

2013

How Successful was Kickstarter in Raising Funds for Library for All?

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How Successful was Kickstarter in Raising Funds for Library for All?

By

Yeerang Jang

SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE DEGREE OF
MASTER OF PUBLIC ADMINISTRATION

DEPARTMENT OF PUBLIC ADMINISTRATION

DYSON COLLEGE OF ARTS AND SCIENCES

PACE UNIVERSITY

DECEMBER 2013

APPROVED BY _____

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II. Introduction

Fundraising is one of the most essential things in the operations of a non-profit organization. To raise money for a cause or for the organization is as important as making sure the organization has members. The types of fundraising in non-profits are many with all sorts of creative ways that have proven to be successful. Whether it is through events, galas, grants, marathons, capital campaigns or membership fees, fundraisers can usually take place anywhere. The methods of fundraising are endless and every organization has one that they can turn to for donating. For example, the international sorority Phi Sigma Sigma uses their annual Holiday Bazaar at the end of the year to raise money for the National Kidney Foundation and a fun event for many to enjoy. Bake sales are used as well by Phi Sigma Sigma to promote causes that are on the spotlight currently throughout the year. Non-profit organizations with great ideas may not be able to start because of the fact that there is no funding to start the organization. So fundraisers can be used for just that: to create non-profit organizations.

Fundraising is a huge reason of how non-profits receive their funding and how they are even created. Fundraising has been in our history for thousands of years to provide for many different causes from all around the world for various religious events (Hildebrant, 2012). Carrie Hildebrant, a graduate student at Indiana University, continues to state that fundraising provides money to improve the quality of life for many people. "Fundraising ensures that not-for-profit organizations will continue to exist in the United States and make it a more diversified and humanitarian place to live" (Hildebrant, 2012). For this reason, raising funds makes it possible for non-profit organizations to survive in this society, not only surviving but also procreating more and more as time goes on.

Non-profit organizations have various projects that are important in the process of establishing their organization. The events should be appealing ideas that get the public excited and wanting to participate. Fundraising through crowdfunding is not as customary as having an event or a gala but it still reaches the same goal. Crowdfunding is a tactic of funding where the people will support the project for the organization by pledging an amount of donation.

“Crowdfunding is the use of the Internet to raise money through small donations from a large number of people-the “crowd” in crowdfunding (Bradford, 2012). Forbes magazine defines crowdfunding is “the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet” (Prive, 2012). This type of funding requires the public to pledge to donate a certain amount towards the idea. If the goal is reached, resulting in success, the project goes through and is able to begin.

The list of crowdfunding sites includes well-known names such as Kickstarter, Indiegogo, Crowdfunder, Rocket Hub and Amazon. Many of the companies are all revolving around the idea of raising funds for a project but with different guidelines and policies. It’s hard to deem one better than another because of the many options that are there. The fact that this type of fundraising is usually an “all or nothing” campaign either hurts the method or helps it, depending on how strategically it is done. For example, it can be a thrill of rush if there is still a couple of thousand dollars to go and only 2 days left. Or the public may perceive the goal as already failed with 2 days left and think there is no point in donating at this point if there is still so much left to do in order to succeed.

This year was the first time when a non-profit organization, a brand and a crowdfunding site partnered together to reach a project goal (Petronzio, 2013). Whole Foods’ non-profit Whole Kids Foundation, PACT (an organic apparel company) and the crowdfunding site, Indiegogo set

a goal to be able to place 100 urban gardens throughout the United States. These would be able to provide fresh produce for communities that are without fresh food. This national campaign was able to raise \$103,088 and succeeded in many different campaigns across the United States (Indiegogo, 2013). Indiegogo had a very successful year in 2012 by a campaign that raised \$1,370,461 to be exact. That's not a small number compared to the number of fundraisers that are out there. Indiegogo's policy states that they receive 4% from every raised fund and though the project is unsuccessful, the funds can be kept with a larger fee.

The site Kickstarter, according to website Triple Pundit, is the most popular site to use for crowdfunding. Campaigns through Kickstarter can last from as short as a day to as long as 90 days. Kickstarter has funded over 63,000 projects since its launch in 2009, with people pledging over \$551 million (Kickstarter, 2013). This site is a bit different as it charges a 5% fee for every successful project, cannot be used to raise funds for a charity or a scholarship and the project creator is required to be a U.S. resident with a Social Security Number.

One of the most successful and buzzed about projects through Kickstarter is "The Veronica Mars Movie Project" with a goal to create a movie, based on a television series that ended in 2007 (Coyle, 2013). This project raised \$2 million in less than a day of its launching and raised over \$3.7 million with still 2 weeks left to go in the campaign (Coyle, 2013). Though Warner Bros. owned the original show, making it a bit more famous than other projects, it was successful in reaching its goal and reached \$5.7 million (Shaw, 2013). Because of the fan base that was able to make this come to life, the project drew in 91,585 backers, making it the "fastest project to reach both \$1 million and \$2 million" (Shaw, 2013).

Crowdfunding also invites social media to be a huge assist but it has opened doors for many other fields likewise. It has been effective for scientists, researchers and members of the

health care sector. A question is posed, “why should health funders care about crowdfunding”(Leman, 2013)? Leman writes that health funders can view researchers’ campaign projects and the important components of them: what, when, why and how successful they turned out to be. The benefits as a researcher and a funder are evident on their own.

Seeing how successful projects for media fields are transpiring and succeeding through the crowdfunding method, can non-profit organizations have the same result for the projects that they are trying to achieve? Non-profit organizations have trouble with funding and that is the case with the start-up non-profit organization, Library for All (LFA). Currently, this organization is awaiting confirmation of their 501(c) 3 tax-deductible status from the Internal Revenue Service. However, though their model is not solely based on fundraising, their Kickstarter campaign began on May 15, 2013 confidently succeeding in their goal. LFA plans to receive their funding mostly from corporate and major gifts; however, they are using Kickstarter in order to provide the funding to create the prototype for their main goal. As it evidently shows, non-profit organizations can use Kickstarter to potentially start their most important projects.

This research evaluated the use of Kickstarter in raising funds for Library for All and evaluates the effectiveness of crowdfunding as a fundraising method for non-profit organizations. The purpose is to show that in our society these days, crowdfunding will be able to do achieve the same purpose in raising funds for a non-profit organization as traditional methods. It will also answer the questions written below:

1. Why did Library for All use Kickstarter?
2. How successful was Kickstarter for the organization Library for All?
3. What are the general principles for making donors donate to a non-profit cause/event?

III. Literature Review

As mentioned before, fundraising is one of the main activities of a non-profit organization and has been around for decades. What is the process of planning and carrying out this fundraiser? This is something that will hopefully break evenly in profit and do so much more. Before anything, there must be a purpose for this fundraiser and so figuring out that purpose is the first step (Garecht, 2011). This is the same idea for starting a nonprofit organization as well. There needs to be clear-cut mission for the nonprofit, regardless of what events are held by the organization. The Fundraising Guide for the Overworked Nonprofit states the same exact thing, making total sense of why we need a goal. The purpose can derive from religious, social and educational organizations, coming from past history. For example, campaigns were made for orphans of war soldiers to provide food and shelter for the families as well (Hildebrant, 2012).

There are many types of fundraising, making it difficult to decide and gather together what the best fundraiser might be. Idealist's Fundraising 101 section mentions the many methods of fundraising: "grant seeking, special events, major gifts, memberships, annual appeals, capital campaigns, telemarketing and canvassing" (Idealist, 2013). Though the number of fundraisers may seem excessive, more is always needed when the non-profit organizations that are out there always need more funds for a cause.

Other than the fundraiser raising awareness for the cause, the monetary goal is the primary goal that needs to be achieved (Garecht, 2011). As fund raisers scurry to make sure the event that is planned so they can at least break even after the expenses used, the main goal is to raise as much funds as possible. The third step is to make sure that there is a budget to avoid overspending and to get the best service/products for the best price.

The next two steps coincide with each other as well as they deal with the people that are planning these fundraisers and also the ones that are able to donate and target the donors. If it is an event with a purpose of providing underserved children with a sport facility, the target audience is not likely going to be professionals and well-known names in the fashion industry. The event needs to be targeted toward donors who will be able to feel something in the event and the mission that it's going to be driven towards.

Thinking about the way that the event is going to be advertised is also an important task as it will show how much of the audience will be targeted. As important as the event is, making sure to have at least a set date is crucial for the invitations and advertisements. Mailed invitations, direct mail, phone banks, word of mouth, event host committee are all methods of ensuring the event is known (Garecht, 2011). As a step in the Fundraising Guide states "to promote the heck out of your event (Fazio, Wilson and Higman, 2013). As uncouth as the language may be, that may be the only way to sum up how imperative promoting an event may be.

One of the last steps includes saying thank you for the donors that attended, volunteers and anyone else that was involved in the event. Cultivating relationships is fundamental but maintaining those relationships for future events undoubtedly important. The thank you portion of an event will do much for both sides of the party. For volunteers, hopefully, it will have been a joyous experience with future interest later. For the vendor(s), since businesses are already connected with many organizations, saying thank you can always bring out a positive outlook for this organization.

With the society changing as much as it does, will crowdfunding sites rise to be successful or is it more effective to run events for the nonprofits? Kickstarter's page is updated

once a day with statistics to show the public how many projects have launched with the funding that has been pledged and raised. According to the Kickstarter website as of April 29, 2013, it has had 40,310 successful projects worth \$497 million (Kickstarter, 2013). This organization has been described as one of “The 50 Best Inventions of 2010” and “50 Websites That Make the Web Great” (Snyder, 2010) (McCracken, 2011). It has proven to be an effective website with many organizations and people believing in it.

Villano (2010) describes a story about a particular fundraiser that was posted on Kickstarter that became a huge success. “If we had gone the traditional route of sending mailings and cold-calling people, we’d probably still be scrounging to raise the money we need...made the entire process more efficient” says Seth Goldman (Villano, 2010). Money is always needed for nonprofit organizations and any way to attempt to find an opportunity to retrieve money is and should be done. Villano found that many museums are turning to crowdfunding as a source of donations and how influential it has been.

As pointed out before, technology is changing so much that it’s making it easy to deposit a check simply by taking a picture with a phone. Kickstarter may not be recognized as the most traditional fundraising way but it’s turning out to be almost a staple in the area of fundraising for organizations. It’s become so popular that even people who are not familiar with it are willing to incorporate it into their fundraising model. Lauren Cornell, executive director of Rhizome says, “she appreciated the process because of the way it helped young people understand how philanthropy worked” (Villano, 2010).

What happens on the other end of the fundraising event? Fundraisers are furiously trying to get the most out of these donors and making sure everything is done right. What drives fundraisers to be able to expect these people to attend the fundraisers and believe that their

donations will be made? According to some analysts, it believes “the benefit that a person obtains from the act of giving to a worthy cause even if she or he cannot measure the direct consequences of this act in higher service levels” (Ackerman, 1982) So these fundraisers are hoping the idea of being able to give is appealing. It’s significant to realize the way that fundraisers are so passionately planning these fundraisers, events and marathons; there are individuals that are just as passionate about donating. It shows how human we all are in wanting to make sure good deeds are being done no matter how small or big. Cornell is quoted again stating “It’s huge to help people understand how a little bit of money can change people’s lives and get people’s projects into the public domain” (Villano, 2010).

As much as it is advertised and marketed, funds will never be enough for nonprofits or charities unless all solutions are found for every type of cause out there. Poverty, peace, homelessness, violence, education are all issues that every country deals with every day. When issues are apparent in the world, there is much to do and without funds, it’s almost impossible to rectify any of them.

When Hurricane Sandy hit the east coast in October 2012, there was much work to do be done on top of the already tragic messes from Hurricane Katrina and Irene. As of April 18, 2013 “the Red Cross had received approximately \$302 million in donations for Sandy and so far we have spent or have commitments to spend approximately \$192 million...” (McGovern, 2013). Hurricane Sandy’s devastating aftermath was well shown to millions of people who viewed it online or on television. It was evident enough that people were going to need a huge sum to be able to repair one town out of many towns hit. One disaster caused \$302 million in donations. If people were taught what their money can do for the many charities that are out there, the money donated would be infinite.

As mentioned, crowdfunding has been a big hit with fundraisers and nonprofit organizations but it also gives to the other sectors such as healthcare, government, science, media, entertainment etc. This system can also show campaign ideas, share input and be able to gather feedback from all different types of people (Feder, 2013). This contributes to the hope of triumph in each field where more times than not, problems are endless.

As is clearly shown and written from all sources and all around the world, funds for fundraisers are always needed. Charities with a cause cannot stop without these fundraisers and the only hope is that donations will pour in simply by the power of knowing what it's going towards. Hence, the reason why crowdfunding is so popular--it allows the audience to be able to see how exactly the funds will be used if the project is successful. These websites show videos, links and statistics to show how the money will be beneficial to those in need.

IV. Methodology

Hypothesis

This research will assess the effectiveness of Kickstarter and how successful it was for the organization Library for All (LFA) and their new project. This research will show what the public prefers more in fundraising for a charity, project, fund and etc. Since the younger generation and the ones after are proceeding towards a more technologically savvy society, crowd funding is what fundraisers are turning to. This is the perfect way to have a trial run for a project.

Research Design

The purpose of this research is to prove how effective fundraising was done through Kickstarter for the non-profit organization, LFA. This research will allow for the organization to actually post a project through Kickstarter and see the results that will follow after. This study will provide results through interviews, questionnaires and emails, deeply looking at the issue and the organization by this research and the information that will be collected throughout the study.

Data Collection

Data will be collected through the key representatives in Library for All that launched the campaign through Kickstarter. Studying professionals in the nonprofit sector and their fundraising experiences will also collect it through. As well as the public that has seen the campaign and other campaigns via Kickstarter, Indiegogo and others that are like. Surveys will also be given out electronically for students and faculty that are related to the non-profit sector. The questions that will be answered in this collection of data are to show:

1. Why did Library for All use Kickstarter?

-Questions will be asked of the team of Library for All, more specifically interviewing three primary people. The founder, co-founder and operations coordinator will all be asked questions regarding their organization and Kickstarter. Importantly, why they chose Kickstarter and why they began their campaign at a certain point and ended it when they did. Who or what inspired them to choose this specific crowdfunding site as well as what steps went into this process?

2. How successful was the organization Library for All through Kickstarter?

-This question will be answered through little successes but the main answer will lie within the sole result of the campaign through Kickstarter. This campaign launched on May 15, 2013 and showed an incredible pledged amount, the average amount pledged and if there was motivating factor for the pledgers to do so. The little success factors will be connections that are made and the fact that the nonprofit organization's name is promoted.

3. What are the general principles for making donors donate to a non-profit cause/event?

-This question will be answered by researching Pace's students in the MPA program and emailing out a survey with the questions that relate to donating. An email will be sent out to the Pace University MPA student listserv through MPA program coordinator, Susan Daria, asking students to complete this survey. Surveys will also be handed out throughout the semester to ensure as many students answer. Depending on how many respond to the email and complete the survey, the results will show why some donors donate to non-profit organizations and causes. This survey will display the reasoning of why students donate and if crowdfunding is potentially a successful and popular method to raise funds. In between the questions, I would give a brief explanation of what crowdfunding is for those surveyed who are unfamiliar with the idea.

Questions included will be as follows: ¹Have you ever donated to a charity? ²Why did you donate to this charity? ³Do you donate regularly? ⁴Do you know what crowdfunding is? (i.e. Kickstarter, Indiegogo, RocketHub, Crowdrise etc.) ⁵Have you ever given money through Kickstarter, Indiegogo or other crowdfunding sites? ⁶Do you believe that this is the best way to fundraise for charity? ⁷Now that you have heard about crowdfunding, would you donate through it?

Findings

The survey link was emailed to Susan Daria, program coordinator of the Pace Master of Public Administration. She then asked students of the MPA program to complete and 43 surveys were collected from Survey Monkey. In the end, it showed that 93% have donated to a charity, which is really great to see and how much the students are in touch with the outside world.

Below show the results of how many donate regularly and how many don't. Regularly is defined as more than once and the donors donate on a constant basis. Results show that 51% don't donate regularly and 49% do donate regularly to a charity, almost 50/50 results show.

A short explanation of what crowdfunding is was given in the beginning of the survey so when asked how many knew what the concept of crowdfunding was; the outcome was a little more separated.

Data came out as 10 responded yes, 22 responded no and 11 responded saying they had heard of it but didn't know what it was as the table shows below.

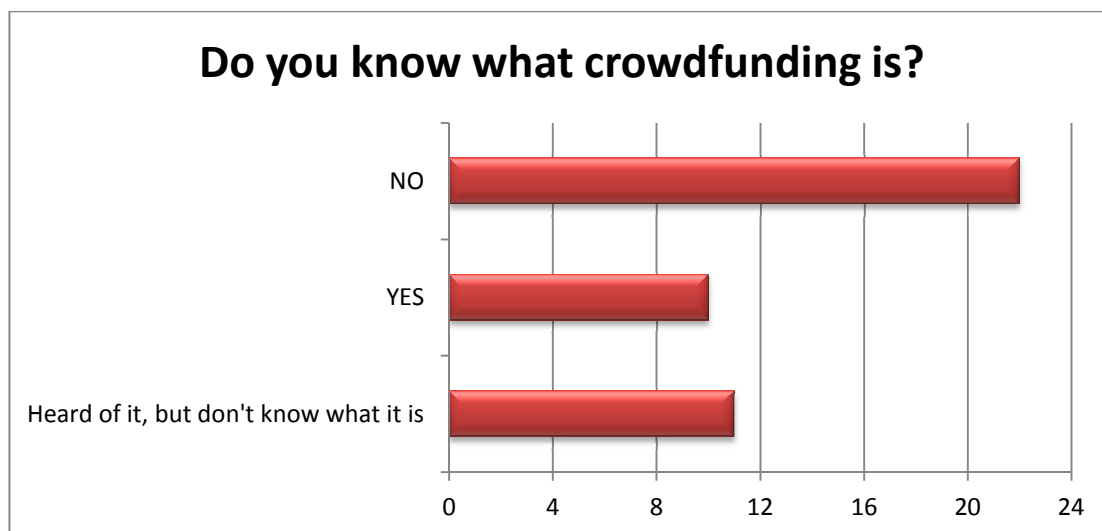


TABLE 1

However, 13 out of the 43 have donated through crowdfunding, which doesn't match the 10 that surveyed yes, showing people most likely didn't know the term of crowdfunding. When asked why they donated to a charity, almost 50% of the responses included that it was for the cause of the mission or organization. The other 50% included that it was for personal reasons whether it be for a friend's request or organization or because they felt like they had to give back to the community by doing so.

The survey implies that sites such as Kickstarter and Indiegogo are all crowdfunding, so people were asked if they would donate to through crowdfunding now that they know about it.

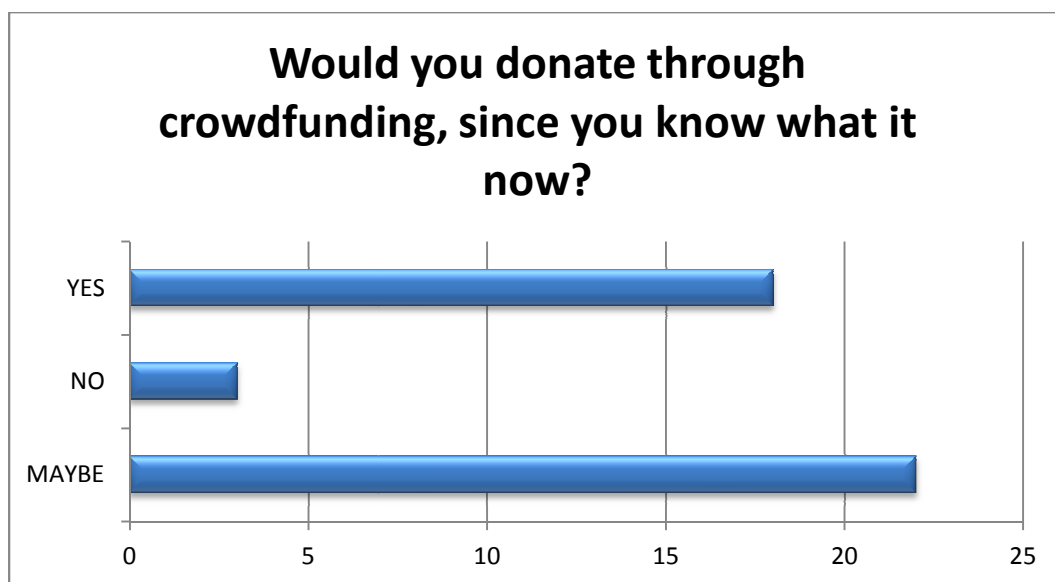


TABLE 2

More than 50% responded maybe and 42% responded with a definite yes and only 7% responded no. These findings show the summary of the data collection from the survey for the course of 10-15 days.

The next set of data collected was a face-to-face interview with Hoin Choi, Operations Coordinator of Library of All. She has been with Library for All since November 2012 and first started as an intern for the organization.

Hoin Choi was asked why LFA chose to work with Kickstarter as opposed to different techniques, she answered stating that “We wanted to reach out to the tech community of Kickstarter. Though Library for All is a nonprofit, we have the technology that we offer to the developing countries. We think that this is a legit product that we have and it was appropriate to go with Kickstarter. Other fundraising platforms don’t really hold the big tech community that Kickstarter has. So we wanted to utilize that as much as possible and be able to reach as many people as possible.”

Were you inspired by other nonprofits and that influenced your decision to use Kickstarter as well?

HC: “It wasn’t much nonprofit as it was for profit companies. We stand as a nonprofit but we still wanted a sustainable business model, meaning we still wanted to fundraise for ourselves in what we are doing. We still want to almost borrow the business model of for-profit business companies but I think a company like BRCK on Kickstarter. They raised over \$100K as well and they were trying to create a hardware system where it creates a hotspot wherever you are in the developing countries. It inspired us why we can’t try like that, LFA has so many colors to it; it’s not just nonprofit, not just education, not just technology company but everything.

Would you recommend Kickstarter to a nonprofit whether startup or established?

HC: Yes, I think I would though the success rate gets smaller as you want to raise more. I think that this is a very innovative approach and a nontraditional way to raise funds. It almost gives

you more of the audience than before or what you can traditionally think about. I think crowdfunding and these platforms are really critical for managing your “customers” and donors. Community based nonprofits can be used to reach out to different communities as well as reach out to the parts of the world. Networking themselves to those people and getting your story out. You can never meet enough people and that’s always a point in nonprofits.

Did the campaign go as expected? Raised the goal?

Yes and no. We wanted to raise \$100K but we raised more but also there was a time it went plateau. I believe 4 or 5 days before the campaign closed. We were really nervous about it, but there was an article on us and it brought it \$3,000 more from solely the video. We learned it was important to be on media, press and just about anywhere to promote the campaign. A lot of preparation went into it, for example, we had to look into different Kickstarter strategies (for profit or nonprofit). We had to go down to Haiti and shoot the footage, then come back and create the video for Kickstarter. We reached the goal but not only that, so many companies are contacting us and invited to go on panels for crowdfunding.

What is one thing you want to say about Kickstarter?

Kickstarter really pushes the nonprofit to be creative and think about whom the audience is. If you just have a few donors, those donors sway the organization’s plan. You feel “settled” because you know that the money is coming in or you might feel “trapped” but this allows for a different route to raise funds. All the 763 donors that participated have an impact on us and influenced how well Library for All will go.

Analysis of Findings

The data collection from the survey was a huge portion of being able to conclude the findings. Though only 40+ students responded, the findings made it possible to conclude some important ideas. As mentioned, different types of questions were asked regarding donating, more specifically donating through crowdfunding. The first question tells how many people have donated in their lives. Of the students in Pace's MPA program, 93% reported that, yes, they have donated at least once in their lives. However, this is a small fraction of the millions of people who have donated as well. The outcomes of the survey findings reveal some interesting facts.

Kickstarter was used for this specific organization but in order to find out if people were really aware of the crowdfunding concept, the question was presented, "do you know what crowdfunding is?" Eleven students responded with yes, they knew what crowdfunding was. On the other hand, the survey asked, "have you ever given money through Kickstarter, Indiegogo or other crowdfunding sites?" Thirteen people said yes, they have, causing the two figures to not match up with each other. How is that they have given money through this method, yet be unaware of what the method is called? This really concludes that people know more of a brand name than what the method actually is. This tip is interesting as it may be that the site's name is more popular than strategy's name. This may require some crowdfunding sites to endorse the method more than the name!

Next, the question was posed as to what are the general principles for donors wanting to donate to a non-profit organization. Though it is a small portion, the data gathered shows this question was certainly answered. As shown, when asked why students donated to a charity or a cause, almost 50% of the responses dealt with the donors being concerned or interested in the mission of the organization/cause-- suggesting how crucial the mission of an organization is to a person's desire to donate or not. This indicates the purpose of the organization is what carries a great deal of the donations received. Other listed responses included "passionate about the area of the expertise of the non-profit charity," "belief in the cause," "knowledge of the organization and how they run" and "thought it was a good cause leading to real results." One student actually listed the causes that they donated to, "Red Cross, breast cancer, and heart disease." These types of reasons represented 50% of responses when asked what caused donors to donate.

The other half of the responses consisted of the fact that the donors had a family member, a friend or a colleague who actually worked with the organization, indicating that these friends and/or family members asked for donations and without any questions, donations were contributed. Answers came up as "friend's organization," "personal acquaintance" or "personal relationships with people asking for donations." In addition to that, there were a few miscellaneous reasons indicating that donations were for their own benefit, meaning their own personal goal to do a "good deed." Results came up such as "feel good about their own self," "helping others," "passion to help" and "to do a good deed." These answers also support why people donate their money and time.

The interview with Library for All's Operation Coordinator, Hoin Choi, displays what efforts and elements went into the Kickstarter campaign. The goal was raised for reaching over \$100K and almost reaching \$110K. Their campaign was a 45-day long period and obviously

their hard work paid off. Library For All successfully reached their goal by campaigning and using strategic methods to be able to reach the goal. It's interesting that they wanted to use for-profit business models to try to reach this goal. As Hoin states, they stand as a non-profit but wanted to use the business model of a for-profit and try to reach a big range of aspects of the campaign.

The idea that there is not just one big donor but there are multiple small or big donors that help keep the non-profit running is an interesting concept. Many organizations have a board of directors with several responsibilities within the board. One of the responsibilities of the board is to be able to financially contribute themselves to the organization. Though Library for All has a board of directors, they are utilizing the small donors so that LFA won't feel "pressured" to sway one way just because of one huge donor. This may be a fresh approach to how non-profit organizations operate with their decisions.

Kickstarter is one of the many crowdfunding sites that are able to fund a project whether it is non-profit or for-profit. Whatever way it is, it does influence the way organizations or individuals think. In the mindset of "how can I make people donate the most?" or "what will grasp the audience's attention?" she answers to these questions can make you or break you.

These findings really answer the third question and act as beneficial information for any nonprofit organization. Organizations can use this information to ensure that they are reaching out the right audience. Whether it is reaching out to family members of the organization or they are giving the accurate message of what the mission of the cause is. Some people just want to donate to a good cause that they believe in whereas others want to contribute to organizations they find an association with. Of course, there are the occasional people who are donating for

their own benefit, even if it's just for a tax deduction. But the two leading motivation factors presented are importance in the mission of the cause and relationships with the organization, acknowledging how fundamental it is for a good nonprofit to advocate a meaningful mission that would reach out to the general population and carry established connections.

Conclusion & Recommendations

With this current age of being able to pay for items with just a smartphone, messaging anyone from any country or having a phone text your message for you, it's all pretty amazing. Being able to combine the smartphone technology and donating is more amazing and is why crowdfunding is such a great idea. The success rate of crowdfunding, however, doesn't compare to the popularity that the organization and idea generates.

Library for All's Kickstarter campaign was one of the thousands that Kickstarter has been able to successfully produce. Social media and news outlets are some of the sources that can really raise the awareness of crowdfunding. As shown earlier, the brand names of the crowdfunding platforms are more prevalent than the actual method, not only to make sure the name is known but also to make sure it holds a worthwhile mission and purpose. Donors will donate to ideas and missions that they believe in, whether it's the usual charity that helps homeless or who helps feed the hungry.

Another great thing that this research found was the amount of support that comes from the charity's connections, professional and personal. Advertisement through Facebook, Twitter, Instagram, LinkedIn, etc. can all be significant channels to get the message through. A couple clicks and a donation is made, seriously, what can be simpler? Though there might be a lack of

face-to-face interaction, every step of the non-profit's program will be announced, confirming the reassurance that the donations are going to a good cause. For that reason, a relationship is formed and connections are made.

Crowdfunding platforms should utilize their popularity by ensuring in every possible way that the crowdfunding is something that everyone is aware of. These data showed that almost everyone has donated once in their lifetime. How convenient can it be for non-profits and donors to be able to receive and contribute donations through an object many people have access to--the Internet? Donations through text messaging are so common and even more convenient. This makes possible a full summary and description of what a donation can do or where it will go towards can be even more effective.

This research does not guarantee that all crowdfunded projects will succeed as many do fail, both for-profit and non-profit. There are always risks in everything relating to raising funds for category and without the proper preparations, it is likely to fail if the organization is not planning on getting funds from their main top donors, ensuring the project is promoted correctly and efficiently.

To the non-profits that are considering using Kickstarter or any crowdfunding platforms to raise funds, do your research. Research projects that succeeded with similar goals look into their marketing and contact the leading individuals and see if there are some tips that can be collected. Library for All spent a considerable amount of time preparing for Kickstarter from going to Haiti, acquiring film for the project, producing the film and then posting it on Kickstarter. Then the next chapter of the project proceeded. Assure that time and resources are

available for the project and everything else should fall into place. Many projects have failed but with the correct tactics, it is sure to succeed.

Kickstarter, Indiegogo, Crowdfunder, Fundable and numerous crowdfunding sites have really modified the procedure for donating to a simple project or to a non-profit. Fundraisers may have started with a project here, a sale there, but funding through these platforms really gives one no excuse not to donate. Kickstarter was successful for a startup organization like Library for All to raise \$110K. Imagine the possibilities it possesses for established and better-known non-profit organizations?

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