

# 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 set up the project page on the crowdfunding platform and will coach the organization through the process of completing the details on their project page. Once launched, the organization will receive a financial incentive from We Raise based on the amount raised.

## *Financial Incentive:*

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

## *Why?*

We Raise 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 and your work.

## *What do grantees receive?*

- Access to the We Raise crowdfunding coach to guide the crowdfunding team through the process
- A crowdfunding project page (built with assistance from We Raise) on the We Raise crowdfunding platform
- Financial incentive from We Raise, up to \$20,000
- Exclusive access to contact information for all campaign donors plus donation 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)
- Secure photos and create a campaign video (to be created during coaching process)
- Complete a marketing plan and donor plan, with the assistance from the We Raise crowdfunding coach as needed

## *Want to learn more? Ready to get started? Have questions?*

Contact Anne Schoenherr Turner, Director of Communications at [anne@weraise.org](mailto:anne@weraise.org).