



Resource 1 Checklist: Are you ready for crowdfunding?

This checklist will help you assess if your organisation has all the prerequisites necessary to start a successful crowdfunding campaign.

	What do you need?	Why?	Tick it off <input checked="" type="checkbox"/>	Notes
Do you have a website or social media presence?	<ul style="list-style-type: none"> A website Social media accounts, such as facebook, Instagram, twitter 	<ul style="list-style-type: none"> To introduce yourself To prove your legitimacy To showcase your past successes 		
Can you receive funds?	<ul style="list-style-type: none"> A bank account in your organisation`s name Alternative: an intermediary to receive and transfer funds 	<ul style="list-style-type: none"> To have a methodical, transparent and legal mechanism to receive funds 		
Can you market your campaign?	<ul style="list-style-type: none"> An active social media presence Contacts to news outlets, influencers and other NGOs A long list of newsletter subscribers The ability to hold live events A motivated and committed team 	<ul style="list-style-type: none"> To be tell as many people as possible about your campaign Show how everyone can support your mission 		

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