

EMPOWERING

NONPROFIT MISSION

HOW ONLINE CROWDFUNDING IS REVOLUTIONIZING THE NONPROFIT SECTOR

Exploring how online crowdfunding helps overcome traditional fundraising challenges and drive digital transformation

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WHITE PAPER

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Executive Summary

Nonprofits have long driven social progress—championing civil rights, environmental action, gender equity, education, and more. They fill critical gaps, especially for underserved communities. The pandemic underscored their vital role in supporting governments and citizens alike.

However, many nonprofits struggle with limited funding and the burdens of traditional fundraising. Securing grants or institutional support often involves lengthy, complex application processes, unclear criteria, and months-long waits for approval. The system tends to favor well-established organizations with greater resources, making it difficult for smaller or emerging nonprofits to compete. As a result, many impactful community-level initiatives remain underfunded or overlooked.

Globally, more than
10 Million
nonprofits exist.

In the US alone, 1.3 million nonprofits are supporting people across age, gender, race, and socioeconomic status, among others.

30%

of all nonprofits fail & close within 10 years!

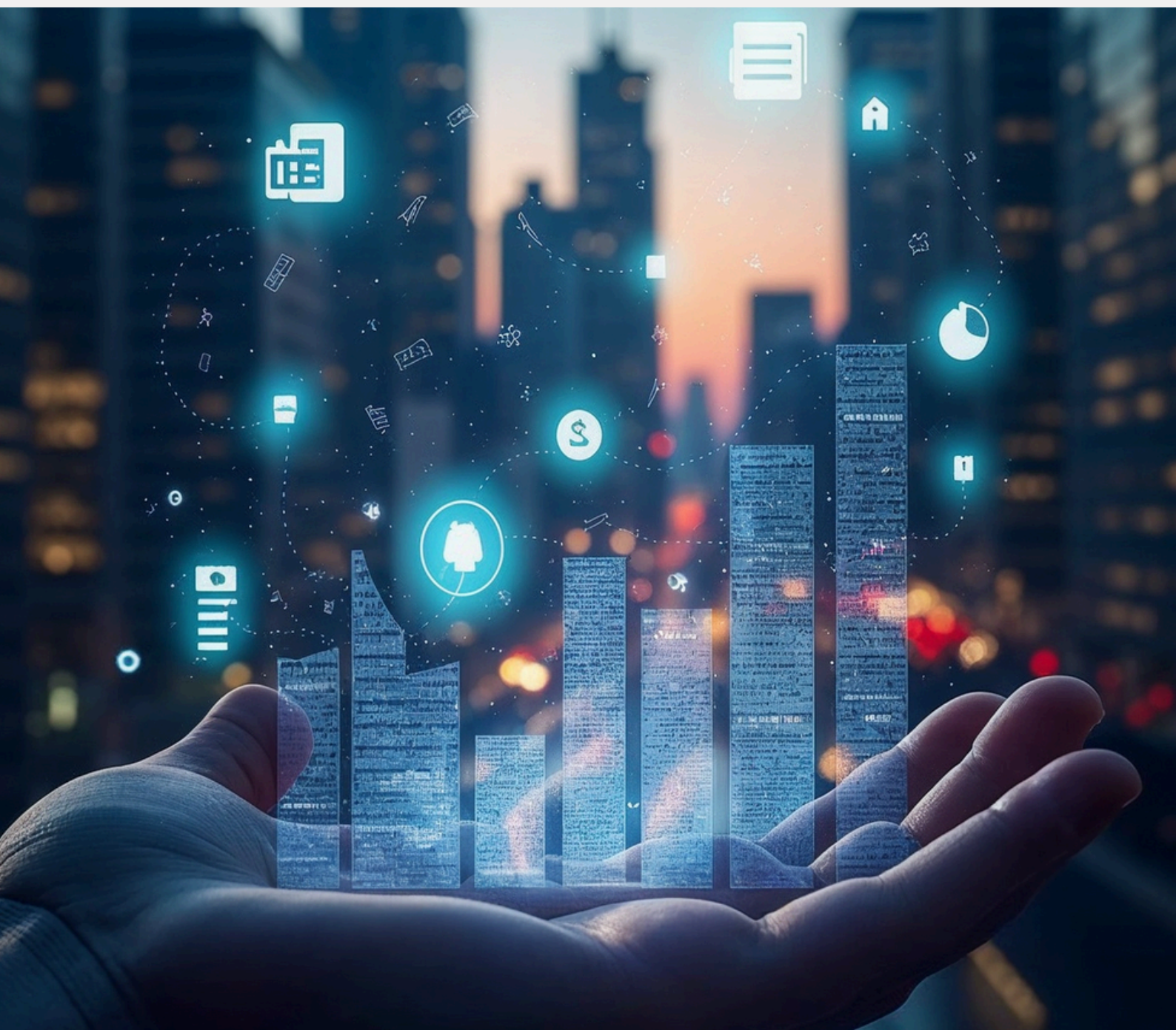
And top reasons for nonprofit failure...
Lack of funding, inability to evolve and embrace digital technologies, leadership vacuum, inadequate planning and inability to study impact.



Online crowdfunding offers a powerful alternative. It enables faster, more accessible funding, expands donor reach, and reduces reliance on gatekeepers. More than that, it helps nonprofits embrace digital tools and unlock new growth opportunities in an increasingly connected world.

This whitepaper explores how online donation-based crowdfunding is helping nonprofits embrace the digital age and amplify their impact. We examine the fundraising challenges nonprofits face today and how online crowdfunding offers a faster, more accessible alternative—along with potential risks to consider.

We outline best practices to help nonprofits optimize their crowdfunding efforts and maximize returns. Finally, we highlight how TALGiving's free, all-in-one platform can support nonprofits in expanding their reach, engaging donors, and advancing their mission.



53%

of all charities

are dependent on contributions for the majority of their revenue.

73%

of nonprofits

consider donations essential for them to continue doing their work. Small nonprofits with expenditures less than \$500,000 rely more on donations than larger nonprofits.

1 An Introduction to Online Crowdfunding



In 2024, the global crowdfunding market was valued at

\$2.14 Billion

It is projected to grow at a CAGR of 17.6% between 2025 and 2030.

Crowdfunding is a method of raising money from a large group of people—often online—instead of relying on a few major donors, sponsors, or lenders. It taps into the power of collective giving, allowing individuals and organizations to fund causes, projects, or personal needs by appealing to the wider public, also known as “the crowd.”

What makes crowdfunding effective is its inclusivity. Rather than needing large sums from a few, it gathers small contributions from many, spreading out the financial burden and lowering the risk. In donation-based crowdfunding, people give purely out of support for a cause, expecting no financial return.

While the idea has existed for a long time, digital platforms and social media have transformed crowdfunding into a powerful and widely accessible fundraising tool. It opens doors for nonprofits, startups, artists, and individuals—especially those unable to access traditional funding channels.

During the COVID-19 pandemic, crowdfunding proved its value by enabling rapid, grassroots support for healthcare, food relief, and social initiatives, highlighting its role as a tool for connection, compassion, and community action.

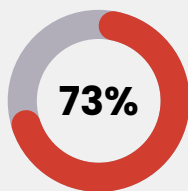
Before diving deeper into the powerful benefits of online crowdfunding for nonprofits, let us take a look at the key challenges they face, which eventually lead to their failure and shutting down.

Key Nonprofit Challenges...Fundraising & Beyond

One of the biggest challenges for most nonprofits is the critical shortage of funds to carry out their operations. Money is the lifeblood of every organization including nonprofit entities. Inadequate funds translate into resource constraints, which force them to stretch their limited financial and other resources thin to support their mission and ambitious goals.

Fundraising Challenges

Nonprofits, while they may have other revenue sources, rely heavily on donations, grants, aids, sponsorships, fundraising events, and so on for funding their activities. The excessive dependence on external sources brings uncertainty and instability to financial management of nonprofits, making budgeting and long-term planning difficult.



nonprofits consider donations essential for them to continue doing their work. Small nonprofits with expenditures less than \$500,000 rely more on donations than larger nonprofits.

Digital Transformation

The COVID-19 pandemic made one thing clear: embracing online fundraising, especially crowdfunding, is no longer optional for nonprofits—it's essential. Organizations that couldn't adapt to digital methods faced serious setbacks. However, many nonprofits still lack the resources to invest in the technologies and training needed to run effective online campaigns.

This digital gap limits their access to crowdfunding platforms, online communication channels, and donor data management tools. As a result, their ability to reach supporters, raise funds, and serve communities is weakened—widening the very gaps they aim to close.



Complicated Processes

Traditional fundraising is a long-drawn, complicated, and highly competitive process. Applying for grants, aids, or sponsorships involves complicated applications, proposal writing, and long wait times for funding decisions—all while competing with numerous other experienced nonprofits. The significant time and costs involved create roadblocks that divert crucial resources away from a nonprofit's core mission.

Micro-Level Causes Don't Get Funded

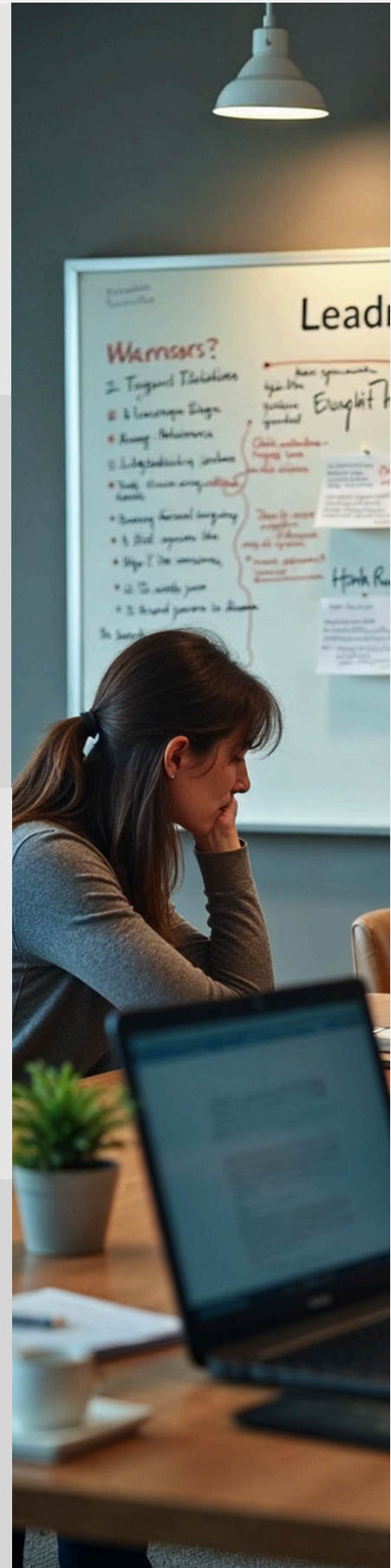
The funding gaps widen with traditional fundraising as donors, having to shoulder the entire financial burden and consequences, are understandably more cautious with their resources. They naturally prioritize larger causes with perceivably bigger impacts. This makes funding inaccessible to smaller projects, micro-level causes, and individuals with personal needs, among others.

Fundraising Fatigue

The risk of fundraising fatigue setting in with traditional methods is high mainly due to the long-drawn, tiresome processes with high rates of failure. Nonprofit leaders and employees may feel a sense of dread over having to go through the same processes over and over again to raise funds.

High Competition for Limited Funds

Thousands of nonprofits vie for limited funds across traditional funding sources. Navigating this intense competition requires specialized expertise in grant writing, donor cultivation, and more, creating significant hurdles, especially for smaller nonprofits. These high barriers to entry limit access to crucial funding.



Budgeting and Cash Flow Management Challenges

For nonprofits, budgeting and cash flow management are essential for operational stability, but these crucial tasks are often hampered by the precarious nature of funding, especially grants. Nonprofits are faced with the uncertainty of grant renewals and the inconsistent arrival of funds from various traditional sources. Even when grants are secured, there are restrictions on how it can be used, adding yet another layer of complexity.

These factors make revenue forecasting challenging for nonprofits. Without a reliable revenue forecast, they cannot effectively budget their money and allocate their costs. With uncertain and restricted revenues on one side and volatile, ongoing expenses on the other, cash flow management becomes a hassle too.

This necessitates that nonprofits diversify their funding, combining traditional with new-age approaches such as crowdfunding, online charity challenges, and so on. Establishing and maintaining healthy cash reserves is also essential to mitigate the risks associated with funding gaps and fluctuating expenses.



How Does Online Crowdfunding Empower Nonprofits?





Democratized Access to Funds

Crowdfunding has proven incredibly effective for countless individuals and organizations who have typically been excluded from traditional fundraising opportunities. Whether it's a medical emergency, a non-profit initiative, a social innovation project, research funding, bereavement support, or educational expenses, crowdfunding provides a platform for anyone with a legitimate need to seek support. This inclusive approach ensures that diverse voices and causes have the opportunity to thrive, fostering innovation and positive change across various sectors.



Contributes to Societal Progress

Crowdfunding empowers underfunded and even unfunded causes, giving them a voice and access to resources they wouldn't otherwise have. This democratization of funding allows local communities and individuals to solve micro-level challenges, taking ownership of pressing local issues, sparking grassroots transformation, and driving societal progress, instead of waiting for top-down intervention. Even small contributions create a ripple effect, demonstrating how collective action can have a profound and lasting impact on society.



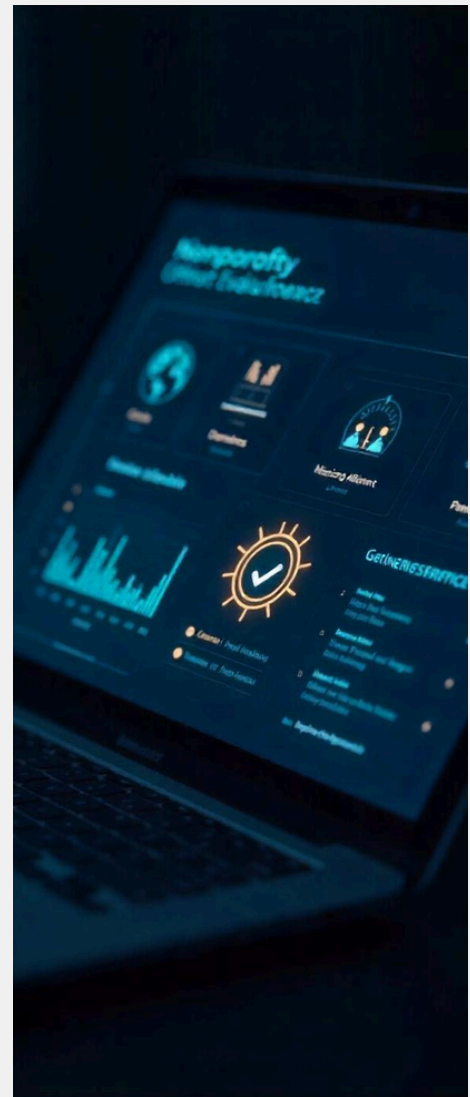
Quick Access to Help

Crowdfunding platforms use technology to accelerate the giving process, bridging the digital divide between those in need of help and generous supporters. Any individual or nonprofit, regardless of their background and location, can create crowdfunding campaigns for worthy causes in just a few minutes and get approved in a few hours or days. Crowdfunding's streamlined and simple processes break down entry barriers and enable quick access to funds by eliminating the red tape and bureaucracy often associated with traditional fundraising.



Ease and Simplicity

The best crowdfunding platforms are designed for effortless use, ensuring anyone can get started right away. The learning curve is flat, and most platforms provide free resources, expert support, and masterclasses, empowering users to create compelling campaigns and maximize their success. In addition, they enable donees to seamlessly leverage the power of social media, social sharing, and email marketing, helping campaigns reach a global audience and making it possible for anyone to achieve their funding goals.





Greater Visibility and Global Reach

Modern-day crowdfunding leverages the power of technology, the internet, and social media, freeing fundraisers from the excessive dependency on limited personal networks and local connections. They also don't have to depend solely on traditional funding sources such as banks, VCs, sponsors, and wealthy donors, where funding is more tedious to obtain and comes with several usage restrictions. By making the cause or project visible to a wider, global audience, fundraisers connect with passionate supporters who align with their cause and goals. This allows them to mobilize a powerful wave of support and build a global community around their cause.



Wide Range of Causes & Purposes

Crowdfunding platforms enable fundraisers to mobilize support and raise funds and resources for diverse causes and purposes, from lifesaving medical expenses and life-changing education to innovation social enterprises, impactful non-profit projects and impactful grassroots initiatives, among others.

Recognizing the unique needs of each cause, many crowdfunding platforms specialize in specific areas of online fundraising, such as art, entertainment, crowdlending, startups, and medical support. This specialization ensures that fundraisers can find the perfect platform to align with their specific goals, transforming their visions into reality.



Lower Costs

Unlike traditional fundraising, online crowdfunding has little to no overhead and administrative costs. Leveraging streamlined digital tools, online platforms empower anyone to create, manage, and track their fundraising campaigns with remarkable ease and efficiency. So, organizations need not excessively rely on the services of and employ fundraising and marketing professionals full-time.

Withdrawing and utilizing funds is equally straightforward, all while ensuring complete transparency and accountability. Platforms like TALGiving take this commitment further by charging zero platform fees or commissions, ensuring that every penny raised goes to those who need it.



Secure Way to Access Funds

Reputable crowdfunding platforms prioritize security and safety of the process. They rigorously verify causes, ensuring donors have access to verified causes and legitimate projects to give to. They offer safe payment and withdrawal options, protecting financial transactions. Moreover, they invest in building safe and secure digital infrastructure with robust security and privacy policies, to ensure the highest levels of user security, data privacy, and confidentiality. These comprehensive safeguards provide peace of mind, protecting both donors and donees from potential fraud and fostering a secure environment for impactful giving.



The Bandwagon Effect

Online crowdfunding ignites the bandwagon effect by providing social proof for the cause. When individuals see a cause gaining widespread support and being amplified in their personal and professional networks, they are drawn to participate in the movement. This surge of collective enthusiasm or the bandwagon effect inspires even greater participation, transforming individual donations into a powerful wave of support.



Effective Marketing Vehicle

Crowdfunding, beyond providing access to funds and critical resources, serves as a powerful tool for nonprofits to promote themselves, amplify their mission, and expand their reach.

- Nonprofits can raise greater awareness about their cause. While promoting the crowdfunding campaign, they can use diverse strategies to educate the target audience about the cause. For instance, a fundraiser for breast cancer survivor care can serve as a vehicle to disseminate crucial information about breast cancer, its prevalence, the importance of early detection, and related health guidance.
- Through crowdfunding and associated marketing campaigns, nonprofits can showcase their impact and achievements, resulting in increased visibility, enhanced recognition, and an expanded ability to serve their communities.





Strengthen Donor Relationships

Crowdfunding thrives on active participation, community action, and genuine engagement, offering great avenues for nonprofits to foster stronger relationships with their donors. By embracing a participatory approach, engagement across multiple channels, delivering timely updates, and using personalized communication, nonprofits can maximize their crowdfunding ROI while also boosting donor loyalty, retention, referrals, and repeat donations.



Encourages Community Building

Crowdfunding, unlike traditional modes of fundraising, enables users to build a global community united by a shared passion for the cause. Fundraisers can find, mobilize, and connect with the right donors, mentors, and backers, who are aligned with their mission. This helps nurture lasting relationships with their backers that extend far beyond mere financial support, granting access to invaluable feedback, expertise, and other forms of support.



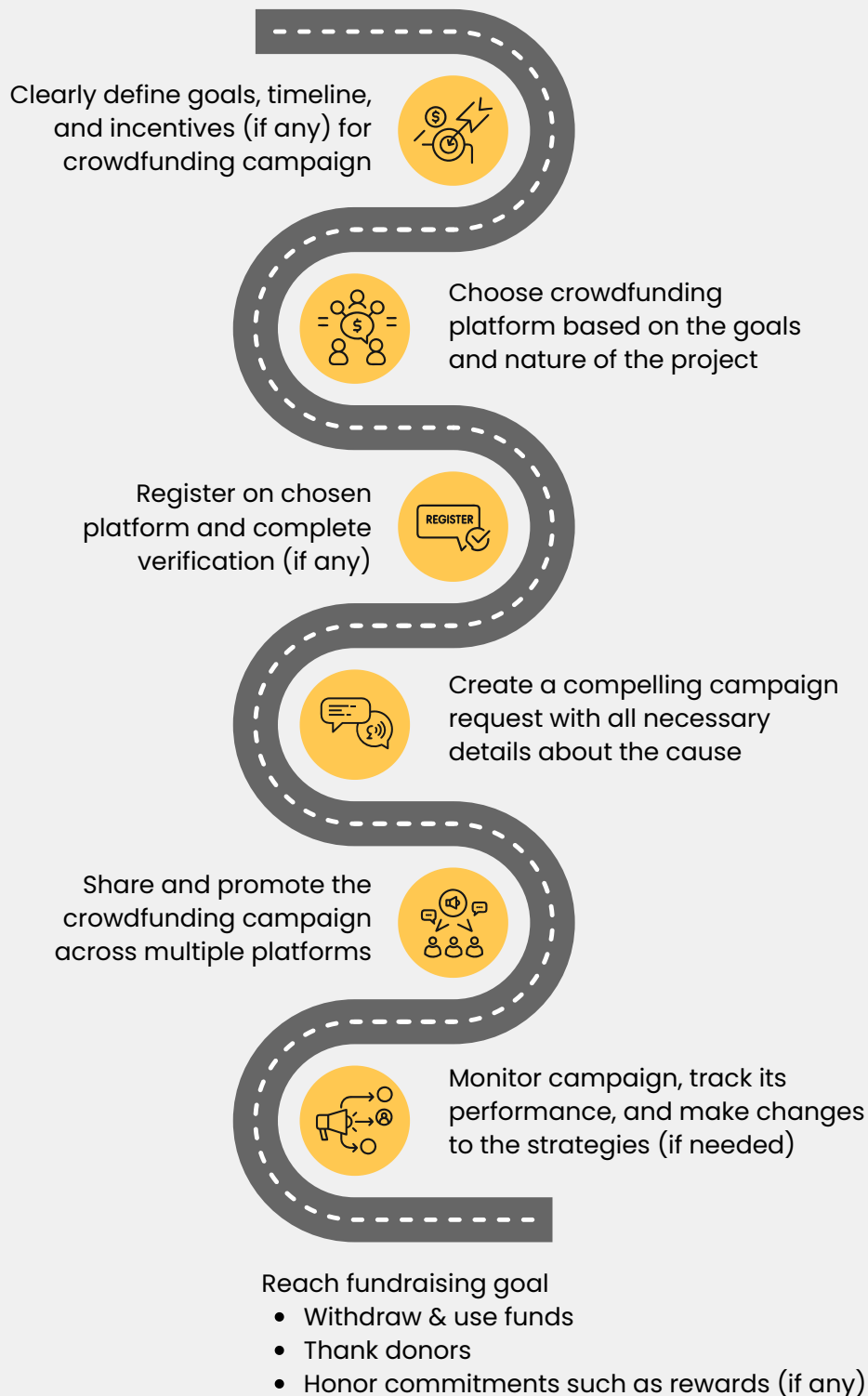
Online Crowdfunding vs Traditional Fundraising

	Online Crowdfunding	Traditional Fundraising
Accessibility of Funds	Democratic funding access. Big and small nonprofits and communities can access funds and resources as long as they have access to the internet.	Limited access, often requires established networks and significant resources. Smaller and community-level organizations are unable to access funds as funders prefer larger projects with bigger impact.
Barriers to entry	Minimal; most crowdfunding platforms simply verify the nonprofit and enable them to instantly create fundraising appeals.	High barriers; the processes are time-consuming, costly, and often require high levels of expertise even at the application level.
Speed of Funding	Faster access to help; setting up and running crowdfunding campaigns is simpler. Campaigns can gain traction quickly; funds are often disbursed regularly.	Time-consuming applications; long waiting periods for selection and disbursement of funds as donors process multiple applications, perform due diligence, shortlist, and conduct verifications.
Cost	Lower costs, minimal overhead, platforms often provide tools and resources. Some platforms even have zero platform fees and commissions.	High costs associated with fundraising staff, events, grant writing, and marketing materials.
Reach and Visibility	Global reach through online platforms and social media, expanding potential donor base significantly. Great marketing and brand building tool for nonprofits.	Limited to local networks, known donors, and specific funding agencies.
Competition	Still competitive but offers more opportunities due to broader reach.	Highly competitive, with many nonprofits vying for the limited funding pool.
Relationship Building	Fosters stronger donor relationships through direct engagement and community building.	Difficult to build strong, lasting relationships with donors.
Fundraising Fatigue	Can still be demanding, but the process is generally faster, more accessible, and engaging, potentially reducing the risk of fatigue.	High risk of fundraising fatigue due to long, tiresome, competitive processes, and high rates of failure.
Funding for Micro-Causes	Offers opportunities for micro-causes to gain funding and support from a wider audience.	Difficult to secure funding for small-scale projects and micro-level causes.
Budgeting & Cash Flow	Can still be challenging, but crowdfunding can provide a more predictable revenue stream if used strategically. Diversification of funding is still important.	Uncertain funding and restrictions on use make budgeting and cash flow management difficult.

	Problem	Best Practices
Not Reaching the Fundraising Goal	Even with the best of efforts, not all fundraising campaigns gain traction. The risk of not finding any backers for a cause are real and high.	<ul style="list-style-type: none"> • Set realistic goals • Leverage storytelling • Use visual elements • Showcase potential impact
High Competition	The high competition in the charity and crowdfunding space means that the risk of not reaching the fundraising goal is high.	<ul style="list-style-type: none"> • Offer social proof • Personalize outreach • Follow best practices
Getting Lost in the Crowd	There are hundreds of crowdfunding platforms and thousands of requests. It is very easy to get lost in the clutter, unless the donors are effectively engaged and best practices followed.	<ul style="list-style-type: none"> • Implement multi-channel marketing • Create engaging content and promote widely across networks. • Offer regular updates
Donor Fatigue	Given the clutter in the online crowdfunding space, the risk of donor fatigue is high. When donor fatigue sets in, donors are less likely to give to causes.	<ul style="list-style-type: none"> • Engage prospects creatively beyond the campaign itself – build an online community.
Lack of Expertise	Individuals and nonprofits often lack marketing and fundraising expertise, which could act as a deterrent to their ability to raise funds.	<ul style="list-style-type: none"> • Utilize platform resources and tools • Partner with experts (even pro bono) • Learn from successful campaigns • Use social media management tools
Regulatory Concerns	The donees could face heavy penalties and legal consequences if they don't adhere to the rapidly changing regulatory and legal frameworks.	<ul style="list-style-type: none"> • Choose reputable and compliant platforms. • Verify campaign legitimacy. • Provide transparent updates. • Adhere to all relevant regulations.
Frauds & Scams	Fraudsters and scammers often create fraudulent campaigns and deceive donors, undermining their trust in the platform and online crowdfunding itself.	<ul style="list-style-type: none"> • Choose reputable and trustworthy platforms. • Research about different platforms and their privacy and security policies before creating your campaigns.

The Risks and Challenges of Online Crowdfunding

	Problem	Best Practices
Lack of Accountability	A lack of accountability & transparency about how funds are used and the overall progress of the project could lead to dissatisfaction and distrust.	<ul style="list-style-type: none">• Provide regular and transparent updates on fund usage.• Share impact stories and case studies.• Offer detailed financial reports.
Donor Attrition	Without effective donor engagement, the likelihood of donors not giving again is high. This means the fundraiser must spend time and effort on donor acquisition for every campaign, which is way costlier than donor retention.	<ul style="list-style-type: none">• Cultivate strong donor relationships through personalized communication and exclusive content.• Use creative ways to keep donors engaged.• Show appreciation for their contributions and highlight the impact they've made.
Privacy and Security Concerns	Crowdfunding platforms collect personal and financial information from donors and donees, making them potential targets for cyberattacks and data breaches.	<ul style="list-style-type: none">• Choose platforms with robust security measures.• Ensure that the platform is transparent about data collection practices.• Ensure compliance with privacy regulations.
Overreliance on Crowdfunding	Donees may not have a proper fundraising strategy and may overly rely on online crowdfunding alone to meet their funding needs.	<ul style="list-style-type: none">• Diversify funding sources by combining crowdfunding with traditional fundraising methods, grants, sponsorships, and earned income strategies.
Reputational Damage & Loss of Credibility	Negative publicity or controversies around a crowdfunding campaign can damage the reputation of the fundraiser and the platform itself, deterring donors from engaging with similar projects in the future.	<ul style="list-style-type: none">• Maintain transparency and honesty in all communications.• Address concerns promptly and professionally.• Deliver on promises made to donors.

The Crowdfunding Process

The Best Practices to Maximize ROI of Crowdfunding Campaigns

Crowdfunding has become a game-changer for nonprofits, offering a dynamic platform to raise awareness, engage supporters, and secure vital funds. However, navigating this landscape requires strategic planning to maximize return on investment (ROI).

Choosing the Right Crowdfunding Platform

There are countless crowdfunding platforms out there, but they are all not the same! To run successful campaigns and maximize ROI, nonprofits must choose a crowdfunding platform that's right for them and their needs.

Research Different Platforms

Carefully evaluate different crowdfunding platforms to select one that aligns with your target audience, specific needs, and fundraising goals to maximize fundraising success.

Factors to Consider:

PLATFORM FEES, COMMISSIONS, AND HIDDEN CHARGES:

- Is the crowdfunding platform free?
- Are there platform usage fees?
- What is the rate of commission?
- Are there hidden charges or catches?

This helps maximize fundraising efficiency.

WITHDRAWAL RULES:

- How do withdrawals work?
- Are partial withdrawals allowed?
- Are there penalties if the fundraising goal isn't met?
- Can the organization still withdraw the funds raised by them if they don't meet the fundraising goal?

EASE OF USE, SECURITY AND PRIVACY:

- How easy to use is the platform?
- Will the nonprofit require expert assistance to effectively manage campaigns?
- What security measures are implemented by the platform?
- What is the platform's privacy and security policy?
- How transparent is the platform?

TOOLS AND SUPPORT OFFERED:

- Does the platform offer a holistic dashboard and tools for campaign management?
- Are free marketing tools provided for promoting campaigns?
- What kind of support is available to assist nonprofits?
- Are allied products or services available for nonprofits to use?
- Are there other ways to ask for help beyond financial support?

Define the Target Audience & Goals

Clarity about the target audience and goals spell the difference between successful and failed crowdfunding campaigns.

By identifying the target audience, nonprofits gain insights into key factors such as demographics, interests, and online behavior. This, in turn, enables them to tailor their messaging effectively and select the most effective platforms for their crowdfunding campaign.

Ultimately, this clarity helps nonprofits attract the right donors and maximize their ROI.

Defining Key Factors for Campaign Success

The purpose of the crowdfunding campaign



- Is the campaign for general support?
- Are you fundraising for a specific project?
- Are you fundraising on behalf of a beneficiary?

Specific Goals for the campaign



- Is the primary objective solely to raise funds?
- Will this campaign serve as a tool to expand your donor base?
- Are you looking for other forms of support such as mentoring, volunteers, etc.?

The Ask



- What is the total fund requirement?
- What other resources does the nonprofit need?
- Is there a hard deadline for raising the funds? (For instance, an emergency surgery or disaster relief)

The Target Audience



- Who will be interested or motivated to donate to this campaign?
- Whose attention do you aim to capture?
- What is the demographic characteristic of your target audience?
- What are their online habits and preferred social media platforms?



Creating an Impactful Campaign Request

The 3 Cs of Writing Crowdfunding Appeals



Every crowdfunding platform requires the nonprofit to submit a written request to be published on the platform. Nonprofits must master the 3 Cs: Clear, Concise, Compelling – while writing their request.

- Write a catchy title that instantly grabs the attention of prospective donors.
- Craft your request description from a donor perspective.
- Clearly answer questions prospects may have about the campaign, its potential outcomes, and the nonprofit.
- Highlight the beneficiaries and impact of the project.
- Keep your appeal sharp, crisp, and focused.
- Use language that resonates deeply with your target audience.
- Weave a narrative that not only informs but inspires action.

The Power of Storytelling



Stories move people and inspire them to act. This is why nonprofits must leverage the power of storytelling while crafting their campaigns, weaving compelling, crisp & clear stories in their written appeals.

- Use captivating visuals and narrative to showcase the human impact of your work.
- Highlight the problem being addressed, the lives touched, and the positive change fostered by your nonprofit.
- Be authentic while crafting narratives instead of using generic, AI-generated texts.
- Amplify the impact of written stories with captivating visual stories.

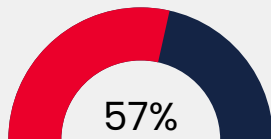
The Appeal of Visual Elements



Visually compelling content in the form of good photographs, short videos, and other appealing visual elements transform crowdfunding campaigns, helping forge powerful connections with potential donors.

- Clear, impactful photographs featuring real beneficiaries or the project itself are non-negotiable.
- Stock images simply cannot weave magic or help build genuine connections, unlike good photographs from your project.
- Supplement photographs with other engaging visual elements like infographics.
- Create compelling video stories that showcase the impact of your project or organization.
- Consider featuring the beneficiaries themselves and their stories in videos.

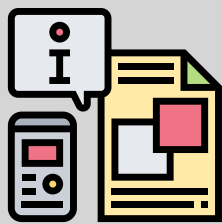
When implemented correctly, these visual strategies will greatly increase your campaigns ability to raise donations



57% of those who watch nonprofit videos are inspired to take action and go on to donate to fundraising requests.

That's the power of this medium!

Adding Credibility with Supporting Documents



Optional, yet powerful!

While uploading supporting documents is optional on most crowdfunding platforms, it significantly enhances a nonprofit's credibility and improves donor trust towards the organization.

Supporting documents that nonprofits should consider uploading:

- Beneficiary information, especially for medical and emergency fundraising.
- Project presentations to provide detailed insights.
- Impact report of past projects to demonstrate proven results.
- Project or nonprofit brochures and other marketing materials.

Other Best Practices to Maximize Crowdfunding ROI

Use Multichannel Marketing

Multichannel marketing in crowdfunding campaigns yields 204% higher conversion & fundraising ROI.



Make your crowdfunding campaign visible amid thousands of others and boost your ROI.

Frontload Your Campaigns

Frontloading campaigns and raising 30% of the goal within the first week of the campaign maximizes the chance of success.

30%

of Fundraising Goal by Week 1

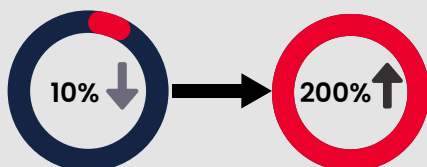
Generate social proof & build momentum for your campaign through frontloading.

Reach out to existing donors and networks to reach 30% of the goal within the first week.

Keep Donors Engaged

Donor Attrition

Fundraising Value



A 10% reduction in donor attrition raises the fundraising value by 200%.

Strategically invest in cultivating long-term donor relationships and implement innovative engagement strategies to foster sustained support.

Consistent Communication



Communicate with donors during & after the campaign across different platforms.



Give them regular updates & keep them in the loop about the project.

Innovative Strategies



Break free from the clutter & noise of the crowdfunding market using creative strategies for marketing & donor engagement.



Explore charity challenges, virtual fundraising events, community reach outs, collaborations, corporate programs, and more to gain greater visibility and inspire action.

Crowdfunding Case Study

Cause: Raising awareness and funds for amyotrophic lateral sclerosis (ALS) research.

Type: Medical research fundraising

The ALS Association created crowdfunding history in 2014 through their Ice Bucket Challenge, raising a whopping USD 115 million through their own fundraising channel! This charity challenge, combined with a crowdfunding component, not only generated a massive amount of donations, but also brought the disease ALS into the public eye on a global scale.



How it Worked

- Individuals were challenged to dump a bucket of ice water over their heads: The Ice Bucket Challenge
- They had 24 hours to complete the challenge.
- Each individual nominated a few others to participate in the challenge and the cycle carried on.
- Participants were encouraged to donate to the ALS Association, regardless of whether they took the challenge.
- The challenge went viral, with celebrities, politicians, and everyday people participating.

Success Factors

- **Simplicity and creativity** of the challenge made it easy to replicate. Millions participated in the challenge.
- **Effective use of social media** and its visual nature.
- The **FOMO** generated by its virality amplified its reach.
- **Participation by celebrities**, politicians, and influencers boosted campaign reach and awareness.
- People felt like they were **part of a global movement**.
- ALS Association has been **continuously sharing updates**, helping them raise more funds over the years.

Key Takeaways

- Sustaining crowdfunding momentum requires ongoing, strategic promotion beyond setting up and launching the crowdfunding campaign.
- Use creative methods like charity challenges to promote the campaign.
- Getting celebrity and influencer endorsements helps amplify visibility.
- Make your appeal simple, emotional, and compelling.
- Clearly communicate your goals and impact.
- Keep donors informed and motivated with regular updates.

The landscape of charitable giving is undergoing a significant shift. Crowdfunding, once a niche platform for creative ventures, is rapidly becoming a major player in the realm of social welfare and progress. With its fast-growing market size and relevance, crowdfunding offers a promising avenue for nonprofits and individuals to raise funds for causes they care about.

Global Crowdfunding & Charity Trends

\$2.14 Billion

Global crowdfunding market size in 2024 was USD 2.14 billion.

17.6%

Forecasted to grow at a CAGR of 17.6% from 2025 to 2030.

\$5.53 Billion

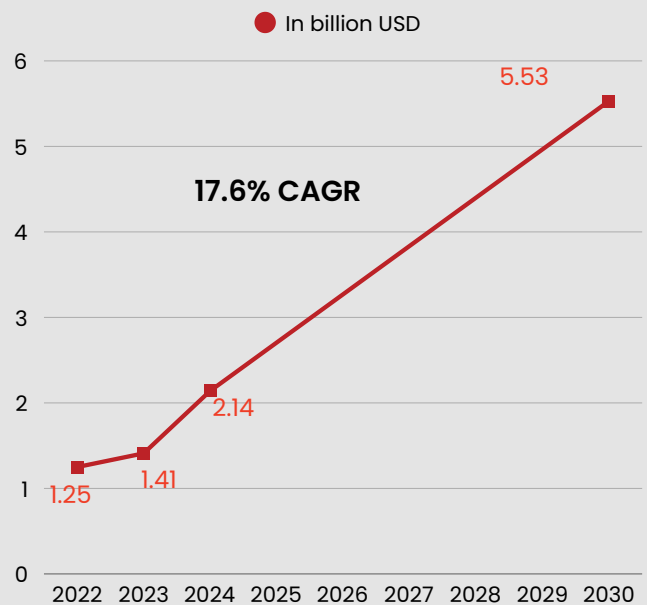
Revenue forecast in 2030

41.60%

North America dominates the crowdfunding market with a share of 41.60%.

44.8%

NGOs and individuals have a market share of 44.8%.



Key growth factors for the crowdfunding market

- Increasing crowdfunding activities on social media
- Technological improvements and innovation
- Rising internet penetration
- Increasing smartphone usage
- Shift in customer preferences to support innovative, socially impactful projects.

Key restraining factors that will slow down the market

It will be crucial to address these restraining factors to ensure continued growth of the crowdfunding and charity market.

- Rising security concerns
- Increasing instances of online frauds and scams
- Time constraints
- Inflation and its impact on individual giving
- Donor fatigue amid overcrowding
- Heavy competition & reduced ROI on campaigns



What Does the Future Look Like?

The future of crowdfunding for charity holds immense potential. Two key trends are poised to dominate the future of crowdfunding.



More Secure & Transparent Transactions

As technology continues to evolve, we can expect more cutting-edge innovations in the crowdfunding and donations process. The use of blockchain-based solutions, evolving security technology, and new-age authentication methods will further strengthen security and transparency of crowdfunding platforms and transactions.

Newer Methods of Donor Engagement

Crowdfunding will become an indispensable part of the marketing and fundraising strategies of nonprofits in the future. Nonprofits will leverage diverse, new-age strategies and approaches to maximize their crowdfunding ROI. These may include charity challenges, multichannel marketing, campaign personalization, impactful storytelling, corporate matching programs, and more.

Platform	Fees	Details	Year Founded	Total Donations Raised
GoFundMe	No platform fee No commissions Transaction fee: 2.9% + \$0.30 per transaction	GoFundMe is a social fundraising platform for individuals and nonprofits to raise funds on various categories	2010	USD 9 Billion* (till 2020)
GlobalGiving	Nonprofit support fee: 5% - 12% (based on donations raised & nonprofit's registered country) Third party processing fee: 3%	GlobalGiving is a global crowdfunding platform that connects donors with grassroots charitable projects around the world.	2002	USD 1.002 Billion* (till Feb 2025)
Fundly	No platform fee No commissions Transaction fee: 2.9% + \$0.30 per transaction	Fundly is an online crowdfunding platform that enables individuals and nonprofits to raise money for various causes.	2009	USD 330 Million* (As of Oct 2020)
ImpactGuru	Platform fees: 0%, 5% or 8% (Based on chosen plan) Payment processing fee & donor support fee: 3% (+ \$0.50 for international card transactions) Other fees: as applicable	ImpactGuru is an Indian online crowdfunding platform, primarily focused on facilitating medical fundraising.	2014	INR 2000 Crores* (as of 2021)
Ketto	Platform fees: 0%, 5%, 7% or higher (Based on chosen plan) Payment processing fee & donor support fee: 3% (+ \$0.50 for international card transactions) Other fees: as applicable	Ketto is an Indian crowdfunding platform that facilitates fundraising for medical, social, and personal causes.	2012	INR 1,100 Crores* (as of July 2020)
Milaap	No platform fee No commissions Transaction fee: Varies based on payment method	Milaap is an Indian crowdfunding platform specializing in raising funds for medical emergencies, personal needs, and charitable causes.	2010	INR 2000 Crores* (as of Oct 2024)
TALGiving	No platform fee No commissions Transaction fee: Varies based on payment method (with option for donors to bear these charges)	TALGiving is a donation-based crowdfunding platform enabling nonprofits to ask for help in diverse ways beyond just fundraising. The platform offers a range of free resources and tools to maximize crowdfunding efforts.	2020	INR 38,08,329.89* + USD 2,61,834.24* (Till Feb 2025)

TALGiving is a donation-based crowdfunding platform that harnesses the power of kindness and collective action to drive lasting social change. TALGiving is on a mission to build a kinder and more equitable world where everyone thrives.

Features & Benefits of TALGiving

Feature	Benefits	Nonprofit & Crowdfunding Challenges Solved
Access to Funds & Resources to Fuel Nonprofit Mission	<ul style="list-style-type: none"> • Raise funds for diverse projects • Connect with key resources • Diversify fundraising by making crowdfunding a regular part of the strategy 	<ul style="list-style-type: none"> • Access funds & key resources to keep forging ahead on the mission. • Connect with a diverse, global donor community • Don't rely solely on traditional fundraising methods to access funds.
Beyond Fundraising... Multiple Ways to Get Support	<ul style="list-style-type: none"> • Connect with volunteers, interns & resources • Access to accomplished CXOs for Board Membership & Mentoring 	<ul style="list-style-type: none"> • Fill leadership vacuums with active Board Members. • Build leadership pipelines. • Unlock growth opportunities. • Gain mentor support to measure & maximize impact. • Fill talent gaps with volunteers & interns and prevent staff burnout challenges.
Free Marketing Tools & Support	<ul style="list-style-type: none"> • Free marketing tools and resources, including email, radio, social media, Audio Rooms, blogs, and more to create multichannel campaigns • 24x7 support • Knowledge resources, masterclasses, etc. 	<ul style="list-style-type: none"> • Maximize crowdfunding ROI • Stand out with multichannel campaigns • Create marketing campaigns without having to hire experts • Beat competition & donor fatigue

Features & Benefits of TALGiving

Feature	Benefits	Nonprofit & Crowdfunding Challenges Solved
Absolutely Free to Use	<ul style="list-style-type: none">• No commissions• No platform fees or usage charges• No hidden charges• 100% model• Partial withdrawals	<ul style="list-style-type: none">• Every penny raised belongs to the nonprofit, without any commissions.• Withdraw funds partially to fund immediate needs instead of waiting till completion date.• No penalties if the fundraising goal is not met within the closing date. The funds collected belong to the nonprofit.
Transform Digitally	<ul style="list-style-type: none">• Unified nonprofit Dashboard to track projects, volunteers, teams, requests & more.• Digital donors list to engage with donors even after the campaign.	<ul style="list-style-type: none">• Adopt latest technology to raise funds and manage the organization.• Reduce busywork & paper trails through digital transformation.
Security & Transparency	<ul style="list-style-type: none">• Robust security & privacy features• Report spam & suspicious activities• Vetting of nonprofits• 100% transparency in transactions• Secure payment methods	<ul style="list-style-type: none">• Allay security & privacy concerns of users• Vetting of the nonprofit improves credibility & helps build trust among users.
Nonprofit to Nonprofit Giving	<ul style="list-style-type: none">• Find verified nonprofits that are mission-aligned from across the globe in preferred areas of operation.	<ul style="list-style-type: none">• Identify nonprofits to give to with ease• Reduced paper trails in selection and giving

How is TALGiving Different ?

TALGiving is an online crowdfunding and crowd sourcing platform that empowers every willing individual and organization to give in a way that they can and everyone in need to access help in a timely, cost-free manner.

	Other Platforms	TALGiving™ (connected + proper people)
Accepts Multiple Categories (cash donation, volunteer request, board member, etc.)	✗	✓
Create Private Requests	✗	✓
Marketing and Radio Promotional Support	✗	✓
Zero Charges/Commissions	✗	✓
Tax Benefits (USA & India)	✓	✓
Volunteer Support	✗	✓
Public Profile Page for Nonprofits (www.talgiving.org/YourOrganizationName)	✓	✓
Expert Coaching & Support	✓	✓
Partial Withdrawals Option for Fundraisers	✗	✓

TALGiving is committed to empowering nonprofits to thrive by accessing the funds and support they need.

Discover more about the platform now



Success Stories: How Nonprofits Used TALGiving for Crowdfunding Success

ICE Foundation

Cause: Raising funds for education, skill development, healthcare, and disability support.

Type: Nonprofit Fundraising



ICE Foundation, a registered 501(c)(3) non-profit organization based in the US, raised over USD 96,000 using the TALGiving crowdfunding platform over the last 4 years.

Using TALGiving, they have raised funds across multiple projects to empower visually impaired girl children from underprivileged backgrounds with holistic education, safe residential schooling, skill development, and more.

They have also successfully raised funds to help underprivileged individuals with physical disabilities to access consultations, physiotherapy, neurotherapy, rehabilitation, prosthetics, and support.

SUCCESS FACTORS:

- Effective use of corporate matching programs.
- The emotional appeal of campaigns.
- Use of visual storytelling and showcasing impact on beneficiaries.
- Strategically integrating online crowdfunding with their larger fundraising and outreach activities.
- Creating hyper-focused campaigns with specific objectives and smaller fundraising goals. Donors don't get overwhelmed by the size of the ask.

TALGIVING EDGE:

- TALGiving's free marketing resources helped promote campaigns across multiple channels.
- Zero commissions and 0% platform fees helped ICE Foundation maximize their fundraising ROI.

Success Stories: How Nonprofits Used TALGiving for Crowdfunding Success

Sanjyot Children Foundation

Cause: Raising funds for orphaned children's care and education

Type: Nonprofit Fundraising



Sanjyot Children Foundation, a registered nonprofit based in Andhra Pradesh, India, raised over INR 11,00,000 using the TALGiving crowdfunding platform over the last 3 years.

Using TALGiving, they have raised funds across multiple projects to support the underprivileged orphans living in their orphanage. The money raised has helped them provide safe shelter, balanced nourishment, holistic education, and more to the children under their care, helping them build a brighter future.

Being a completely volunteer-led organization, the funds raised through these crowdfunding campaigns empowers them to keep their initiatives running smoothly, welcome more children, and provide the care the children deserve.

SUCCESS FACTORS:

- Effective use of recurring giving and donor engagement strategies.
- The emotional appeal of campaigns.
- Use of visual storytelling and showcasing impact on beneficiaries.
- Strategically integrating online crowdfunding with their larger fundraising and outreach activities.
- Creating hyper-focused campaigns with clear goals and specific objectives.

TALGIVING EDGE:

- TALGiving's free marketing resources helped promote campaigns across multiple channels.
- Zero commissions and 0% platform fees helped Sanjyot Children Foundation maximize their fundraising ROI.

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