



Crowdfunding & Raising Capital - Resource Guide

Updated February 2020

Crowdfunding: The practice of funding a project or venture by raising many small amounts of money from a large number of people.

- **Pros and Cons of Crowdfunding**
 - [The Pros and Cons of Crowdfunding for Business](#)
 - [Crowdfunding: Pros and Cons](#)
- **Types of Crowdfunding & How to Choose**
 - [Types of Crowdfunding: Donation, Rewards, and Equity-Based](#)
 - [Which Type of Crowdfunding Should You Choose for Your Business?](#)
- **Choosing the Right Platform**
 - [The 40+ Best Crowdfunding Websites](#)
 - [The 7 Best Crowdfunding Sites of 2020](#)
- **Tips for a Successful Campaign**
 - **Research** inspiring, successful (and even unsuccessful) fellow campaigns
 - Most Successful Crowdfunding Campaigns of 2019
 - [The Top 10 Crowdfunding Campaigns You Need to Know – 2019](#)
 - [32 Most Funded Kickstarter Projects of 2019](#)
 - [Top 7 Crowdfunding Fails to Avoid](#)
 - **Create a compelling page** with the right content to appeal to your audience
 - [Storytelling for Crowdfunding Campaigns](#)
 - [How to Nail the Messaging Around Your Equity Crowdfunding Campaign](#)
 - **Have a pre-launch plan**—the first few days matter to build momentum
 - [10 Tips to Make Your Crowdfunding Campaign a Success](#)
 - [7 Crowdfunding Tips Proven To Raise Funding](#)
 - **Promote, promote promote** (free and paid ideas)
 - [Kickstarter Marketing Tips](#) (some can be used for other platforms)
 - [Ads and Other Promotional Platforms and Services](#)
 - **Longer read but great tips and details** (most can be used for other platforms)
 - [131 Kickstarter Campaign Tips for Successful Crowdfunding in 2020](#)

Hire Affordable Designers, Video Editors and other Marketing Specialists (*can search by skill and budget*)

- [Upwork](#)
- [Fiverr](#)

Financial Considerations: Treat this like looking at any other financing option (debt, equity). Before making any commitments, incorporate into projections. SSTB clients do this in one-on-one appointments. Reach out to financial@startsmallthinkbig.org to begin.

Legal Considerations: Before making any commitments, make sure you **understand the terms of your chosen platform** (for successful and unsuccessful campaigns). Be aware that [state and federal laws may apply](#) (such as investment rules or local regulations - i.e. liquor licenses). SSTB clients can reach out to legal@startsmallthingbig.org with questions.

Marketing Considerations: Once you've determined that crowdfunding is right for your business, consider developing a Marketing strategy for the successful promotion of the campaign. **Here are some helpful resources**



& recommendations: [Market Access Resource Guide](#). SSTB clients needing additional Marketing support can email marketing@startsmallthinkbig.org.