Crowdfunding 101 with ConnectionPoint

Getting Started · https://connectionpoint.com/help/docs/crowdfunding-101-with-connectionpoint/

ConnectionPoint crowdfunding platforms bring advanced collaborative funding to many sectors. But what is crowdfunding???

Crowdfunding is where a person, group, or organization calls on many people to contribute small amounts of money to fund a project. That project can be creative, cause-based, medical, small-scale or international... the sky really is the limit. But the main idea is calling upon **your own network** (as in your community of friends, family, colleagues, etc.) to help fund your campaign - like a 'split the bill' situation. Ideally, you will also have that community **share your campaign** to help improve your chances of success.

What is success? That depends on how you define it - that could be to increase your network of supporters, hit a monetary goal, or raise as many funds as possible for a project with an infinite timeline.

The two types of crowdfunding ConnectionPoint's platforms handle are **donation-based** (FundRazr, CoCoPay, PetFundr) and **reward-based** (Crowdfundr). Other types include equity crowdfunding (receiving shares in exchange for contributions), debt, and real estate. ConnectionPoint does NOT support these. However, do an internet search if that's what you're looking for because there are lots of platforms out there that do!

For more about what you can/cannot crowdfund for, please view our Terms & Conditions.

Still have questions about crowdfunding in general? This article may help!

Learn about the finer points of crowdfunding through our HUBS:

- Fundraiser HUB for FundRazr, PetFundr, and CoCoPay users.
  - Digital fundraising tools for donation-based projects, be it for a nonprofit or personal interest, medical, or pet campaign.

- Creator HUB for Crowdfundr users.
  - Everything you need to bring a creative, rewards-based project to life, including how to build your campaign, write an effective story, use promotional tools, and fulfill those orders for happy supporters.

Check out these other resources as well!

petfundr

crowdfundr

cocopay