

**Crowdfunding is precisely what its name suggests: raising funds from a crowd, usually through a digital platform.**

**STEP ONE:**

Select a digital platform. Research associated fees, requirements, parameters, options, and for how long the campaign can run.

**STEP TWO:**

Tell your compelling story. All platforms have a general template to follow. Put in the time to make a concise, high-quality video message that highlights your project's value in a dynamic and powerful manner. Your goal is to capture the attention of a broad audience and persuade them to join you in supporting your project/program/event.

**STEP THREE:**

Share the draft campaign with peers to be sure you are communicating the need clearly and passionately moving viewers to the role of supporter. Be sure all grammar, spelling, and word choice in written text is correct.

**STEP FOUR:**

Share your campaign online through social media channels. Ask close friends and current supporters to share your campaign with their networks as well. Be active every day online to promote and share about your campaign. You can also promote in person and via letter to drive traffic to the online campaign.