**Kickstarter**

*(The World’s largest crowd funding platform)*

**ABOUT:** The Company’s mission is to help bring creative project to life. Since its launch, more than 5 million people have funded more than 50,000 creative projects, such as films, music, stage shows, comics, journalism, video games, and food related projects. People who back Kickstarter projects are offered tangible rewards and one-of-kind experiences in exchange for their pledges.

**HOW IT WORKS**: Project creators choose a deadline and a minimum funding goal. If the goal is not met by the deadline, no funds are collected, a [provision point mechanism](http://en.wikipedia.org/wiki/Assurance_contract). Money pledged by donors is collected using [Amazon Payments](http://en.wikipedia.org/wiki/Amazon_Payments). The platform is open to backers from anywhere in the world and to creators from the US or the UK. Kickstarter takes 5% of the funds raised. Amazon charges an additional 3–5%.Unlike many forums for [fundraising](http://en.wikipedia.org/wiki/Fundraising) or [investment](http://en.wikipedia.org/wiki/Investment), Kickstarter claims no ownership over the projects and the work they produce. The web pages of projects launched on the site are permanently archived and accessible to the public. After funding is completed, projects and uploaded media cannot be edited or removed from the site.

**SUCCESS RATE**: As of July 24, 2013, there were 107,645 launched projects (3,990 in progress), with a success rate of 43.99%. The total number of dollars pledged was $717 million.

**PROJECTS FUNDED**: Creators categorize their projects into one of 13 categories and 36 subcategories. 13 categories are: Art, Comics, Dance, Design, Fashion, Film and Video, Food, Games, Music, Photography, Publishing, Technology and Theater.

**Indiagogo**

*(international crowd funding site)*

**ABOUT**: Launched in 2008, its headquarters are in San Francisco, California.

**HOW IT WORKS**: The site's structure allows users to create a page for their funding campaign, set up an account with [PayPal](http://en.wikipedia.org/wiki/PayPal), make a list of "perks" for different levels of investment, then create a [social media](http://en.wikipedia.org/wiki/Social_media)-based publicity effort. Users publicize the projects themselves through [Facebook](http://en.wikipedia.org/wiki/Facebook), [Twitter](http://en.wikipedia.org/wiki/Twitter) and similar platforms. The site levies a 4% fee for successful campaigns. For campaigns that fail to raise their target amount, users have the option of either refunding all money to their contributors at no charge or keeping all money raised but with a 9% fee.[[13]](http://en.wikipedia.org/wiki/Indiegogo#cite_note-13) Unlike similar sites such as [Kickstarter](http://en.wikipedia.org/wiki/Kickstarter), Indiegogo disburses the funds immediately, when the contributions are collected through the user's PayPal accounts. Indiegogo also offers direct credit card payment acceptance through their own portal. Those funds are disbursed up to two weeks after the conclusion of a campaign. Indiegogo is also used by already-funded projects to create publicity or find distributors.

**SUCCESS RATE:** According to [*The Wall Street Journal*](http://en.wikipedia.org/wiki/The_Wall_Street_Journal)*,* as of October 2011 over 45,000 campaigns have been launched, raising "millions each month."

**PROJECTS FUNDED:** Projects range from entrepreneurship to charity fundraiser for cancer research.

**ROCKETHUB**

*(Powers donation-based funding for a wide variety of creative projects.)*

**ABOUT:** What’s unique about RocketHub is their FuelPad and LaunchPad programs that help campaign owners and potential promotion and marketing partners connect and collaborate for the success of a campaign.  Launched in January 2010, it is an online crowding platform with users from around the world to raise funds and awareness for project and endeavors.

**HOW IT WORKS:** RocketHub enables [Direct-to-Fan](http://en.wikipedia.org/wiki/Direct-to-Fan) [social media](http://en.wikipedia.org/wiki/Social_media)-based outreach and [fundraising](http://en.wikipedia.org/wiki/Fundraising). Project leaders, i.e., fundraisers, publicize campaigns themselves through [Facebook](http://en.wikipedia.org/wiki/Facebook), [Twitter](http://en.wikipedia.org/wiki/Twitter) and similar platforms. When posting a campaign, users choose a campaign deadline, target funding-goal, and offer “perks” in exchange for contributions. Broadly, RocketHub shares similarities with platforms such as[Kickstarter](http://en.wikipedia.org/wiki/Kickstarter), [Sellaband](http://en.wikipedia.org/wiki/Sellaband), and [Pledgemusic](http://en.wikipedia.org/wiki/Pledgemusic), however if the selected funding target is not reached by the deadline, the project leader is still able to keep the collected funds. RocketHub charges 4% of funds collected, plus 4% payment processing fees, if the project is fully funded, and 8% plus 4% payment processing fees if the project does not reach its goal.

**SUCCESS RATE:** RocketHub boasts an 85% success rate for projects that consult with them on strategy

**PROJECTS FUNDED:** Art, science, business, and social good projects – all are welcomed

**Crowdrise**

*(online fundraising Site for Charity)*

**ABOUT:** is a for profit e-ecommerce company website that uses [crowdsourcing](http://en.wikipedia.org/wiki/Crowdsourcing) to raise charitable donations. CrowdRise's fundraising model is dedicated to the idea that if you make giving back fun, that more people will do it and will raise more money that they would have otherwise. The platform uses galmification and a rewards point system to engage users to participate in fundraising and donating.

**HOW IT WORKS: STEP 1: CREATE YOUR CHARITABLE LIFE PROFILE PAGE** Sign up to create your own Profile. Your Profile Page is meant to show everything you're doing to give back. It's basically a summary of your Charitable Life. You can upload photos, videos and stories to make your page super compelling. From your Profile Page, you can start or join as many Fundraising pages as you want. **STEP 2: START A FUNDRAISER** Whether you're running a marathon, volunteering or have causes that you care deeply about, create your own Fundraisers on CrowdRise or join someone else's Fundraising Team and help them out. Be sure to choose a 501(c)3 Charity when you set up your Fundraiser so you can raise lots of money for your favorite causes. **STEP 3: SHARE YOUR FUNDRAISER** Share your Fundraiser with all your friends by selecting the ASK FOR DONATIONS button and then share your page via email, Facebook, the Facebook Send Messages Service, Twitter, and LinkedIn. Ask everyone you know to donate to the Charity you picked and be sure to tell them about our [Best Promos Ever](http://www.crowdrise.com/give/promotions) so they can see the cool stuff they can win if they donate to your cause. If your friends don't help you, we'd recommend not getting ‘em a birthday present this year. **STEP 4: CHARITIES GET THEIR MONEY** Donors will make donations to the Charities of their choice by using the [Network for Good](http://www.crowdrise.com/about/terms) or [Amazon Payments](https://payments.amazon.com/sdui/sdui/index.htm) secure credit card processing service. Charities will receive their payments less the [Transaction Fee in 30 days or less](http://www.crowdrise.com/about/terms).

**SUCCESS RATE:**

**PROJECTS FUNDED:** Aniamal welfare, Art culture and redreation, civil rights and social action, crisis intervention, Disease & disorders, Education fundraisers, Environment fundraisers, Human services, Worldwide fundraisers, Poverty hunger and shelters, Religion & spirituality, and Youth development.

**SOMOLEND**

**ABOUT:** Somolend is a site for lending for small businesses in the US, providing debt-based investment funding to qualified businesses with existing operations and revenue. Somolend has partnered with banks to provide loans, as well as helping small business owners bring their friends and family into the effort. SoMoLend gives entrepreneurs the tools and financing they need to create jobs within their community. In turn, we give lenders the opportunity to invest in the things, ideas and people they care about most, all the while earning higher than average returns on their portfolio investments. SoMoLend allows investors to choose which businesses to personally support based on geographic location, industry and risk level. We match our investors with business borrowers who make sense for them.

**HOW IT WORKS:**

1. Entrepreneurs fill out a loan application and create a SoMoLend profile   
 2. Local lenders connect with entrepreneurs to request more information and make loan offers   
 3. Entrepreneurs get funding and lenders are repaid with interest

**SUCCESS RATE:**

**PROJECTS FUNDED:** Small businesses

**DonorsChoose**

**ABOUT:** DonorsChoose.org is a [United States](http://en.wikipedia.org/wiki/United_States)–based [nonprofit organization](http://en.wikipedia.org/wiki/Nonprofit_organization) that provides a way for people to donate directly to specific projects at public schools. DonorsChoose.org was started in 2000[[2]](http://en.wikipedia.org/wiki/DonorsChoose#cite_note-2) by Charles Best, a teacher at a public high school in the Bronx. Since then, it has grown to serve all the public schools throughout the United States.

**HOW IT WORKS:** The organization enables teachers to request materials and resources for their classrooms and makes them available to individual donors through its website. Individual donors can select projects and contribute as much as they are prepared to. DonorsChoose.org then purchases necessary supplies and ships them directly to the schools. Every project contains a line-item budget which is sent to the donor. All donors receive photographs of the project taking place in the classroom and a letter from the teacher. Donors who contribute $50 or more to a project also receive a "thank-you package" of hand-written thank-you notes from students. The operations of DonorsChoose.org are 100% supported by the optional inclusion of 15% of one's donation to overhead, teacher outreach, maintenance and build-out of the DonorsChoose.org website. Citizen donors may opt out (about a quarter reduce or eliminate the allocation) while partners leave it intact.

**SUCCESS RATE:**  As of August 2011, more than $86 million had been donated to over 210,000 projects, helping more than 5,150,000 students in need. By August 2012, that has increased to more than $121 million donated to fund over 291,000 projects to help 6,900,000 students.

**PROJECTS FUNDED:** specific projects at public schools.

**PIGGYBACKr**

**ABOUT:** Piggybackr s a US [crowdfunding](http://en.wikipedia.org/wiki/Crowdfunding) website for students and youth teams to [fundraise](http://en.wikipedia.org/wiki/Fundraise) for their schools, projects, and causes online.[[1]](http://en.wikipedia.org/wiki/Piggybackr#cite_note-1)[[2]](http://en.wikipedia.org/wiki/Piggybackr#cite_note-2) It is notable in that it is compliant with the[Children's Online Privacy Protection Act](http://en.wikipedia.org/wiki/Children%27s_Online_Privacy_Protection_Act). This means that children as young as 5 can run fundraising projects on-line. Backers of projects can post public comments, but cannot communicate directly with the children posting projects. Children under the age of 13 must have parental involvement with their projects. Piggybackr charges a flat 5% + 30 cent transaction fee for any donations processed through the platform.

**HOW IT WORKS**: Step 1: Create your fundraising page. Setting up a page is free and take less than 4 minutes. Step 2: Invite your teammates (or fundraise by yourself!) Each team member gets their own page and fundraising goal. Step 3: Get the word out. Use built-in tools to promote your fundraiser on Facebook, Twitter, and email. Step 4: Collect donation online. Supporters contribute on your page with their credit or debit cards. We’ll send you a check when your fundraiser is over.

**SUCCESS RATE:** Success depends on social-media/word of mouth about your Piggybackr page and cause.

**PROJECTS FUNDED:** Science, Non-profit, Sports, Club, Entrepreneur, School summer programs, STEM etc.

**Rally.org**

**ABOUT:** Rally.org is an [American](http://en.wikipedia.org/wiki/United_States) [social online fundraising](http://en.wikipedia.org/wiki/Crowdfunding) platform for use by a wide range of individuals and organizations. It allows users to set up their own fundraising page, through which supporters can find information about their campaigns and make donations through Rally.org's proprietary [payment system](http://en.wikipedia.org/wiki/E-commerce_payment_system). The platform is best known for its use by causes including the [Make A Wish Foundation](http://en.wikipedia.org/wiki/Make_A_Wish_Foundation)[[1]](http://en.wikipedia.org/wiki/Rally.org#cite_note-Grant-1) and [Jon Bon Jovi](http://en.wikipedia.org/wiki/Jon_Bon_Jovi)'s [Hurricane Sandy](http://en.wikipedia.org/wiki/Hurricane_Sandy) relief effort, filmmakers including the director of [*Buzkashi Boys*](http://en.wikipedia.org/wiki/Buzkashi_Boys), and political campaigns in the United States 2012 election cycle.

**HOW IT WORKS:** 1 Start your Rally page: imply upload a photo or video with your fundraising story and you’re ready to go! Our expert team has designed a fundraising website with your goals in mind. Crowdfunding campaigns with large photos or videos have the greatest impact and create a lasting impression with your supporters, so when prompted, be sure to upload and share! 2 Grow your supporters: Integrate social-sharing features, invite supporters by email, facebook, twitter, or other social-networking sites. 3 Collect online donations: The online fundraisers created on Rally.org are built within a secure and trusted payment-processing system which makes it safe and easy for you to collect donations by credit card, debit card, and eCheck. Rally.org collects only a small**5.75%**fee for payment processing.

**SUCCESS RATE:** As of February 2013, Rally.org had approximately 4.6 million total users, including donors, charitable causes and political campaigns.[[9]](http://en.wikipedia.org/wiki/Rally.org#cite_note-Nyczepir-9)The company is based in San Francisco and is led by chief executive officer Tom Serres. It also has offices in New York City and Berlin, Germany and has approximately 23 employees.

**PROJECTS FUNDED:** Personal health, Life events, Sports teams, Women, Travel, Arts, Culture, and Humanities, Advocacy, Local development, engagement, relief, and Education

**Power2Give**

**ABOUT:** power2give was born out of the belief that everyone should be able to easily give a gift to the organization and project they are most passionate about. With tools and resources for both donors and non-profits who want to post projects, power2give.org makes posting, promoting and donating to projects convenient for all involved.

**HOW IT WORKS:** Power2give works by an organization posting their need. Organizations eligible to post projects on power2give.org must have obtained a determination of tax-exempt status with the IRS under section 501(c)(3) of the U.S. Internal Revenue Code; have received a grant from the Miami-Dade County Department of Cultural Affairs in the last five (5) years; have obtained a Charitable Donations Registration number with the State of Florida Department of Agriculture and Consumer Services; and post projects that are arts, science, history or heritage based and have a cost less than $10,000.  The Arts and Science Council of Charlotte-Mecklenburg handles the operations and management of the site, provide the organizations who post projects with marketing tools and resources to help them be successful and manage the donor acknowledgment process. To do that effectively, an administrative fee of about 12 cents of every dollar is needed to cover these costs, a figure that is well-below the national fundraising standards of 20%. For a limited time, beginning March 1, 2014, Miami-Dade County has agreed to underwrite these fees as a fundraising initiative to all posting organizations, allowing 100% of each contribution to go directly to the project poster.

**SUCCESS RATE:** Depend on social media marketing and advertising

**PROJECTS FUNDED:** Project pertaining to Arts, Dance, Education, History, Literature, Museums, MUSIC, Nature Professional Development, Technology, Theatre, and Visual Arts