



Resource 2 Choosing a Crowdfunding Platform

The following framework will help you evaluate different crowdfunding platforms and choose the right one for your project according to our 8 simple criteria. Make sure you know how important every criterion is to your project before you start.

Criterion:	What crowdfunding model do they offer?	Do they allow you to offer incentives? What kind?	Do they specialise in social causes?	Where are they based in relation to your audience? <small>(financial accessibility? language?)</small>	Do they have a mobile-friendly design?	Do they offer peer-to-peer fundraising pages?	Do they provide training, guidance, on-going support?	What fee do they ask or what percentage of the amount raised do they take?
Crowdfunding platforms:	All-or-nothing or flexible or both?							

This information is a guide; the means by which it is applied is under your direction. Use of our website, and the information and materials within, is at the risk of the user, and Grassroots Collective will not accept responsibility for any damages which may arise from the use of this site. It is essential that you contextualise the use of this guidance and apply it within the legal limitations of your country. This is a living document and should not be treated as a stand-alone solution to all crowdfunding challenges. Concepts of best practice are constantly being reviewed and refined, as is the contents of this guide. We cannot guarantee the completeness, accuracy or suitability of this information for any particular purpose.