



How to crowdfund successfully

By Oliver Mochizuki, Fundsurfer.com co-founder & CEO



Preparation
4-8 weeks minimum



Campaign Duration

30-45 days

100 METERS
(330ft)



Define Funding Goal
how much do you
need?

A stack of several cardboard boxes, each with a yellow label that says "thank you we're so glad you came." and features a simple line drawing of two birds. The background is a warm, blurred light with the word "THANK" written in a large, elegant, black cursive font.

Think about unique experiences/products to offer as rewards



List at least 5–8
potential rewards

A woman with long dark hair is shown from the chest up, holding a small stem of white flowers. The background is dark and out of focus. The text is overlaid on a semi-transparent dark band across the middle of the image.

Look at other projects

What works?

Carnie Lewis Photography

Create social media accounts





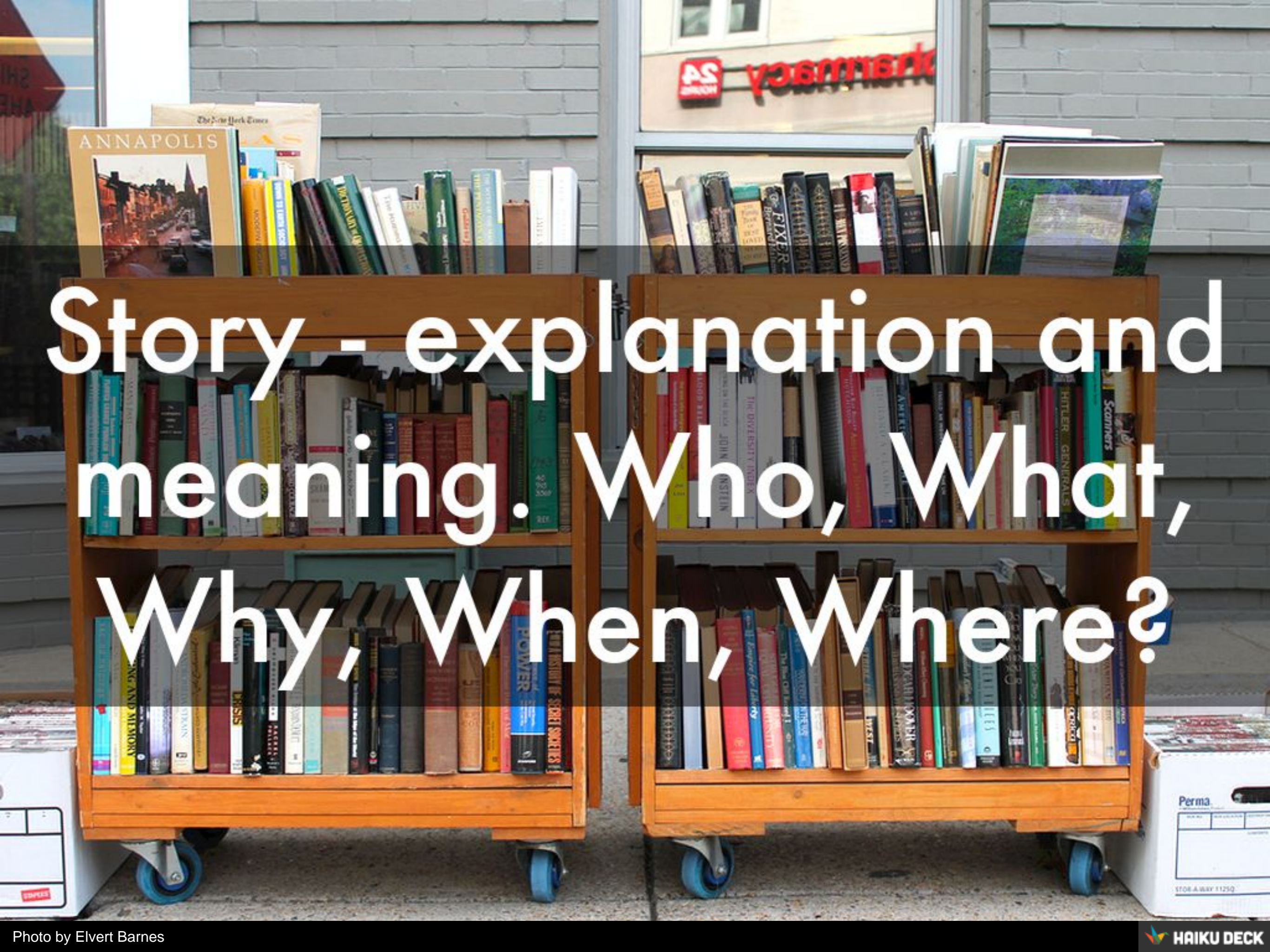
How big is your existing
community?

A sunset over a beach with silhouettes of people in the foreground. The sun is a large, bright yellow circle in the upper center, casting a warm glow over the sky and water. The water is dark with a shimmering reflection of the sun. In the foreground, several people are silhouetted against the bright background, standing on the beach. The overall mood is serene and contemplative.

You will need at least
20-30% of funds to
come from your
network

A person is sitting at a desk in a dimly lit room, working on a laptop. The desk is cluttered with various devices: a large monitor in the background, a laptop in the foreground, a tablet, a keyboard, and a mouse. The laptop screen shows a website with the text 'CLASES DE PERIODISMO' and 'Cuaderno de estilo'. The monitor in the background shows a website with a blue cup and the letters 'CDP'. The tablet also displays a website with 'CDP' and social media icons. The person's hands are on the laptop keyboard and mouse. The overall scene suggests a professional or educational setting focused on digital media or journalism.

Create a press release



Story - explanation and
meaning. Who, What,
Why, When, Where?



Build Your Media Database

create a list of Bloggers, magazines and journalists



Send email out to all
contacts, friends and
supporters

A close-up photograph of a honeybee in flight, positioned on the left side of the frame, facing right towards a vibrant purple flower. The background is a soft-focus field of similar purple flowers and green foliage. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the text.

GET BUSY

Behind every successful crowdfund is a lot of hard work



For more funding support go to fundsurfer.com

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Inspired?

Create your own Haiku Deck presentation on SlideShare!

GET STARTED

