



Best Practices for Crowdfunding

This is an extra resource to go along with the original article:

[Your Beginner's Guide to Crowdfunding](#)

- ★ Build a list of email contacts before you start crowdfunding so that you can tap that network.
- ★ Work on your elevator pitch. Whittle it down to 30 seconds or less.
- ★ Use storytelling to engage potential investors.
- ★ Market your idea. Don't just list it and forget it. Spread the word.
- ★ Offer multiple rewards.
- ★ Offer multiple donation amounts to encourage more people to participate.
- ★ Implement a quickly approaching deadline. Scarcity can move the needle.
- ★ Be transparent. Explain exactly where you'll spend each dime.