



WorthWild[®]
FUNDING THE ENVIRONMENT

Spicing Up the Fundraising Process

Effective Crowdfunding for
Conservation

Crowdfunding

- Fundraising for a specific project by gathering many small donations from a large number of people

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FUNDING THE ENVIRONMENT

- Conservation, eco-business, environmental education etc.
- Prelaunch
- Multiple funding options
- Volunteer options
- Tax-deductible Receipts
- Consultations, Teaching Tools, and Advice from Crowdfunding Experts

Crowdfunding Considerations

- Validate Ideas
- Boost donor engagement
- Get feedback
- Build community
- Keep things exciting



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Misconceptions

- Internet strangers are waiting to fund you

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Misconceptions

- Crowdfunding only requires a month or so of effort.

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Misconceptions

- The biggest crowdfunding platforms offer you the best chance of success

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Best Practices

- Storytelling
- Planning
- Team
- Goal
- Type of campaign
- Rewards
- Launch day and outreach



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Story

- Research similar campaigns
- Identify your audience
- Be transparent
- Keep it short and sweet



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- *“If you don’t know ‘why,’ your audience won’t know why they should care.”* –The Goodman Center

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Storytelling

- Focus on “Why”
- Pick a protagonist
- Hero’s Journey

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Hero's Journey

- Goal
- What causes protagonist to take action?
- Barriers to goal
- Struggles she faced/faces
- How can audience help?
- How will their support help her reach goal?
- Call to action



Team

- Lead
- Social Media Coordinator
- Project Manager
- Communications Coordinator
- Additional help as needed



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Planning

- Prelaunch Period: At least the length of your campaign
- The Rule of 30
- Pre-Writing (Press releases, donor communications etc.)



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Goal

- Smaller is better (bare minimum)
- Factor in realistic outreach and campaign costs
- Split it up if it's too large

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Campaign Type

- Prelaunch
- Fixed
- Flexible

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Rewards

- Rewards boost campaign success
- Use rewards as leverage
- Think strategically about reward levels

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Launching

- Reach into your own networks first
- Plan phone calls, emails, and social media outreach BEFORE launch
- Launch Event
- Press releases
- Business partnerships and corporate sponsors

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