



ONLINE FUNDRAISING

Tech Tools with Tine Webinar Series

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ROADMAP

- ❖ Types of Funding
- ❖ Features
- ❖ Costs
- ❖ Launch
- ❖ Manage Donors
- ❖ Options



TYPES OF FUNDS

- ❖ Personal campaign / Donations
 - GIFT
- ❖ Charity fundraising
 - 501C3 required as considered a donation for Tax purposes
- ❖ All-or-nothing
 - No funds collected unless goal is met



FEATURES

- ❖ Availability of multiple types of funds
- ❖ Charitable donation receipts
- ❖ Availability of funds
- ❖ Phone support
- ❖ Capture donor information
- ❖ Ability to have multiple donation locations
- ❖ Recurring contributions
- ❖ Integration with Facebook
- ❖ Attach to a Paypal account
- ❖ Team tracking



UNDERSTANDING COSTS

- ❖ Transaction
- ❖ Payment
- ❖ Subscription
- ❖ Who pays



DESIGN YOUR CAMPAIGN

- ❖ Choose your type of campaign
 - Run as non-profit?
 - Project oriented?
 - Regular contributions?
- ❖ Calculate your costs
 - Don't forget cost of shipping or rewards
- ❖ Craft your message/campaign
 - Tell your story
 - Include a picture or video



GETTING THE WORD OUT

- ❖ Announcing
 - Put it everywhere (Twitter, FB, Email)
 - Integrate/Embed where possible (FB, Website)
 - Recruit others to help spread the word
- ❖ Don't forget "low-tech" methods (bookmarks, flyers)
- ❖ Send out updates and thank yous



MAINTAINING DONOR BASE

- ❖ Establish some form of tracking
- ❖ Some tools provide for downloading of donor information
- ❖ Some tools allow for direct communication with donors



OPTIONS

- ❖ Kickstarter
- ❖ GoFundMe
- ❖ PayPal
- ❖ Facebook Donate
- ❖ Fundly
- ❖ Many others (JustGive, Razoo, FirstGiving)



KICKSTARTER

- ❖ All-or-nothing style
- ❖ Must fund a project which creates something to share
- ❖ One project at a time
- ❖ High rate of success
- ❖ Fee (Provider + Processing)
 - 5% total (Kickstarter) and 3% + \$.20 /per pledge
- ❖ Sample Campaign - <https://www.kickstarter.com/projects/ironmaus/bring-your-own-book-the-game-of-borrowed-phrases/description>

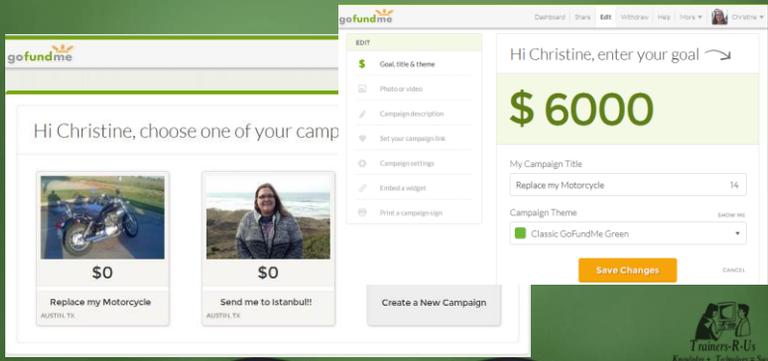


GOFUNDME

- ❖ Certified Charity/Organization status available
- ❖ Multiple campaigns
- ❖ Recurring monthly donations
- ❖ Fee deducted per donation
 - 5% from GoFundMe and 2.9% + \$.30 from processor
- ❖ Sample Campaign:
<http://www.gofundme.com/EMESLibrarian>



YOUR CAMPAIGN



Hi Christine, choose one of your camp

Replace my Motorcycle
AUSTIN, TX \$0

Send me to Istanbul!!
AUSTIN, TX \$0

Create a New Campaign

Hi Christine, enter your goal

\$ 6000

My Campaign Title
Replace my Motorcycle 14

Campaign Theme
Classic GoFundMe Green

Save Changes CANCEL



PAYPAL

- ❖ Setup Paypal account
- ❖ Requires a little tech savvy and access to HTML
- ❖ Can add to Facebook using “Static iFrame Tab” app
- ❖ Fee (Processor only)
 - 2.9% + \$.30 per transaction




-You can add your own message surrounding the button.

-You can place the same button anywhere you have access to editing HTML.



FACEBOOK DONATE

- ❖ APP that you add to your page
- ❖ Quick and easy install
- ❖ Provides easy form to fill out
- ❖ Fees (Provider + Processor)
 - 2% DonateApp + \$.40 per transaction and 2.9% PayPal + \$.30 per transaction



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Make your donation today

Donation Amount

Your Name

Email Address

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TO SUM UP...

FEATURE	kickstarter	fundly	fbdonate	paypal	gofundme
Types of Funds	A	P	P/C	P/C	P/C/A
Charitable donation receipts	N	Y	Y	Not specified	Y
Availability of funds	14 days once funded	48hrs	week	upon processing	depends
Phone support	N	N	N	Y	N
Download Donor Info	Y	Y	Not specified	Not specified	Y
Embed-able Donate button	N	Y	N	Y	Y
Recurring contributions	N/A	Y	N	Y	Y
Team tracking	N/A	Y	N	N	N
Processor	Not specified	WePay	PayPal	PayPal	WePay
Integration with Facebook	N	Y	Y	Y	N
Refunds	N/A	Y	Y	Y	Y

MORE RESOURCES

- ❖ A Word from ALA about Online Fundraising - <http://www.ala.org/advocacy/advlcg/frontlinefundraising/onlinedonations>
- ❖ JuniorLibraryGuild Direct Fundraising - <https://www.juniorlibraryguild.com/services/fundraising-opportunities/love-our-library>
- ❖ Fee Comparisons - <http://nonprofitnate.com/2015/05/06/cost-comparisons-for-fundraising-platforms/>
- ❖ Installing the DONATE button in FB - <https://youtu.be/rhcRget5bqg>
- ❖ Slideshare presentation - <http://www.slideshare.net/dec987/online-fundraising-for-libraries>



NEXT WEEK...

❖ All About Arduino

- What is it?
- Where do I start?
- A Real-time demo

