ VALIDATES A CONCEPT

Having an idea to create an impact is one thing. Proving that the idea can create a change, impact in the development sector is another. Whether you need to convince yourself or funders, crowdfunding provides a great opportunity to see what projects do funders want to donate to. The validation of the concept happens here.

If you launch a successful crowdfunding campaign, it not only proves that there's an interest in your idea, it also shows that people are willing to spend money on it. That's a rather effective way in validating your concept.

■ WIDEN YOUR NETWORK OF SUPPORTERS.

Besides introducing a product or service, crowdfunding provides a chance to spread your message and goals to a wide audience.

As you share your campaign across multiple social media channels, you'll also spend time engaging with supporters, who will become loyal volunteers and funders who will share your work with their connections.

Having your fundraiser online helps you spread the word about your campaign to your social network easily. It's also easy for your network to share your campaign page with their social

■ network as well. This multiplies the awareness about your campaign and helps you get volunteers for various tasks in your organisation.

REACH OUT TO MASSES

Let's also say that your campaign gets some traction. Publications love success stories. You have just secured some free PR. It doesn't matter if it's a local news station or newspaper or leading industry blog — that sort of coverage is an excellent way to spread brand awareness and attract supporters who previously weren't aware of your work.

SAVE NEPAL

Nepal has been struck by the biggest earthquake in over 80 years.



KILLED MORE THAN
8,800 PEOPLE
INJURED MORE THAN
23,000

With the help of more than
7500 BACKERS
in less than a month,

'Save Nepal' raised over a crore

Rs. 1,09,58,482



Contributors from over **60** cities
and more than **18** countries

THE IMPACT OF TWITTER



CASE STUDY: NEPAL EARTHQUAKE

Magic of Crowdfunding

Humans have the power to unite and do their bit. That's the power which came into practice when the crowd (from all across the globe) came together in support of Nepal earthquake and started fundraising campaigns for its victims.

With the help of more than 7,500 funders in less than a month, 'Save Nepal' raised over a crore.

The campaign was raised for CARE INDIA, one of the NGOs to provide on ground help in Nepal.

How Care India made it possible?

Within a week of the tragedy, the relief drive had picked up and payments were cleared immediately so that CARE INDIA could reach the affected areas. It was the result of team effort that made CARE INDIA one of the first ones to reach Gorkha for help. The funds raised were utilised towards providing the victims medicine, shelter and rehabilitation, as well as kits with tarpaulin, mats, hygiene kit (soap, toothbrush, toothpaste, sanitary napkins & disinfectants soaps) and blankets.

TYPES OF CROWDFUNDING

There are 4 types of crowdfunding techniques.

But for non-profit organisations, we shall talk about only 2 types of crowdfunding

- Donation-based crowdfunding
- Reward-based crowdfunding

DONATION-BASED CROWDFUNDING: Contributions go towards a charitable cause. The crowd gives money or some other resource because they want to support the cause. One example is a women's football team in North East India which is raising money to travel to a tournament.

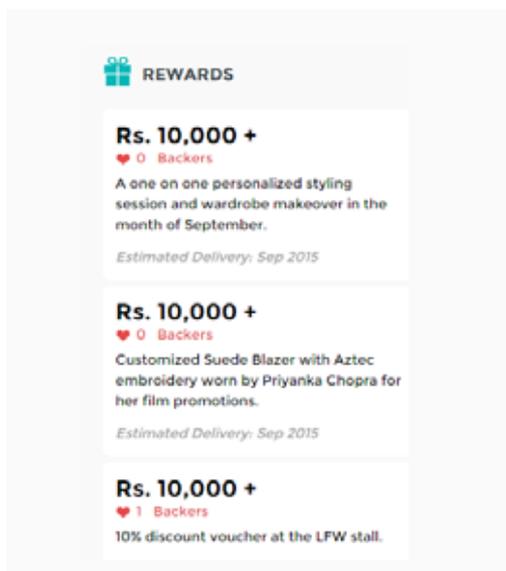
The crowd gives money and gets nothing in return, other than the good feeling that comes with knowing the team can travel to compete.

In donation-based crowdfunding, sometimes NGOs may give small gifts for gratitude towards its donors. Example: Cups, T-shirts, handmade cards etc.

REWARD-BASED CROWDFUNDING: In this method, the crowd receives a tangible item or service in return for their funds.

The crowd gives money to a business in exchange for a 'reward', typically the product or service that that particular company produces or provides.

One example is Puja Dhingra raising funds for the next six issues of a magazine for blind people – Braille Magazine. Each funder is given a reward.



The crowd gives money and may get awards like:

- **Tickets** to a match being held in Mumbai.
- **Team jersey** for the Donor.
- **One-Day tour** to the Local city of where the organization is based out from.

PHASES OF CROWDFUNDING

1. LEARN ABOUT CROWDFUNDING AND CHOOSE THE RIGHT PLATFORM

- Choosing the right platform for launching a campaign is very important.
- Each platform reaches out to different potential funders and campaigners.
- Raising awareness about crowdfunding among your friends, family, acquaintances is essential.

2. DEFINE YOUR IDEA AND GOALS

- Define your idea and goal clearly.
- Research, planning and development are essential steps.
- Develop a vision about who you are and what your campaign is all about.

3. SETTING YOUR FUNDING GOAL AND CAMPAIGN TIME FRAME

- The size and scope of the project should be well defined and well researched according to the funding goal.
- It is important to set a realistic funding goal.
- When setting your goal, be sure to ask for only what you will need.
- Be sure to show your contributors what the money will be spent on in a budget overview. Transparency is an important element of crowdfunding.
- Establish a start date and end date for your campaign.

The screenshot displays a crowdfunding campaign interface. At the top, the campaign title is "Let us build their future" by Sriram Manthrala. There are three tabs: "Overview", "Backers(7)", and "Comments(0)". The "Backers(7)" tab is active, showing a list of three backers:

Backer Name	Date	Amount
JEEVAN	on 17-08-2015	Donated ₹1,000
DHANUSHA	on 15-08-2015	Donated ₹2,000
HITESH	on 15-08-2015	Donated ₹5,000

On the right side, there is a "CONTRIBUTE NOW" button and an "Impact code" field. Below that, the campaign statistics are displayed:

- Raised: ₹26,001
- Goal: ₹1,00,000
- Backers: 7
- Days Left: 13

At the bottom right, there are social sharing options for "Share" (1) and "Tweet" (0).

4. CREATE PRE-CAMPAIGN AWARENESS AND SUPPORT

- Before you start your campaign, raise awareness and gather support for your idea.
- An effective way to gain momentum is to find organisations that may have a common interest in your project and try to gain their support.
- It is also very important to promote your campaign outside your network.
- Reach out to organisations, independent funders, famous personalities to help you achieve goals for your network.

5. YOUR STORY, VIDEO AND IMAGES.

- Story is a necessity while launching a campaign. We will talk about the story further in the module.
- Video clips are always an add-on.
- Give visitors a better idea of your project — they can see you or your product in action rather than clicking through a series of static images.
- Make sure to highlight your theme and use images and even videos on your pages to connect with your audience emotionally.
- Remember, images speak a thousand words.

6. TIME TO LAUNCH

- Prepare for launch.
- Once you launch, you must dedicate time and energy every day till your campaign is live.
- Post daily updates on social media.
- Make your funders feel a part of the project.

TIPS TO RUN A SUCCESSFUL CAMPAIGN

1. DESIGN A CAMPAIGN, FUNDRAISING AND CHECKOUT PAGES

- Make sure you create a campaign that's branded to your organisation.
- Your supporters and donors should feel like they're involved in something that is led by you.

2. DEFINE YOUR AUDIENCE

- Much like defining your message, it is important to define who your audience is.
- Ask yourself—who do I want this story to speak to?
- Just like your cause might not be for everyone, every campaign might not appeal to everyone in your audience.

3. COMMUNICATION AND IMPLEMENTATION IN CAMPAIGNING

- Prepare a customised email series for onboard donors.
- Try and get the attention of a handful of influential figures who might be interested in your campaign.
- Share stories of individuals that have been impacted by your mission on social media.
- Thank donors officially on your website, social media pages and email.
- Let donors know their impact on the campaign.
- Answer queries raised on each platform at least once in 24 hours.

4. APPEAL TO YOUR EXISTING FOLLOWERS AND VOLUNTEERS

- Appeal to the existing network.
- Consider the fans and supporters that you already have.
- In the initial days of the campaign, requesting already known people helps pace up the performance of the campaign.

5. TIME MANAGEMENT

- Set aside 1-2 hours each day to manage you campaign. Thus, having an access to a good Internet connection is an add-on.
- Activities should include finding new leads, managing your social media channels, answering questions, and thanking supporters.
- Constantly update people on your progress through the crowdfunding platform you're using and any other means, e.g., Twitter, Facebook, LinkedIn, YouTube, your blog, and newsletter.
- Evaluate the results of your efforts. Make changes if necessary to achieve better results.

LAUNCHING YOUR CAMPAIGN

CREATING EARLY MOMENTUM

LISTEN

Be ready to incorporate feedback and make changes based on the advice of your close friends and family as well as your early contributors.

The more you engage your audience, the more likely they are to spread the word about your campaign.

This collaborative dynamic is one of the great benefits of using crowdfunding to fund your campaign.



Personal Causes

We pledge to build back Nepal
by [Pritina Sh](#)



Theatre

Anamika - A collaborative
by [Meghna Das](#)



Sports

Riding for Rugby
by [Nishant Nereyeth](#)

SPREADING THE WORD



INNER NETWORK

Get people excited about your campaign and have them commit to spreading the word through their various networks, both on and offline.



EMAIL

Email is a great way to directly reach out to people in your network. Make sure you explain the project explicitly, ask personally for their contribution, include a link to your campaign, and invite them to spread the word. Avoid spamming your email network. People are far more receptive to a one-on-one personal ask. Though this may take a little longer, it will likely result in more contributions.

Also, be sure to include your campaign link in your email signature.



OFFLINE

Spreading the word for your campaign doesn't only happen online. Think of ways you can spread the word in your community and offline. Local media outlets — Print, TV, and radio are good sources.



SOCIAL MEDIA

The very definition of crowdfunding implies that engaging audiences online is crucial to gaining awareness, momentum, and funds for your campaign.

Social media in its various forms is a great way to get your pre-existing network excited and also connect with potentially interested individuals and organisations you don't yet know.

The ability to post and share pictures, videos, and more also makes social media a wonderfully dynamic medium.

SOCIAL MEDIA: CHECKLIST



TWITTER

- Use popular and trending hashtags to raise awareness for your campaign.
- Always include your campaign link whenever you tweet about it.
- Ask for retweets to help spread the word.
- Tweet to people (even those you don't know) who might have a special interest in the subject of your campaign.
- Gain followers by following others and actively engaging them.
- Be careful not to tweet too much — nobody likes spam.
- Make sure your teammates also tweet to their followers about the campaign.
- Tell people about your perks — be specific.



FACEBOOK

- Use both a personal and a campaign-specific profile to send regular campaign updates.
- Always include a link to your campaign whenever you write about it on Facebook.
- Ask people for feedback and engage them with questions.
- People are more likely to “Like” and “Share” media, not just text.
- Use pictures and videos to show your perks, campaign sneak peeks, and more.
- Tell people about your perks — be specific.



INSTAGRAM

- Take pictures documenting your campaign journey.
- Take pictures of events relating to your project.
- Follow others on Instagram who might be interested in your project or who work in its industry.
- Tag words that relate to your project.
- Tag your pictures with a link to your campaign.
- Use photos to show your perks, campaign sneak peeks, and more

MAINTAINING THE MOMENTUM AND MAKING THE FINAL PUSH

POST UPDATES

Engage your contributors on your campaign page.

Updates are posted to your campaign and sent to everyone who has contributed to your campaign, so they become more effective as your community grows.

Post updates once or twice per week that feature your campaign's progress (example: 50% to goal), new media, or any other compelling content your audience might be interested in. Use updates and new perks to combat the usual mid-campaign lull in contributions.

AFTER YOUR CAMPAIGN ENDS

STAYING INFORMATIVE: TRANSPARENCY AND FULFILLMENT

- Keep your contributors well-informed about the status of their funds — people are surprisingly patient as long as they know they'll have to wait and that you're making progress (even if there are unexpected delays).
- Maintain relationships and communication with your contributors and followers through your social channels, including your website or blog.
- Be ready to implement your budget wisely.
- A number of online services can help you efficiently fulfill perks. To see your commitments more clearly, you can export a list of contributors and perks from your campaign dashboard.

90 Day Report

Promote education and skills for girls and women

Progress

Thanks to you, the Haiti Adolescent Girls Network identified two organizations in need of support to continue providing safe spaces for girls. While the Network, a collective of organizations that began in 2010 in response to the earthquake, originally sought funds just for Profamil, it identified another organization, FAMSA, that was struggling financially, but poised to reach more girls with this much needed programming. This approach allowed your funding to have an even greater impact, since now both organizations will benefit from the programmatic coaching also included in this project.

The Haiti Adolescent Girls Network continues to work with 17 local Haitian grassroots organizations that are committed to working with vulnerable girls. We provided additional funding for mentor stipends to two dynamic organizations who couldn't have otherwise continued to implement girls' groups. The funds from the project will cover at least 4 mentors for each organizations, and benefit at least 50 girls total through weekly programming during the year.

PROFAMIL and FAMSA were chosen because of their geographic location and the specific girls that they work with in their weekly groups (ages 10-19 and out of school). Due to the nature of financial transactions with Haiti, funds have just been distributed, and this project is just getting started. We look forward to providing an update in a couple of months!



Risks and challenges

As mentioned, our biggest challenge so far is getting the funds in place to start programming, but we are confident we will have much more to report shortly.

Up Close

While the groups supported by your funding are just starting, we wanted to share a story from current participant. Victoria, who is 14 years old and is currently out of school. She was honored to find out that she would be part of the Espas Pa Mwen group. Victoria never felt ashamed that she was out of school or that her family was not able to cover her school fees.

Victoria states in her short time in the group, the financial literacy workshops provided her with information that she uses in her life. Since starting the program, she has started to save her money! She never had a savings plan and thought this was out of reach. Victoria, would love to return to school and plans to save a portion of her school fees so that she can return back to school.

Victoria, believes that every girl in Haiti should have an Espas Pa Mwen program in their area and thanks the Espas Pa Mwen group for giving her the confidence to hold her head high.

Next steps

Implementing partners typically host at least 25 girls for at least 15 consecutive 1½ hour sessions. The two implementing partners will get coaching from the Network coordinators on how to show their success and what information they should collect to do so.

The Network will introduce grant recipients and other small Haitian NGOs to sexual and reproductive health and rights training for girls, and train staff from the two organizations in other core content for girls (gender-based violence and financial literacy). The Network will conduct a survey for at least 10% of the girls in the program to measure the impact of the Espas Pa Mwen groups.



CONTENT CREATION

THE CRUX OF A SUCCESSFUL CROWD-FUNDING PROJECT LIES IN THE STORY.

- INTRODUCTION – Tell people about yourself
- Get the critical information across early.
- Describing the severity of the problem and the solution is necessary.
- People will often just scan over the first paragraph or two. Avoid writing a big essay.
- Answer WHY and HOW in the second paragraph.
- Most people won't read your description in its entirety.
- IMAGES and VIDEOS work best to get your message across.
- Come up with a memorable TITLE! It should be clear, simple and short.
- If you don't have a personal story to share with your audience, share facts and highlights about your social enterprise.

Project Details



The Issue

Children are highly impressionable and it is during childhood that they absorb the most amount of information. The importance of games in childhood cannot be underestimated to the point that, this right is mentioned in the UN Convention on the Rights of Children, Article 31(1): "State Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts."

We want to use this power of games for the betterment of the children. We want to make the way they learn fun by carrying out the same through toys and games.



The Action

Toys are, thus, an essential part of the life of a child and are necessary to ensure their normal upbringing. To fulfil this need in the lives of children we have our Toy Library.

Through our Toy Library, we want to provide children with the option of learning creatively-through games and toys. This would make the learning more enjoyable and make them want to come to school instead of dreading it.



The Impact

The project involves buying and stocking our toy library with a variety of games in accordance with the academic curriculum-those relating to maths, science, general knowledge, strategy-among many others.

We also want to modernise this project by bringing in digital aid on which to play games like tablets. This will help in familiarising the children with technology as well as paving the way forward for more modern toys. All your donations will go towards this cause.

PRINCIPLES

You've got an idea about what Crowdfunding means.

1. Preparation:

- Months of planning go into successful campaigns.
- Pick your platform; examine similar projects to learn from past success and failure.
- Plan out each stage of your campaign, and choose the tools you'll use to manage the process.

2. Realistic goals:

- What is the bare minimum amount of money you need to make your idea a reality?
- Stick to that number.
- It might be tempting to increase your final figure, but don't get greedy; you'll risk setting off warning bells for potential backers.
- Besides, if people really love your project, you'll raise more than your fundraising goal.

3. Design:

- Photos and video are eye magnets, and they're the very first thing each new visitor will see.
- Make the most of that first impression with an elegant page design, a professional prototype, and a polished video.
- Welcome backers to your page and get them excited to be part of your project.

4. Personal connections:

- Your main goal is to win over the people who matter most to your organization.
- Figure out who your core audience is, and focus on making genuine connections with them.
- Tell your story.
- Interact with your backers.
- Let your personality shine through.
- After all, people want to support other people, not faceless companies.

5. Transparency:

- By nature, crowdfunding backers are interested in the "how" of projects.
- So indulge that curiosity by pulling back the curtain and giving them a peek at the behind-the-scenes. Show your backers exactly where their money goes.
- Showing a back-up is always helpful.

6. Responsiveness:

- Be willing to listen to feedback from your backers and add new features.
- Respond to every email, comment and social media mention.
- This is your chance to plug into your audience and tailor your products specifically to your core customer base to create the best product possible.
- So take advantage of the opportunity and engage with each and every piece of feedback.

7. Gratitude:

- Thank your backers constantly.
- They're supporting your idea with their hard-earned money and investing in your success.
- So make sure they know just what it means to you. Nothing is worse than someone who is ungrateful to those who help them succeed.

PLATFORMS FOR CROWDFUNDING AND CROWD SOURCING

The following are a few crowdfunding platforms that can be used by non-profits to raise funds

- www.ngonama.com
- www.ketto.com
- www.catapult.org
- www.wishberry.com
- www.giveindia.org
- letzchange.org
- www.indiegogo.com
- hwww.funddreamsindia.com
- www.causevox.com

The following are a few crowd sourced techniques that have been created by the Civil Society curb illiteracy, women eneqaulity, child mortality among other issues.

- www.coyatri.com
Car owners, travelers share expenses via mobile-based inter-city carpooling
- www.sulekha.com
Enabling consumers to quickly find what they want
- www.thesholatrust.org
Mobiles for conservation through crowd sourced wildlife information collection
- www.latamedicalresearchfoundation.org
Mobile application M-SAKHI augmenting the community health workers' efforts to improve maternal-child health and nutrition
- www.pparke.in
Crowd sourced Mobile-based real time disaster alerts for travellers in Uttarakhand
- www.billbachao.com
Helping mobile users find right network, right plan

CHALLENGES AND LIMITATIONS

1. Crowdfunding **does not mean free or easy money**. It requires a lot of work.
2. **Efforts** in crowdfunding could be a real value or waste.
3. **Success is not guaranteed**; there are a number of cases where projects have not raised sufficient money to achieve their targets within a set time-frame.
4. It is also difficult for a donor to determine whether the crowdfunding activities for a certain project are trustworthy, legitimate and follow the local, national and international regulations. Thus, without any personalised touch, donors are not willing to donate.
5. From a donor's perspective, it is extremely challenging and important to ensure a crowdfunding project is **not a fraud** and the donated money will only be used for the intended stated purpose.
6. Crowdfunding platform providers may change their terms and policies at their own will. There is a need to define clear processes to direct who would monitor and govern crowdfunding project owners and crowdfunding platform or website providers and their fee.
7. Crowdfunding projects require a lot of online and offline presence to collect donations. A lot of time projects fail because they **could not reach** to their target audience.
8. Some projects raised millions (combined) with creators who either had **fake identities** or companies. Thus, a lot of doubts and questions are raised by the donor. Uploading correct information is very important and challenging.

REFERENCE LIST

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Crowdfunding Opens Doors for Grassroot NGOs

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About Crowdfunding

<http://nonprofitaction.org/2014/12/about-crowdfunding/>

Nepal Case Study

<https://www.ketto.org/blog/>

Types of Crowdfunding

<https://www.ngoexcellence.com>

About different Crowd Sourcing platforms

<https://www.mbillionth.in>



digitally empowering grassroots organisations

Service Suites for NonProfits

ECONOMY

- ✦ .NGO Domain
- ✦ 24X7 Customer Support
- ✦ OnGood listing and Profiling
- ✦ NGONAMA listing and profiling
- ✦ OnGood International Donation widget

ECONOMY PLUS

- ✦ .NGO Domain
- ✦ Website, Hosting with unlimited Pages
- ✦ Social Media Tools Enablement
- ✦ 1 Web email account
- ✦ Website Security Checkups
- ✦ Website Content & Database back up
- ✦ Google Analytic Enablement
- ✦ 24X7 Customer Support
- ✦ OnGood listing and Profiling
- ✦ NGONAMA listing and profiling
- ✦ OnGood International Donation widget

PREMIUM

- ✦ .NGO Domain
- ✦ Website, Hosting with unlimited Pages
- ✦ Social Media Tools Enablement
- ✦ Content Development & Logo Designing Service
- ✦ 1 Web email account
- ✦ Website Security Checkups
- ✦ Website Content & Database back up
- ✦ Google Analytic Enablement
- ✦ 24X7 Customer Support
- ✦ OnGood listing and Profiling
- ✦ NGONAMA listing and profiling
- ✦ OnGood International Donation widget
- ✦ Access to eNGO Workshops, Trainings & Events



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Be Trusted . Be Found . Raise Funds



