



CROWDFUNDING GUIDE

For Free Crowdfunding Assistance:

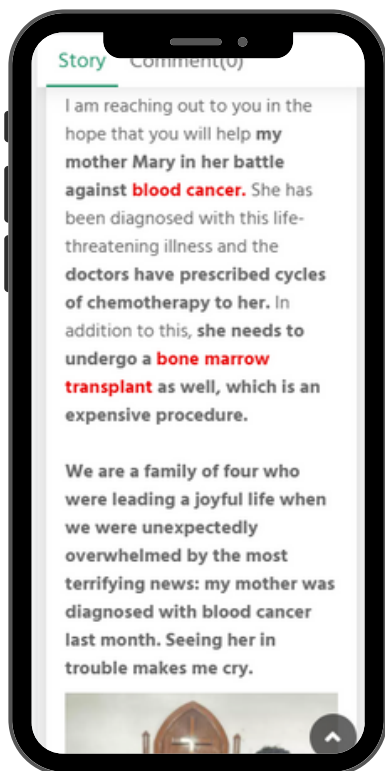
 1800 889 1449

2023

At [ImpactGuru.com](https://www.impactguru.com), we are here to assist you every step of the way to help you raise funds for urgent medical treatments. We are fully equipped to support and guide individuals ensuring everyone has all the necessary tools and resources for a successful campaign.

While we are always available to offer valuable tools and tips to ensure a successful campaign, let's quickly go through this crowdfunding guide to ensure you have everything you need to make a lasting impact on your fundraiser.

Step 1: Craft a Compelling Story



One of the most crucial aspects of your medical fundraiser is telling an effective story that will resonate with donors. By sharing your story, you can inspire others to support your cause.

To create a compelling story, consider these simple yet powerful questions.

- What do you need funds for?
- How much funding do you require?
- Why are you unable to fund it yourself?
- How urgent is the need?
- How long has the problem persisted?
- How can donors help?

Remember, **your story is the heart of your campaign.** Simplicity and sincerity is the key to connecting with the donors.

Step 2: Write a Captivating Title

Your fundraiser's **title should be concise, engaging,** and drive potential donors to take action. Here are some simple yet effective tips for writing an attention-grabbing title:

- Keep it Simple: Aim for a title of 6-8 words. Shorter titles tend to be more memorable and impactful.
- Include a call to action: Encourage people to take immediate action by incorporating words such as "support," "donate," "contribute," "help," "act now," "don't delay," or "urgent need."

For example - "Support my father against liver failure."

Step 3: Show Your Story with Visuals

Whether you're raising funds for medical needs, helping a friend, or supporting a cause, visual storytelling is very important. By using photos and videos, you can bring your fundraiser to life and make it more relatable to potential donors.

If you're fundraising for medical needs, feature a **photo of the patient**, capturing their journey or the urgency of the situation.

Make a short video (1-2 minutes) to share your story and engage viewers emotionally.

Use **real, unfiltered visuals** whenever possible.

Step 4: Establish Authenticity Among the Donors

Upload relevant medical records and documents to ensure that more and more donors connect with you and trust your fundraising campaign.

Step 5: Create a Supportive Team for Your Medical Fundraiser

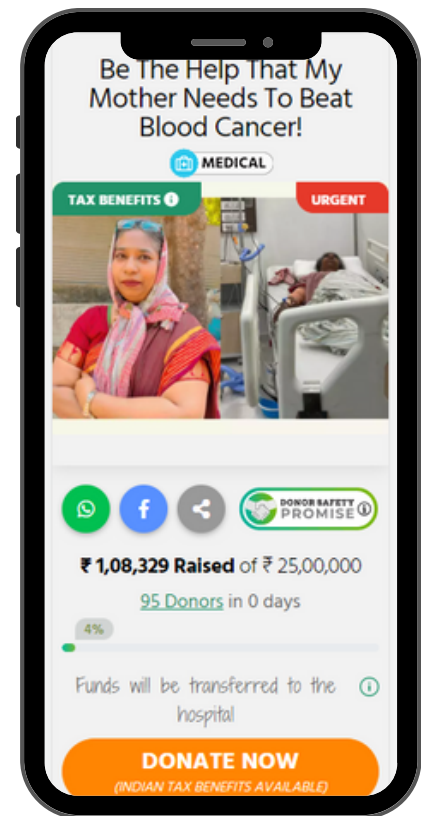
When raising funds for urgent medical treatments, it's important to have a strong support system in place. **Ask your family and friends to help spread the word and get more people involved in your fundraiser.**

Here's how you can build a team to support you:

- Form a team of 4-5 people who can assist you in promoting the fundraiser.
- Assign specific tasks to each person, such as sending emails or sharing on WhatsApp.
- Focus on involving immediate friends and family who can actively spread the word.



Remember, a strong team can make a significant impact on your fundraising efforts and increase your chances of reaching your goal.



Step 6: Reach out to Core Donors

Crowdfunding campaigns for medical treatments can often receive a significant portion of their target amount from a trusted circle of personally known individuals. These donors are more likely to share your story with others, increasing the chances of receiving donations.

Points To Remember:

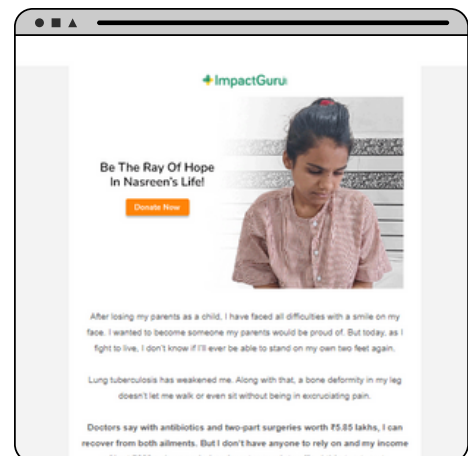
- Create a list of individuals who are most likely to donate, such as close friends and family members.
- Share your fundraiser with them and ask for their contributions.

Step 7: Send Personalized Emails and WhatsApp Messages to Donors

Communicating directly with your network through personalized emails is an effective way to engage potential donors and maximize contributions. **By sharing updates, milestones, and expressing gratitude**, you can maintain their interest and support throughout your fundraiser.

Here's how you can build a team to support you:

- Form a team of 4-5 people who can assist you in promoting the fundraiser.
- Assign specific tasks to each person, such as sending emails or sharing on WhatsApp.
- Focus on involving immediate friends and family who can actively spread the word.



Step 8 - Utilize the Power of Social Media

Social media platforms like Facebook, Twitter, and WhatsApp can be powerful tools for spreading the word about your medical fundraiser. Posting regularly and using clear messaging can help increase donations.

- Create a posting schedule, aiming for at least three posts per week.
- Encourage your friends to share your fundraiser on their timelines.
- Each post should convey a clear message related to your medical fundraisers, such as the patient's health status, upcoming surgery dates, or the urgency of the treatment.
- These steps are designed to help you effectively reach out to potential donors and create awareness about your medical fundraiser.

Here are some proven methods employed by our most successful campaigners:

Baby Saanvi's Journey to a Life-Saving Bone Marrow Transplant

Saanvi, the daughter of Sandip Gupta, was diagnosed with Severe Aplastic Anemia, a critical blood and bone marrow disorder. With the need for regular blood transfusions and a compromised immune system, she spent most of her time hospitalized. Witnessing their child suffer at such a young age was an agonizing experience for her parents. In order to address this critical situation, doctors recommended a Bone Marrow Transplant, which carried a cost of approximately Rs. 27 lakhs. Unable to arrange the full amount themselves, Saanvi's parents turned to online crowdfunding on the Impact Guru platform to raise funds for their daughter's treatment.

In just 12 days, they managed to raise an incredible amount of Rs. 25,72,268 for Saanvi's Bone Marrow Transplant, with the support of 661 generous donors!

Here's what Saanvi's father did right:

- **Detailed Fundraiser Story:** Sandeep crafted a fundraiser story that not only appealed to emotions but also provided crucial details about Saanvi's medical condition. By offering a comprehensive account, it helped people understand the urgency and the critical need for the Bone Marrow transplant.
- **Authorized Statement of Estimated Costs from the Hospital:** Sandeep included images of the Cost Estimation Letter from the hospital, attested by an authorized signatory. Such authorized statements enhanced the credibility of the campaign.
- **Effective Use of Social Media:** Recognizing the potential of reaching a vast online community, Sandeep's campaign gained significant traction through extensive sharing by friends, family, and neighbors on social media. The campaign garnered a total of 298 shares, amplifying its reach.

Note: If you find yourself without anyone to assist you, don't worry. Our team at ImpactGuru.com is committed to supporting you throughout your [fundraising journey](#), ensuring you have the guidance and resources you need to succeed.



: 1800 889 1449



: info@impactguru.com