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# Crowdfunding Confidential: Raise Money For You And Your Cause



## Synopsis

Crowdfunding Confidential is a friendly, funny, clear, and EFFECTIVE guide to successfully planning, crafting, and launching a crowdfunding campaign that meets its goal for you or someone in need. Who will you help today and what are you waiting for? Grab this quick yet powerful guide and get your successful crowdfunding campaign off on the right foot so you can help others in need starting today. This easy to follow handbook, written to be conversational and accessible will empower YOU to plan, create, and manage your first successful online crowdfunding campaign even if you have no previous fundraising experience and no idea where to start. Busy working mother, college professor, and serial crowdfunder Kristen Palana, has raised over \$100K online for 90+ housing, health, education, and income generation projects for needy children and their families since 2004 in her so-called spare time. This book delivers eleven years worth of her best hard-won advice and tips for successful online fundraising for a cause so that you can get started helping others in need powerfully and effectively right away. Here's what you'll find inside: An action plan for mapping out a crowdfunding campaign that has the best chance of being funded, even before it goes live A rundown on popular crowdfunding platforms and which is best for your project Tips for fundraising from your own website and how to partner with nonprofit organizations and small businesses to extend your reach and influence How to harness the emotional power of text, color, and imagery to win hearts, minds, and donations for your cause Learn the top crowdfunding mistakes to avoid BEFORE you begin Craft compelling email and social media campaigns to jump-start the donation process Maximize every dollar/euro donated with a full array of donor-boosting and fundraising ideas Learn HOW and WHEN to ask for donations, follows, and shares Learn how to engage and interact with your donors and cultivate their trust when fundraising for social change Tips for overcoming the fear of asking people for money Learn clever ways to leverage the power of urgency to help spark momentum How to rebound and relaunch a stalled or flailing campaign Learn best practices for what to do before, during, and after your successful campaign has funded to make a continued impact Learn tried and true fundraising basics and gain insights into successfully fundraising for nonprofits....and much more! This book is a companion to Kristen Palana's online Udemy course by the same name.

## Book Information

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## Customer Reviews

Ms. Palana takes a daunting task and makes it fun! The advice in this e-book is practical and down-to-earth, very reader-friendly. I had already written the text for my current campaign, but after reading *Crowdfunding Confidential: Raise Money For You & Your Cause*, I saw what needed editing out and what needed more emphasis to improve my chances for success. Most importantly, this book gave me the confidence - after a very unsuccessful campaign I tried previously - to try again. I cannot thank the author enough for this very essential guide!

I highly recommend this book! This book is packed full of useful information and so easy to follow. It covers how to break your fundraising project into small, manageable steps, how to write the text of your campaign, how to make your campaign visually appealing, tools and platforms to use to raise money, how to start/continue/re-start the momentum of your project, and so much more. I immediately told my childhood friend about this book because she is trying to raise money to cover medical expenses for a special needs family member.

Amazing book with great tips for raising money! I have been doing the same annual walk for the past 6 years, raising donations along the way. I raised more money this year than I ever have in years past using the tools outlined by Kristen Palana in this easy-to-follow guide! She uses a conversational tone in her writing which makes this seemingly daunting subject a lot less

overwhelming. I highly recommend it to anyone looking to raise money for a cause that is close to your heart!

From the start of this book, you feel comfortable and like you're on the same page as the author, who begins by saying, 'I have a dirty little secret... I HATE asking people for money!' It sets the tone of the book - relatable, amusing, but at the same time full of concrete advice to get you started. She takes what you might imagine to be a very dry topic, and makes it fun. I read this book when trying to mount my first crowdfunding campaign and quickly realized how many things I was doing wrong. At my office we had simply gotten together and pieced together a campaign, trying to put it together in a day and launch it, one of the very first things the author addresses as the **WRONG** way to go about things! Perhaps the best review of the book I can give is to share that we successfully raised \$1,800 in our campaign and were able to move an important project forward. If you're thinking of trying out crowdfunding, believe me, this book is worth the time and energy, and is a enjoyable read at the same time!

Kristen was one of the few pioneers of online fundraising back in 2004 when there were no fundraising platforms around like Indiegogo, Kickstarter, etc. Several years ago, her inspiring article featuring a Children's International (CI) sponsored child, Aura's House, showed through combining several resources of web design, CI and Craigslist (FB, TWT and others didn't exist back then), campaigning for a worthy cause could create a following of like-minded people to support those people of 2nd and 3rd world countries who didn't have the resources to pull themselves, their family and / or community out of poverty. Thankfully, her book and Udemy course by the same name: *Crowdfunding Confidential*, distills her many trial-and-error experiences into a succinct workable plan for the success of both the fundraiser and their recipient. Kristen's natural sense of humor and ironic insights of what not-to-do will draw the reader into the realm of crowdfunding.

I had been toying with the idea of Crowdfunding for a project I have been working on but the process was seemingly daunting, the research overwhelming. I knew if I did it, I wanted to do it **RIGHT**, anyone can set up a crowdfunding campaign now a days but not everyone can do it well. I was full of questions and doubts, which platform, how to publicise, where, when? I read Ms. Palana's book in one evening and was convinced of my ability to set up a competent and coherent campaign. Her writing is clear, insightful and chock full of wisdom. A must read for anyone

considering setting up a crowd funding campaign!

This is an important book for all those seeking to fund a worthwhile cause or project, and have yet to try tapping into the generative power of the global community. Kristen Palana's experience and expertise shine through as she walks the reader through the essential steps of an effective fundraising strategy. Her practical examples provide clear insights into what makes for a successful (and an unsuccessful) campaign.

Packed full of valuable information in a easy to follow manner, this book is a roadmap for all your crowdfunding needs. I recently started researching this when I ran across Palana's book. This book answered all my questions plus many I hadn't even considered. Highly recommended!

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