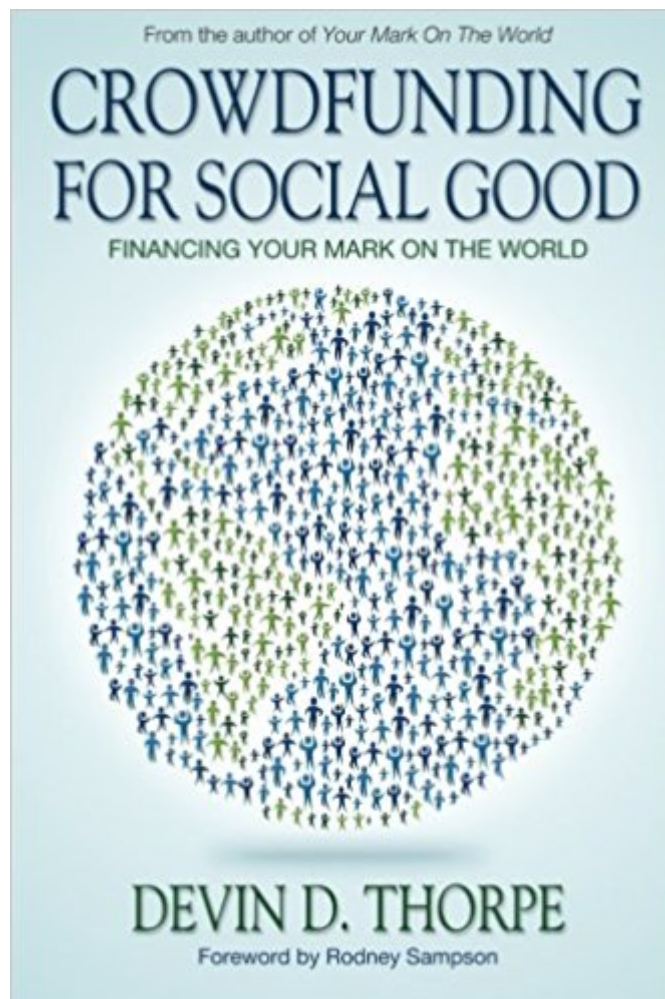




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Crowdfunding For Social Good: Financing Your Mark On The World



Synopsis

Crowdfunding for Social Good is both practical and inspiring, featuring the stories of real people who have successfully raised big money using crowdfunding and practical advice to help you do the same. Crowdfunding is the newest way for nonprofits and social entrepreneurs to raise money for their causes, projects and companies. By reading this book, you can join the thousands who have successfully raised money to change the world. Learn how to organize your friends, colleagues and volunteers to help you raise big money. Gain insight into creating a video that will help you spread your message via social media. Read how to "start before you start" so you can have 30% of your goal raised before you even launch your crowdfunding campaign. If the only thing preventing you from changing the world is the money you need to do it, you are out of excuses. You can raise the money you need to leave your mark on the world with Crowdfunding for Social Good.

Book Information

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Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (20 customer reviews)

Best Sellers Rank: #742,683 in Books (See Top 100 in Books) #73 in Â Books > Business & Money > Finance > Crowdfunding #809 in Â Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities

Customer Reviews

I've known what crowdfunding is for about a year. I've tried - and failed - to launch two Kickstarter projects. I think it's a great idea, but it's a little like hitting the lotto, only in this case, you're the lottery ticket. If you've got a story that touches the heart, you're likely to win. If not, you're going to be one the invisible many. When I pick up a book like this, it's see how it relates to me. How can I benefit from the knowledge buried between these covers? Reading through this book, I discovered a lot of great success stories that won't apply to helping me. The stories that really tore at my heart are not instances I could use. The success stories all had one thing in common. They touched the heart in some way. As soon as I figure out how to launch a project to publish a fantasy novel and have it

"touch the heart," I'll let you know. Until then, if you happen to know, please share. The other thing that they all seemed to have in common was a wide network of people who cared. If you lack either of these two, even this book won't help. However, I will say that if you read this book, you'll see what kind of projects would work and which ones wouldn't. Devin Thorpe did a great job in showing some of the better ways of using social media. Now, I'm not saying that I'm going to be able to launch a better Kickstarter project next time because I still lack the story. Why would anyone care? BUT I did uncover, through this book, better ways to spread the word. The other thing that I found to be very practical - because I've always wondered - was that Devin Thorpe explained the laws/rules around and behind crowdfunding.

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