

# We Raise Crowdfunding Program Overview



## *What is the We Raise Crowdfunding Program?*

We Raise Foundation GrantsPlus grant recipients are invited to participate in the We Raise crowdfunding program during their grant term. We Raise will coach the organization through the process of building a crowdfunding campaign and will build the project page on their behalf. Once launched, the organization will receive a financial incentive from We Raise based on the amount raised!

## *Financial Incentive:*

If Organization Raises:	We Raise Foundation Will Give:
\$20,000 - \$34,999	\$10,000
\$35,000 - \$49,999	\$15,000
\$50,000+	\$20,000

## *Why?*

We Raise Foundation is invested in the long-term sustainability of your organization. Crowdfunding isn't just a fundraising buzzword. When done correctly, crowdfunding is a strategic way to raise funds, connect with new supporters, and increase buy-in and excitement around your organization.

## *What do grantees receive?*

- Access to the We Raise crowdfunding coach to guide the crowdfunding team through the process
- A crowdfunding project page (built by We Raise) on the We Raise Foundation crowdfunding hub
- Financial incentive from We Raise Foundation, up to \$20,000
- Exclusive access to contact information for all campaign donors plus gift information

## *How long does the process take?*

Generally, the process takes a little over two months, with the first half dedicated to campaign building and the second half to the actual campaign. This timeline will flex depending on the project and preparedness of the organization. The campaign leader should expect to commit *at least* 2 hours per week to the campaign. Organizations are encouraged to proactively schedule their crowdfunding campaign as coaching is limited to two organizations at a time and is available on a first-come, first-served basis.

## *What is required of the organization?*

The organization is expected to:

- Designate a project leader who is prepared to give at least 2 hours of time per week
- Recruit a team of 3-5 people (not necessarily staff)
- Provide photos and create a campaign video (to be created during coaching process)
- Complete a marketing plan and donor plan, with the help of the We Raise crowdfunding coach

## *Next Steps*

Grantees who are eligible can get started by visiting [weraise.org](http://weraise.org) and accessing the grant portal in the top right corner. Once logged in, click the Apply tab at the top and complete the Crowdfunding Project Interest Form. Once the form is submitted, We Raise staff will be in touch about getting started!

*Questions?* Contact Abigail at [crowdfunding@weraise.org](mailto:crowdfunding@weraise.org).