

[FundMyTravel](#) has compiled an awesome set of resources to help you create a successful crowdfunding campaign. Check out these fantastic Tips and How-To's, and start making fundraising plans *today* for your study abroad experience!

Fundraising Toolkit

This comprehensive guide walks you through creating a campaign with step-by-step instructions. It contains great advice for maximum engagement with your potential donors. Don't forget to check out the Offline Fundraising Ideas that can help your online campaign at the bottom of the document!

8 Tips for Launching a Successful Crowdfunding Campaign

For a quick list of tips, see this abbreviated Tips sheet.

Fundraising Checklist

Want a simple checklist page to make sure you've built your crowdfunding page effectively? Check off the boxes, and get those donations rolling in!

16-Week Fundraising Calendar

If you need a little more organization in your life, this 16-week calendar is perfect! It provides guidance for what you should be doing each week to engage your audience and recruit more donors.

Busting Fundraising Myths

Don't believe everything you hear about crowdfunding. Read these quick myths and find out the truth about raising funds online!

Why Crowdfunding Pages Fail and How to Avoid It

Not all crowdfunding pages are equal. Discover what will bring your campaign down and how you can avoid the pitfalls.



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Fundraising Toolkit

Welcome

to the

fundmytravel

Community

As experienced travelers, we know the costs entailed can be intimidating, but we also know that the personal growth and cultural gains of going abroad are priceless.



FundMyTravel was created for travelers, by travelers, in the hopes that more people will have the opportunity to discover their own meaningful travel experiences around the world. In this guidebook, we have compiled some useful articles, tips and ideas on how to boost your fundraising campaign. These ideas come from successful and experienced fundraisers and will help you get the most out of your FundMyTravel experience.

Always remember that in the end it's up to you!

If you are determined and motivated to go abroad, you will find a way to prioritize your efforts and make the time for working on your campaign. Donors and your viewing audiences will stay engaged and interested just as long as you are, so have fun with it and make it exciting for those tuned in to help you go abroad.

Make a Video

When you first create your campaign, you might put up only a photo, until you have time to make a personal video, but be sure to go back and upload one as soon as you can. You can use the camera on your laptop or even a smartphone to share your story and mission with everybody.

What's most important is that you leave an impression on your audience that inspires donations!

- Campaigns with personal videos increase their success odds by more than two times!
- Images are good to share also, but a video builds trust and helps donors feel a more meaningful connection to the campaign faster.



Ideas for your

VIDEOS

Try dressing up for the climate and environment, which you plan on traveling to or create a background that resembles your destination and it's culture. You can play local music, show your audience some images of the places you will visit, then tell them about what you will be doing there and why it will be meaningful for you personally. The question you want to address is "why should a donor invest in your experience?"

Remember to get creative and have fun with this project!



Write Your Campaign Description and Keep It On the Positive

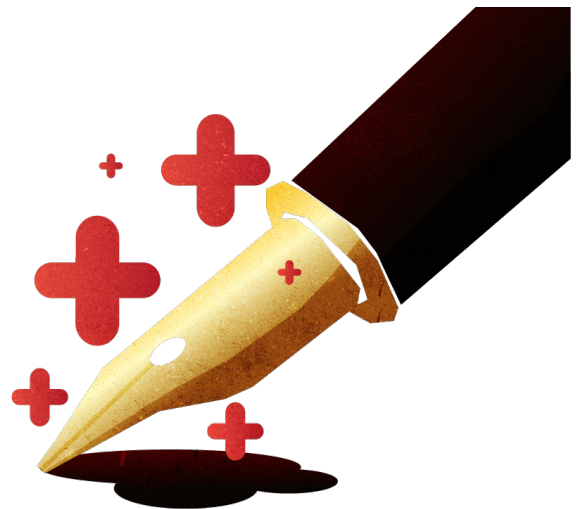
When you're writing your campaign description, consider what would inspire you to give to someone else if you were looking at a friend's campaign. Sometimes, it seems like a good idea to explain why you need funding support, but that's not necessary at all. 'Sad' stories about why it's hard to afford going abroad aren't the type of thing that people are interested in reading and it doesn't often move people to donate to travel campaigns.

Supporters of your campaign want to know that you are going to make it worth their time and effort to contribute. They want to hear from someone, who is motivated, hard working and determined to get abroad.

So keep it on the positive,

and focus instead on how great of an opportunity this is in front of you!

- Explain why you want to go on this trip and how you will grow from it.
- Talk about what you will be able to do with your funders' support, where you will go, what you will get to experience for the first time and how it will be meaningful, for you and others!



Do It Differently!

If you have never raised funds for another cause, then it may feel uncomfortable or awkward to ask your friends and family for money. You are in luck though because fundraising is very different from simply asking for handouts.

The key difference is that fundraising is actually about an exchange...

Incentives or 'perks' are a creative way to engage your audience with your campaign because it helps donors feel more connected to the cause when they receive some type of reward or acknowledgement for their support.

Ideas for **INCENTIVE** *Schemes*



For everyone that donates \$10, you can promise to send them a postcard, from your meaningful travel destination.



For those who donate \$25, keep a video blog for them and record a verbal shout-out including a message of thanks.



If they donate \$100 you can provide supporters with the two previous rewards, and some type of souvenir from your destination.



It is up to you how you want to create your incentives. Some people make Tshirts, write songs for their donors or share the experience with them through travel blogs. We've even seen "traveling gnome" ideas. In this case, for people who donated \$10 to the FundMyTravel campaign, the fundraiser promised to take a picture at their destination place, holding the donor's photo there also. That way, her supporters could feel like they were abroad and part of her experience too.

See an [example of the giving levels](#) that this campaigner made and attached to her page. Incentive schemes are a fun way to make the campaign more exciting for donors, but be sure to only promise perks that you are able to fulfill.

They don't need to be expensive or too time consuming, just meaningful.

Share, Share, Share!

Don't feel shy about sharing your campaign page frequently, because that is the only way people will see it. Writing personal emails and including the link is one way to share and this is sometimes even more effective than posting a million times on Facebook and Twitter. An individual message is more personal for the donors but the absolute best approach is to make a combination of personal message writing and social media sharing. Be smart about using the Updates section of your campaign. You can include photos in this section and offer new communications often; then you have further reason to share your campaign over again.

Aim to build

MOMENTUM

Early

Remember that your initial donors will likely be from your core group of family and friends. In the early stages of your campaign, focus on earning the support of these people first because they know you best, personally and can later endorse your campaign for other viewers. When strategizing your campaign efforts, it may help to break down your audience for outreach into tiers:



Tier 1 - Family and Friends



Tier 2 - Friends of your family and friends



Tier 3 - The General Crowd

You can ask these groups to share your page with their own networks and gather more awareness for your campaign. It is also a nice option for friends and family to support you this way, in case they are not in a position to donate financially. When extended networks see that you have the backing from others, it provides them with more confidence and interest to donate to your page, too.

Share on

SOCIAL MEDIA

One of the most influential ways to promote your campaign is by sharing it on social media channels, including Facebook, Twitter and Google+. The news-feeds on these platforms refresh often, so you'll want to keep audiences engaged by sharing new Updates and plan to post about your campaign page, daily. It is important to share frequently on social media but you don't want to be 'spam-like' with your posts. The best way to approach this is by customizing the content of your post and by always making it personal.

- Be sure to acknowledge the people who share, like and comment on your posts.
- Make use of the sharing tools directly from your campaign page to spread the word about your Updates and travel plans too.



Other ways to

SHARE

Your Campaign

Sometimes personal email messages are better for particular audiences. For example, parents, aunts, uncles, teachers, mentors and grandparents may respond more positively and develop a greater interest in supporting your campaign page, if they learn about it through an email, hand written message or even a phone call. Not all of your contacts will be on Facebook and Twitter so it is important to remember that other forms of communication will be valuable also. Try not to limit your more personal outreach, only to those who are not on social media, though.

Personal messages can be extra meaningful to even the most connected social media users.

EMAIL TIPS:

- Write an email with a friendly tone when pitching your fundraising page.
- Remember to include the link of your campaign page in the body of your email.
- Ask friends and family to share your email to their own contacts lists, too!
- Use the Share via Email Tool, directly on your fundraising page.
- Remember that people aren't always moved to donate the first time they learn about a cause or travel campaign, so it helps to send follow up emails to your contacts a few times after the initial engagement. When following up, you can share new information about your travel plans and campaigning efforts, to keep it interesting.



Interact with your

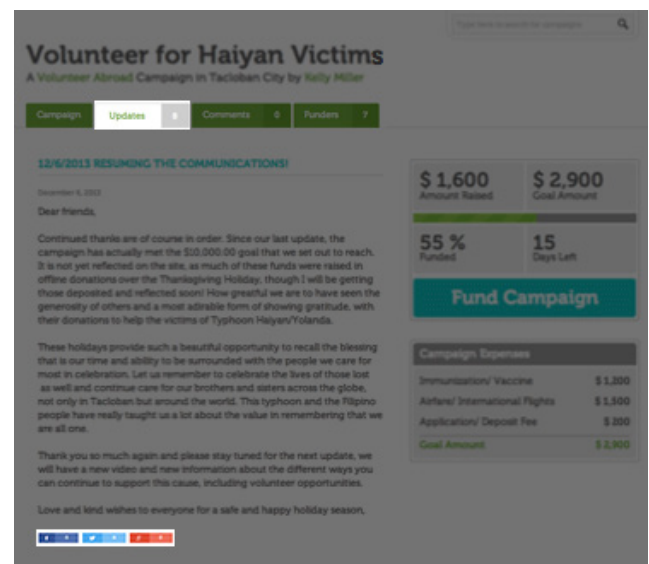
AUDIENCE

Fundraising is about building and maintaining relationships, which makes consistent communication and engagement especially important. One way to build trust with your donors is to share the sense of community that you build up during your campaigning efforts. Allow your networks to feel that, through their support, they can become part of your travel.

Be sure to respond to your audience's comments, status, tweets and email messages. Thank them after donating to your page or even if they just shared your campaign across social media.

Write Updates about your trip planning and any time you get closer to reaching your fundraising goal. Sharing these Updates about your campaign progress will encourage more donors to give because people want to be involved, when they see the project becoming successful.

You can share these new updates every few days or so to let people know that your campaign is developing. Don't forget to share those Updates on Facebook, Twitter, Google+ and Email!



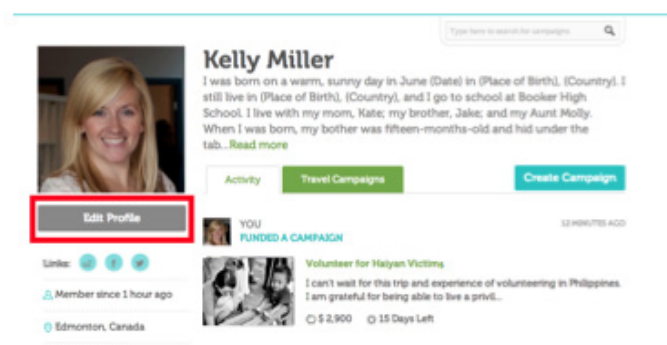
Reach out to Extended Networks- Be Brave!

This campaign is a great reason to expand your current network and display your initiative for future connections. If you are traveling to Spain, reach out with a personal message to the Spanish Club on campus or a local Spanish Culture community center. Find Spanish Speakers Associations or Spanish Education Organizations using LinkedIn and other online resources. Inform them about your desire to learn about the culture through an immersive experience and tell them about the incentives you're offering for donors. They might just have a project that they need support with and you can help one another. You never know who will be interested in your campaign, until you ask.

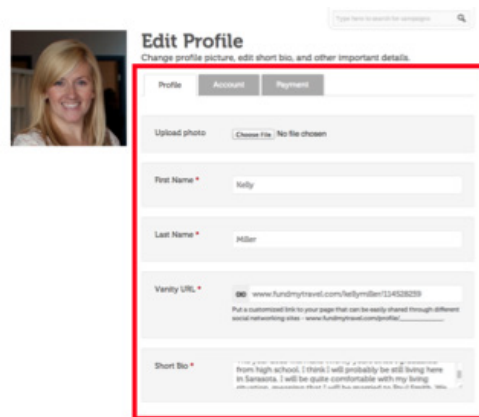


Complete your FundMyTravel Profile and Campaign page

Your Profile section is designed to let people know who you are and what your travel plans are, but it also helps to build trust and confidence within your network of donors and supporters. On the Bio field, you may want to describe your inspiration for traveling, any previous cultural experiences that left an impression on you, or even just a bit about your life and what drives you to go see new places!



An empty Profile is unsettling for potential donors and can cause sincere doubt if there is a genuine person behind the campaign, so be sure to create a completed campaign and profile section in order to gain more interest. Having a photo and including social media or blog links within the profile section makes your campaign page more reliable and engaging for your audience.



Edit Profile
Change profile picture, edit short bio, and other important details.

Profile Account Payment

Upload photo: [Choose file](#) No file chosen

First Name * Kelly

Last Name * Miller

Varsity URL * [www.fundmytravel.com/fundmytravel/1245262039](#)
Put a customized link to your page that can be easily shared through different social networking sites - [www.fundmytravel.com/guide/](#)

Short Bio * Write a short bio about your trip. It's a great way to let supporters know about your trip. You can also include a link to your blog or social media page.
from high school. I think I will probably be still living here in San Jose. I will be quite comfortable with my living conditions. I will be quite comfortable with my living conditions. I will be quite comfortable with my living conditions.

Continue your community engagement after the campaign and during your trip

Great FundMyTravel campaigners continue to communicate and get in touch with their supporters while they are abroad.

- Teaching in the Philippines?
Post a picture of you and your students.
- Traveling in Brazil?
Share that photo of you doing Capoeira.
- Studying in Paris?
How about a snap in front of the Eiffel Tower for all of your friends and family who shared your campaign?



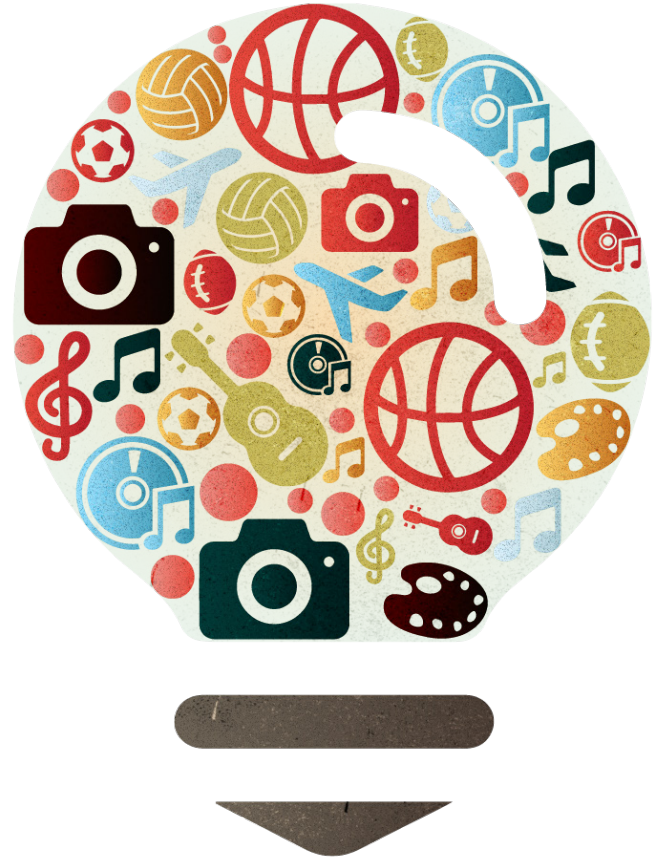
No matter where you are, keep in touch with your supporters, help them feel connected to your trip and illustrate your gratitude in creative ways.

By keeping your networks connected with your travel experience, you build a community of people who are interested in watching you explore and grow from going abroad. Who knows, they may even be moved to continue supporting you on your next journey and travel campaign.

The best way to develop ideas for your fundraising incentives is to take a minute and reflect on what you are most passionate about.

Find a way to incorporate your greatest interest into the campaign and it will be a win, win, WIN.

This way, you continue to stay motivated on reaching your goal and sharing the campaign out. If you love photography, make that a major part of your fundraising! Engage more donor interest by incorporating something you love, and then you will also enjoy putting your own time and effort into a project that is sure to inspire. Show the world you are capable of making this trip a possibility and you will end up showing yourself, that you have an impressive character to be proud of.



The long term benefits of creating a

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Campaign

The skills acquired through online campaigning and fundraising are skills that you can take with you and showcase to future employers. Any organization is going to be interested in a student, intern, volunteer, or other type of meaningful traveler who has already taken the initiative to raise the funds needed, in order to develop a cultural and global perspective.

Skill sets demonstrated through

ONLINE FUNDRAISING

include:



Communication and understanding when dealing with diverse audiences



Social Media management abilities and multimedia understanding



Online platform understanding and ecommunication skills



Hard working, determined and motivated to seek opportunities



Interests in cultural sensitivity and international education



Ability to motivate others, network and raise essential funding support

Offline Fundraising Ideas

that can help your online campaign



CHEFS AND BAKERS

- Host a bake sale and designate proceeds to fund your travel.
- Host a dinner party for all friends and family who have donated to your campaign
- Have your own dinner or dessert party, screen your campaign video and request donations.
- Create customized baked goods for friends' birthdays or other events.



ATHLETES AND THE COMPETITIVENESS DRIVEN

- Tell your networks about games & competition. Ask them to donate for every win or milestone you hit and make a short shout out video, dedicating the win to them.
- Sign up for a marathon, tough mudder, triathlon, pie-eating contest, dance-off, anything! Keep your audience informed about the event and get donation pledges for your wins.
- Host your own competition and get friends to help! It could be a contest for the biggest collection of loose change donations, a Bowl-a-Thon or even a board game tournament.



ARTISTS AND THE CRAFTERS

- If you like to sew, knit, crochet or bead jewelry, make gifts in return for donations.
- Musicians and writers can host their own concert or poetry slam for contributions.
- If you're good with jingles or stories, offer to write something for your contributions & make a video for them to share with their own networks, and help spread the word.
- If you like painting, drawing, pottery or wood-working, host your own gallery on the weekend and sell your creations for travel campaign donations.





ENTREPRENEURS AND EDUCATORS

- Rake leaves, shovel snow, mow lawns or tutor for tips.
 - Get friends together to host a talent show for donations.
 - Babysit or nanny for contributions to your travel campaign.
 - Talk to local cultural groups and businesses who might help you sponsor an event or even your trip, in exchange for volunteering or supporting their products/services.
 - Update your campaign followers about volunteering activities you will commit to for contributions.
-



DAREDEVILS

- Ask friends what kind of smart but silly dares they would donate to see you perform.
- You could set a certain goal amount to reach before offering to shave your head, wear your clothes backwards for a day or document a series of headstands in fun places.
- Dress like you are stuck in a certain decade for donations,
1950 once you reach \$50,
1960 once you reach \$60,
1970 once you reach \$70,
1980 once you reach \$89, etc.
- Go for a karaoke or open mic night with pals and sing the worst song or the longest solo for laughs and donations.

Additional Questions

or

Support Needs

The [fundmytravel](#) team is happy to be of assistance, wherever you need it. Feel free to follow and reach out to us on social media for additional quick tips or travel information and if you have a specific question pertaining to your own campaign, please email the query directly to support@fundmytravel.com along with your campaign title, so that we can provide the best assistance possible.

Review and understand our [Terms of Service](#) before launching a campaign. Please check the [Frequently Asked Questions](#) page before submitting email queries.

More Resources and Information about Funding Meaningful Travel

- [Learn How to Fundraise Your Trip Abroad via Life After Study Abroad](#)
- [Making Funding Travel Fun via Mandy's Mashups](#)
- [Student Travel Talk via Ed Trips](#)
- [Scholarship Directory via GoAbroad.com](#)

Wishing you safe and happy travels!

~The fundmytravel Team



An Alternative Funding Option



8 Tips for Launching a Successful Crowdfunding Campaign

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Set Attainable Goals

Figure out the amount of dollars you need in order to cover all of your expenses. Keep in mind to be very realistic about the goal, and make sure that you plan it for the long and short term. If people notice that you're greedy, you'd be sorry that you asked for that much in the first place. People are smart, so always be genuine.

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Share Your Mission to the Public

The ones who are going to fund you need to see a driven person. They need to understand why you're doing what you do. What you're trying to do is explore the world, get new experiences and use them to add value to your society. You need to show them that the end result of your funded experience will have a positive outcome.

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Build Trust with your Community

People don't just throw their money on things that they don't trust. If you're not giving them enough reasons to fund you, they never will. Put yourself in your supporters' shoes –would you pay some random guy for his “brilliant” idea to travel the world and make it better? Or would you need more details and facts in order to make a decision?

Offer Something in Return

When choosing what incentives to offer, think about the ideal donor. Describe him as efficiently as you can, and figure out the things he would like to get. For example, you might want to travel to Mexico, document yourself and write a book about the Maya Civilization. You can offer printed T-Shirts with the Mayan Temples as an incentive for your donors and most loyal followers.

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Connect with your Supporters

In order to create a lot more interest, you need to initiate discussions with your followers, hold private conversations, and network as much as possible. The more engaging you are, the more engaged your potential donors will be. Some pretty effective ways to do it would be to send automated thank you emails, letting them know of the good things they've made by donating.

Always Keep your Donors Updated

Never forget about updates. Every crowdfunding campaign takes time. The moment someone joins your cause and sends you funds; you need to give them all the possible details through updates. If you changed something in your itinerary, they need to know. If you changed important dates in your travel, they need to know. This helps at building credibility and trust.

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Reach out to the Press

FundMyTravel and the internet aren't the only places to look for help. Media is a very powerful tool to boost your crowdfunding success. Reach out to local editors and let them know of your project. If they find it interesting, there's a chance that they'll give you an interview that's going to be published on their platform.

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Promote your Page Efficiently

If you believe that posting your crowdfunding campaign on the web and leaving it like that gives you chances of success, you're terribly wrong. **Crowdfunding marketing** is essential. Do social media, do SEO, do forum marketing, and do everything you can to capture as much attention as you can. The more awareness you bring; the more chances you stand to make your campaign super successful.



Fundraising Checklist:

- ☐ Complete your profile and campaign page
- ☐ Set a reasonable goal amount
- ☐ Make sure to link a payment processor to accept donations
- ☐ Get momentum early in your campaign – ask your family and friends to share your page in their own networks
- ☐ If you came to your page, would you donate?
- ☐ Create a video or high quality photo
- ☐ Write a compelling story that shows what this trip means to you
- ☐ Are there any other parts of your campaign that look incomplete?
- ☐ Can your friends and family fund 30% of your campaign?
- ☐ Within the first two weeks, can you hit 10% of your goal?
- ☐ How will you drive interest to your campaign at the very start?
- ☐ Map out a plan for sharing your campaign and writing updates - stick to it!
- ☐ Write a motivation statement or an ideal scene to come back to if you hit any roadblocks
- ☐ Incentivize your donors with perks, gifts, or access to a special blog
- ☐ Think of how you'll use this page in the future (portfolio, resume, etc.)

An Alternative Funding Option 



16-Week Fundraising Calendar

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How to use the calendar:

- ↗ Download the 16 week fundraising calendar.
- ↗ You can post it on your bedroom wall, notebook, planner or journal.
- ↗ Put the dates on the box at the upper left side.
- ↗ Follow the suggested tips and pointers.
- ↗ You can always tweak, add or change any item.

Work hard, stay determined and dream big! Good luck fundraising!

<input type="checkbox"/> Sunday Week 1 Complete your Campaign.	<input type="checkbox"/> Monday Make sure to add a photo or a video.	<input type="checkbox"/> Tuesday Link a payment processor to accept donations.	<input type="checkbox"/> Wednesday Make a list of potential donors. Start with core group.	<input type="checkbox"/> Thursday Batch your donors into 3 tiers. Your core is closest to you.	<input type="checkbox"/> Friday Add perks.	<input type="checkbox"/> Saturday Don't be shy to share on Facebook and Twitter.
<input type="checkbox"/> Week 2 Have you linked your payment processor?	<input type="checkbox"/>	<input type="checkbox"/> Post update: How will international travel land you a job?	<input type="checkbox"/> Start sending emails and letters to your core group.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Good job! Long way to go but you can do it!
<input type="checkbox"/> Week 3	<input type="checkbox"/> Re-examine your goal amount and cost breakdown.	<input type="checkbox"/>	<input type="checkbox"/> Say thanks to those who have donated so far.	<input type="checkbox"/> Ask family and friends to share your page with their network.	<input type="checkbox"/> Post update: Why is traveling important?	<input type="checkbox"/>
<input type="checkbox"/> Week 4 Make your page legit!	<input type="checkbox"/> Make sure you have completed your Profile.	<input type="checkbox"/> Add a photo, bio and social media links.	<input type="checkbox"/> You are doing amazing, keep it up!	<input type="checkbox"/>	<input type="checkbox"/> Share your page on Facebook, Twitter & Email.	<input type="checkbox"/>

<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday
Week 5	Have you added perks?		Download the outreach letter from the fundraising kit.	Go through the second level of your donor list.	Send letters to people who don't normally use social media.	
Week 6	Send out personal messages on Facebook.	Post update: What's the biggest challenge so far?	Today is a great day!	Share on Facebook and Twitter.		Assess your travel story and check if it reflects your cause.
Week 7		Put items on your adventure registry.		Post update: What will you bring on your trip?	You are doing an amazing job!	Don't be shy to share your page on Facebook.
Week 8	Link your program, organization or blog.	Check out our featured campaigners.	Does your campaign follow any of our successful pages?		Post update: What's on your travel itinerary?	

<input type="checkbox"/> Sunday Week 9	<input type="checkbox"/> Monday Go through the last tier of your network.	<input type="checkbox"/> Tuesday More shares = more donations	<input type="checkbox"/> Wednesday Even if people can't donate with money, they can share your page.	<input type="checkbox"/> Thursday	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday Post update: How are you feeling about this trip?
<input type="checkbox"/> Week 10 Don't give up!	<input type="checkbox"/> Don't assume that your page will take off on it's own. Work hard!	<input type="checkbox"/>	<input type="checkbox"/> Follow up with people who pledged to your campaign.	<input type="checkbox"/>	<input type="checkbox"/> Stay motivated, you're almost there!	<input type="checkbox"/>
<input type="checkbox"/> Week 11	<input type="checkbox"/> Post update: Will this trip help you academically and professionally?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Share on Facebook, Twitter and Emails.	<input type="checkbox"/> If you don't ask, you'll never know the answer.	<input type="checkbox"/> Say thanks to all people who have contributed to your campaign.
<input type="checkbox"/> Week 12 You go get it!	<input type="checkbox"/>	<input type="checkbox"/> Share your page on clubs, orgs, and local businesses.	<input type="checkbox"/> Post update: What have been your preparations?	<input type="checkbox"/> Start working on your perks to give out.	<input type="checkbox"/>	<input type="checkbox"/> Don't give up on your efforts!

<input type="checkbox"/> Sunday Week 13	<input type="checkbox"/> Monday Exciting last month of fundraising!	<input type="checkbox"/> Tuesday Have you gone through the fundraising toolkit?	<input type="checkbox"/> Wednesday Reach out to 5 more people who have not yet donated.	<input type="checkbox"/> Thursday	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday Post update: Who or what inspired you to travel?
<input type="checkbox"/> Week 14 Try offline fundraising!	<input type="checkbox"/> Bake cookies, do a challenge or sell handmade products!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> You are a rock star! Keep it up.	<input type="checkbox"/>	<input type="checkbox"/> Remind people why they should be donating.
<input type="checkbox"/> Week15	<input type="checkbox"/> Start a travel blog!	<input type="checkbox"/> You've been really awesome these past weeks.	<input type="checkbox"/> Share your welcome letter, passport or visa!	<input type="checkbox"/> Call or visit those people who you haven't reached out to yet.	<input type="checkbox"/>	<input type="checkbox"/> You are almost there!
<input type="checkbox"/> Week 16 Hello there fundraising star!	<input type="checkbox"/> Say thanks to all those who have contributed.	<input type="checkbox"/> You are a determined, committed and creative person!	<input type="checkbox"/>	<input type="checkbox"/> Last share on Facebook, Twitter and emails.	<input type="checkbox"/> Last 2 days and you are doing amazing!	<input type="checkbox"/> Post update: Final thoughts on fundraising.

Write down your ideas, thoughts and feelings while fundraising.



An Alternative Funding Option



Busting Fundraising Myths

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Myth: Once you launch your fundraiser the money will start pouring in.

Just like anything else, having a successful campaign takes time and effort. If people who visit your page can't tell with a quick glance that you've put a lot of work into your trip, why would they want to donate to your cause? Include **updates**, list your **offline support**, and keep people informed of **how much you are doing** to make your dream trip a reality. That way they'll feel invested, too!

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Myth: Sharing your page on Facebook and Twitter is enough.

While pushing out your page on social media is certainly a necessary first step, it's also important to spread the word about your campaign in other ways. **Tell people in person** about your trip, **say thank you** to past donors publicly so others get curious, and **share** your page with community organizations, businesses, or religious groups you're a part of. But before you send people to your FundMyTravel campaign, make sure your page is **complete** and **high quality**!

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Myth: People from your parents' generation don't donate online.

People of all ages are more **comfortable** than ever with the idea of crowd-sourced fundraising and online payment. Don't assume they won't be interested! With the right communication from you and FundMyTravel's user-friendly donation processing, people will have no problem donating to your page no matter their generation!

An Alternative Funding Option



Why Crowdfunding Pages Fail and How to Avoid It

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Mistake 1

Not conveying a meaningful purpose for your trip.

Donors want to know they are investing in something valuable - it's not enough to say you're studying in Barcelona for two months without including why this will be valuable.

Success 1

Write a compelling story with emotions. Your goal is to make your readers so moved by your story that they want to donate. Instead of just stating that you'll go, share how excited you are about the language skills, connections, and academic experiences you will gain by studying in Barcelona.

Mistake 2

Assuming your campaign will take off on its own. If crowdfunding worked by just sitting back and watching the money roll in, everyone would have a campaign! After launching a campaign page, fundraisers sometimes ignore or take their pages for granted. This leads to a stale and outdated page.

Success 2

Hard work and determination are keys to success. It takes several updates, a video, a striking story and multiple shares to reach your goal amount and beyond. You need to keep your page fresh and updated every time you share it with your network. If you've forgotten about your page, chances are your potential donors have, too.

Mistake 3

Setting an unrealistic funding goal without showing your own work. If your goal amount is too high you might overwhelm potential donors and deter them from contributing. FundMyTravel campaigners have the most success with goal amounts between \$1,000 and \$3,000, although people have certainly raised more!

Success 3

Choose a reachable amount and share your offline work. Calculate out exactly what you'll need to raise to cover your travel. Let potential donors know you are also contributing your own funds towards the trip such as financial aid, savings, and scholarships. If readers know how committed you are to the goal, they're much more likely to donate.

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Questions or ideas?

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