

# People's United Non-Profit Consortium

June 14, 2016 – Danversport Yacht Club (Route 62, Danvers)

8:00am – 8:30am (Networking) – 8:30am – 10:00am (Formal Program)

## Successful Nonprofit Crowdfunding Campaigns – A Step-by-Step Guide

“Crowdfunding is the pooling of funds from passionate people to help making something special happen.”  
-GoGet Funding.com

Crowdfunding has exploded in popularity in recent years, with everyone from tech start-ups, to nonprofits, to individuals raising money to accomplish their projects. With the hype and media frenzy surrounding this new type of online fundraising, it's hard to know what to do first.

This seminar will detail the key steps that nonprofits need to take in planning and implementing a successful crowdfunding campaign for their organization, even if you have never done any type of online fundraising before. In this session, we will learn:

- The elements of crowdfunding
- How to prepare your nonprofit for crowdfunding success
- How to choose one of the major crowdfunding platforms-Kickstarter, indiegogo, and more
- How to promote your crowdfunding campaign using social media, email, and your website
- Ways you can fit crowdfunding and online giving into your long-term fundraising strategy



Julia C. Campbell, Digital Marketing Strategist, Founder of J Campbell Social Marketing  
[www.jcsocialmarketing.com](http://www.jcsocialmarketing.com)

Julia Campbell has been involved with the social good sector her whole life, from coordinating food drives as a child to volunteering at homeless shelters in high school to assisting NGOs in Senegal, West Africa and beyond.

In her current position, she consults and trains nonprofits on the best ways to use digital tools to raise money and awareness for their organizations. Her blog is consistently featured in the list of Top 150 Nonprofit Blogs in the world, and she is currently publishing a book on storytelling and social media with Charity Channel Press.

**CONSORTIUM PLANNING COMMITTEE** – A core group, from local non-profit organizations, help with the selection of future topics, serve as hosts at the programs and are part of the evaluation process.

Margo Casey  
North Shore United Way

Andrew DeFranza  
Harborlight Community Partners

Georgina Keefe Feldman  
Patton Homestead Inc.

Kevin Noyes  
People's United Bank

Susan Gogonian  
Beverly Historical Society & Museum

Sue Gabriel  
Beverly Bootstraps Community Services

Howard Amidon  
Montserrat College

Beth Francis  
North Shore YMCA

Freddi Doeringer  
Northeast Massachusetts Red Cross

Susan Ring Brown  
Northeast Arc

Paul Lanzikos  
North Shore Elder Services

Kristin Zampell Noon  
Wenham Museum

Elizabeth Macomber  
Care Dimensions

Dennis McCarthy  
Jumpstart

Lauren Belmonte  
Change is Simple, Inc.

To register for this session please email [Rebecca.Skerry@peoples.com](mailto:Rebecca.Skerry@peoples.com).

FOLLOWING NON-PROFIT CONSORTIUM MEETING WILL BE HELD –September 13, 2016

Jack Good, Vice President  
People's United Bank

