

Los números detrás sin fines de lucro Crowdfunding (Infografía)



La industria podría llamarse sin fines de lucro, pero las organizaciones en ese campo todavía requieren dinero para permanecer en funcionamiento, dar a conocer y hacer el trabajo. Ahí es donde crowdfunding ha ayudado.

En 2013, las plataformas de crowdfunding levantaron miles de millones de dólares - \$ 5.1 mil millones, para ser exactos - un tercio de los cuales fueron a causas sociales. Crowdfunding también ha ayudado a las organizaciones no lucrativas llegar a nuevas audiencias y encontrar donantes comprometidos: 28 por ciento de las personas que donan a una causa sin fines de lucro son propensos a donar de nuevo, de acuerdo con una infografía elaborada por la plataforma de recaudación de fondos MobileCause basado en la nube.

Para más datos sobre crowdfunding donaciones a organizaciones no lucrativas, echar un vistazo a la infografía a continuación

CROWDFUNDING FOR NONPROFITS

Crowdfunding empowers nonprofit organizations to conveniently raise donations via mobile, social and online networks of volunteers, donors and staff. Donations and donor data are collected in real-time with 0% transaction fees.

CROWDFUNDING STATS

\$ 66 average amount donated by an individual donor.

\$ 568 average total amount raised by an individual fundraiser.

8 people give, on average, to individual fundraisers.

4X Individuals raise 4 times as much when crowdfunding campaigns are promoted by video.

62% new donors to nonprofits and 28% will give again.

71% of Millennials (born 1980-1995) have fundraised for a nonprofit.

Crowdfunding creates a sense of urgency for a specific project, not a general fund. Crowdfunding is a supplemental source of donations during specific days of giving.

HISTORY OF CROWDFUNDING

2008-2009



Indiegogo and Kickstarter paved the way as all-interest crowdfunding platforms for individuals to raise money for projects.

2013



5.1 billion was raised by individuals with crowdfunding platforms of which 30% was donated to social causes.

2014



MobileCause platform enables nonprofits to setup organization specific crowdfunding campaigns in which donations and donor data are received directly in real-time.



Create exclusive clubs and memberships for donors.

2012 study from Yale University finds that offering thank-you gifts in exchange for donations reduces altruism and decreases donations.

TRADITIONAL CROWDFUNDING

How it works: Individuals setup personal fundraising pages for projects through 3rd party online services to receive financial pledges from friends and family that are collected when the goal is reached.

Where the money goes: Once a campaign is completed funds are transferred to the bank account designated by the project creator.

Transaction fee and credit card processing: 5%-15% blended transaction fee which includes credit card processing and can go up and down based on credit card type.

Weakness for nonprofits: Organizations do not know who is fundraising or who is making pledges. Additionally, it is difficult for organizations to promote campaigns.

CROWDFUNDING FOR NONPROFITS

How it works: Nonprofits drive donors, volunteers and staff to their own website to setup fundraising pages. In minutes, individuals can setup their own page from a PC, tablet or mobile phone.

Where the money goes: Donations go directly to the nonprofit, not individuals. Funds appear in real-time in account.

Transaction fee and credit card processing: 0% transaction fee with flat 2.35% (AMEX included) processing fee for all settled credit card donations. No hidden fees.

Strength for nonprofits: All funds are guaranteed to go to the nonprofit. Organizations see how much has been raised and collect full donor contact information. All donors receive official tax receipts.

CROWDFUNDING FOR NONPROFITS DIFFERENCE

Easy Setup and Promotion for Organizations

Nonprofits promote organization specific crowdfunding setup pages or embed setup forms on their website. Signup pages are designed to be easily promoted across mobile, social and online channels.

Secure Payments and Donor Data

Following up with donors establishes long-term relationships. Crowdfunding fosters this growth by capturing all donor data including, but not limited to, name, mobile number, email and mailing address. Donors receive tax receipts by email and text message. All payments and donor data are secure. Only trust fully PCI compliant platforms.

Easy Setup and Promotion for Individuals

Individuals can set up their own fundraising page in minutes from the convenience of a mobile device and easily share it with mobile, email and social media contacts.

Full Donor and Fundraiser Control

Organizations know who is fundraising and how much is being collected in real-time on behalf of their organization. Nonprofits can monitor organization and campaign language and branding to ensure consistency and accuracy of information.