What’s the difference between a personal campaign and organization campaign?

Campaign FAQ · https://connectionpoint.com/help/docs/whats-the-difference-between-a-personal-campaign-and-organization-campaign/

ConnectionPoint's platforms offer personal campaign and organizational campaign options.
Which one is right for you?

Personal Campaigns

Personal FundRazr campaigns are for Personal Use Only – For people who want to raise money for themselves, a family member, or a friend, or for individuals who want to raise money on behalf of an organization.

When people give money to your Personal FundRazr campaign, the money is deposited into your personal PayPal or Stripe account.

Note: The “Created by” line on Personal campaigns will link to the Campaign Owner's Personal Facebook Profile or Google Account.

Organization Campaigns

Organization Campaigns are for authorized officers of organizations (businesses, clinics, charities, nonprofits, etc). and creators with a marketed brand they wish to crowdfund projects under.

When people give money to an organization's campaign, the money is deposited into the organization’s PayPal or Stripe account. The organization’s PayPal or Stripe account needs to be a Verified Business PayPal account, and the Business Name on the PayPal account needs to match the Organization's Official Name as you’ve listed on the ConnectionPoint platform you're using.

Note: The “Created by” line at the top of organization campaigns will link to the Homepage URL provided by the Campaign Owner during the setup process. The Campaign Owner’s Personal Facebook Profile or Google Account is not publicly attached to the Organization’s campaigns.







