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Crowdfunding Confidential: Raise Money For You And Your Cause



Synopsis

Crowdfunding Confidential is a friendly, funny, clear, and EFFECTIVE guide to successfully planning, crafting, and launching a crowdfunding campaign that meets its goal for you or someone in need. Who will you help today and what are you waiting for? Grab this quick yet powerful guide and get your successful crowdfunding campaign off on the right foot so you can help others in need starting today. This easy to follow handbook, written to be conversational and accessible will empower YOU to plan, create, and manage your first successful online crowdfunding campaign even if you have no previous fundraising experience and no idea where to start. Busy working mother, college professor, and serial crowdfunder Kristen Palana, has raised over \$100K online for 90+ housing, health, education, and income generation projects for needy children and their families since 2004 in her so-called spare time. This book delivers eleven years worth of her best hard-won advice and tips for successful online fundraising for a cause so that you can get started helping others in need powerfully and effectively right away. Here's what you'll find inside: An action plan for mapping out a crowdfunding campaign that has the best chance of being funded, even before it goes live A rundown on popular crowdfunding platforms and which is best for your project Tips for fundraising from your own website and how to partner with nonprofit organizations and small businesses to extend your reach and influence How to harness the emotional power of text, color, and imagery to win hearts, minds, and donations for your cause Learn the top crowdfunding mistakes to avoid BEFORE you begin Craft compelling email and social media campaigns to jump-start the donation process Maximize every dollar/euro donated with a full array of donor-boosting and fundraising ideas Learn HOW and WHEN to ask for donations, follows, and shares Learn how to engage and interact with your donors and cultivate their trust when fundraising for social change Tips for overcoming the fear of asking people for money Learn clever ways to leverage the power of urgency to help spark momentum How to rebound and relaunch a stalled or flailing campaign Learn best practices for what to do before, during, and after your successful campaign has funded to make a continued impact Learn tried and true fundraising basics and gain insights into successfully fundraising for nonprofits....and much more! This book is a companion to Kristen Palana's online Udemy course by the same name.

Book Information

File Size: 3947 KB

Print Length: 80 pages

Publisher: Kristen Palana (October 1, 2015)

Publication Date: October 1, 2015

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B014WVB2L8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #216,730 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #29

inÃ Â Books > Business & Money > Finance > Crowdfunding #375 inÃ Â Kindle Store > Kindle

Short Reads > Two hours or more (65-100 pages) > Education & Reference #613 inÃ Â Kindle

Store > Kindle Short Reads > Two hours or more (65-100 pages) > Business & Money

Customer Reviews

You simply cannot fail if you follow Kristen Palana's insightful instructions. With over a decade of experience in crowdfunding for worthy causes (mostly for children in need) she really does know what works, and what doesn't. In these efforts, the author has created her own website, worked with internationally recognised nonprofit organisations as well as small grassroot efforts, and taught university courses on this very subject. This e-book outlines the basic rules that she has found true in 11+ years of fundraising efforts, and is a quick and entertaining read. Follow her instructions and you're well on your way to a successful crowdfunding campaign. This reader has also enrolled in Prof. Palana's online course, where the advice in this book is fleshed out to a much greater extent, and where she proves incredibly generous in her feedback to students. If you'd like to make positive changes to the world we're in, start here, have fun and enjoy the good karma.

Great read! This book is full of helpful information especially for the novice fundraiser. Kristen has an easy writing style and combines it with her great sense of humor and thorough step by step instructions. She is a proven and successful fundraiser and I'm glad she's shared her knowledge with others.

This book delivered the detailed steps I so much needed to get started. The author used humor

along the way to lighten up what could be dreary process. Thank you for all your experience. I am confident I will make the most of my own experience with the knowledge I gained from this book.

In this easy-to-read guide, author Kristen Palana distills her 11+ years of fundraising experience with www.AurasHouse.com into a fun and informative book that you simply **MUST** read before beginning your own crowdfunding campaign. Kristen explains the importance of clearly defining the fundraising project, its impact to the recipient, and the timeframe needed to meet the goal. These are all essential items that should be determined prior to launching the project. She helps you take stock of your own skills (and weaknesses) and discusses the pros and cons of various online fundraising websites. Invoking the K.I.S.S. Rule (Keep It Simple, Stupid!), Kristen explains how to write compelling text that is clear and concise, in order to most effectively communicate your campaign to prospective donors. She also discusses which images and colors work best, as well as the best time to launch the project (and doing so via both social media and personal email). Further, she provides encouragement and practical suggestions on how to keep moving ahead when momentum slows, including several creative ways to boost donations. What made this book especially motivating was reading about the real-life examples of the actual children and families Kristen has helped through her work at Aura's House and at her job at the American University of Rome. This book will both inspire and motivate anyone seriously looking to launch their own fundraising project. If you follow the steps in this guide, you will triumphantly summit the "Majestic Mountain of Crowdfunding Success" and escape the "Valley of Failed and Abandoned Crowdfunding Campaigns."

Ms. Palana takes a daunting task and makes it fun! The advice in this e-book is practical and down-to-earth, very reader-friendly. I had already written the text for my current campaign, but after reading *Crowdfunding Confidential: Raise Money For You & Your Cause*, I saw what needed editing out and what needed more emphasis to improve my chances for success. Most importantly, this book gave me the confidence - after a very unsuccessful campaign I tried previously - to try again. I cannot thank the author enough for this very essential guide!

I highly recommend this book! This book is packed full of useful information and so easy to follow. It covers how to break your fundraising project into small, manageable steps, how to write the text of your campaign, how to make your campaign visually appealing, tools and platforms to use to raise money, how to start/continue/re-start the momentum of your project, and so much more. I

immediately told my childhood friend about this book because she is trying to raise money to cover medical expenses for a special needs family member.

From the start of this book, you feel comfortable and like you're on the same page as the author, who begins by saying, 'I have a dirty little secret... I HATE asking people for money!' It sets the tone of the book - relatable, amusing, but at the same time full of concrete advice to get you started. She takes what you might imagine to be a very dry topic, and makes it fun. I read this book when trying to mount my first crowdfunding campaign and quickly realized how many things I was doing wrong. At my office we had simply gotten together and pieced together a campaign, trying to put it together in a day and launch it, one of the very first things the author addresses as the **WRONG** way to go about things! Perhaps the best review of the book I can give is to share that we successfully raised \$1,800 in our campaign and were able to move an important project forward. If you're thinking of trying out crowdfunding, believe me, this book is worth the time and energy, and is a enjoyable read at the same time!

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