

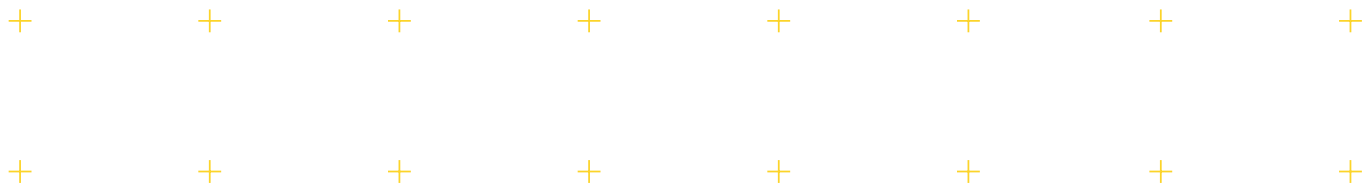
How to Launch a Successful Crypto Fundraising Campaign





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About The Giving Block

At The Giving Block, we’re on a mission to make crypto the most powerful force for good. Our all-in-one cryptocurrency fundraising solution enables nonprofits like yours to securely accept hundreds of cryptocurrencies and delivers crypto fundraising support and strategic guidance to help your organization grow fundraising revenue and connect with a new generation of young donors.

To learn more about The Giving Block, visit thegivingblock.com today. While you’re there, make sure to check out The Giving Blog, the source for Crypto Philanthropy and fundraising innovation featuring free crypto fundraising guides and reports for nonprofits, case studies, and the latest stats and trends.



What Is A Crypto Fundraising Campaign?

A crypto fundraising campaign is a method of nonprofit fundraising that targets crypto users as potential donors. Rather than ask for traditional cash donations, your organization will ask donors to give charitable gifts of Bitcoin, Ethereum, and other cryptocurrencies.

Crypto fundraising is very similar to traditional fundraising campaigns, but there are a few unique aspects. This guide will walk you through the basic information you need to launch your own successful crypto fundraiser.

Why Ask for Cryptocurrency Donations?

Donors gave more than \$300 Million worth of crypto to charities in 2021. But numbers are only part of the reason why thousands of nonprofits are accepting crypto donations.

Tapping into a Growing User Base

Crypto Philanthropy has become a fast-growing donation method. With **300 Million** crypto users worldwide and counting, more and more people want to use their crypto to support their favorite causes and make a difference in the world.

Future-Proofing Your Fundraising

Accepting cryptocurrency helps nonprofits diversify their revenue streams. When organizations run into challenges with traditional fundraising methods, crypto is a revenue source that nonprofits can rely on as it opens up many innovative, future-forward possibilities. For example, nonprofits raised over **\$12 Million** in crypto from NFT-related charitable giving efforts in 2021.

Engaging Young, Passionate Donors

Crypto donations connect nonprofits with a younger donor demographic. Did you know that **94%** of crypto users are Millennials and Gen Z, and that the average crypto user is 38 years old? These users tend to be affluent, with an average income of **\$110,000**—and generous, too: the average size of a crypto donation via The Giving Block was **\$10,455** in 2021.

Interested in accepting cryptocurrency donations at your organization, but unsure of what crypto fundraising looks like? Read on for the five foundational steps that are key to a successful crypto fundraising campaign.



Five Steps to Launch a Successful Crypto Fundraising Campaign



1 Get Set Up with Crypto

Once you decide to accept crypto donations, it's easy to get up and running. With The Giving Block's all-in-one crypto fundraising solution which offers a lightweight donation widget to securely accept crypto donations without any additional operational burden or headcount required, and a community of crypto users eager to support their favorite causes, preparing for crypto donations is a seamless process for nonprofits.

Accept Crypto.

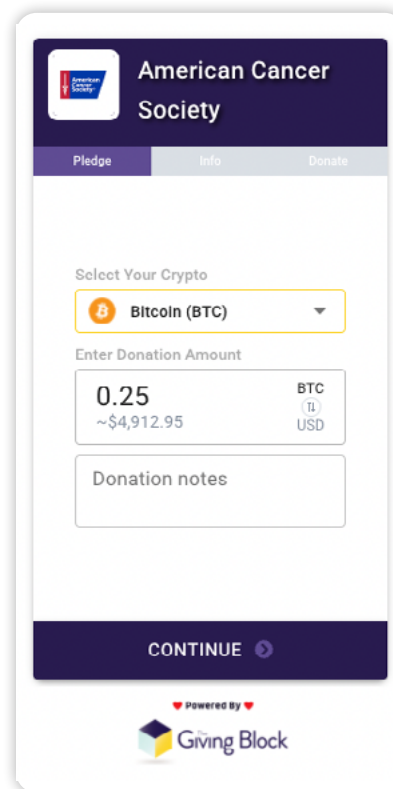
A donation widget allows crypto donors to easily select their crypto type and amount. Get a donation widget that supports multiple cryptocurrencies and embed it on your nonprofit's website so crypto users can quickly donate straight to your organization.

Set Up a Donation Page.

An effective donation page on your website makes donors want to support your cause. Optimize your donation page by adding an image or video, making sure it's mobile-friendly, incorporating SEO, and including FAQs.

Inform Your Donor Base.

Chances are good that some of your donors already own crypto or know someone who does. Use social media and email to let your donors know that you now support crypto donations. Be sure to emphasize which cryptocurrencies you accept, and the fact that donating crypto is generally considered a highly tax-efficient way to give.



The Giving Block's crypto donation widget

Thinking of Going DIY?

Maintaining a crypto donation system can be time-consuming and requires a certain level of expertise. Consider your team's capacity to manage crypto wallets and provide donation receipts, especially during the peak fundraising season. In many cases, an all-in-one solutions provider is the best way to get set up with crypto.



2 Determine Your Crypto Fundraising Goal and KPIs

The first step to crypto fundraising is to set clear, realistic goals. From there, you can consider how you'll make donation appeals and craft storytelling that will connect donors with the end result that you're trying to achieve.

What is the Amount You're Aiming to Raise?

When setting a fundraising target for your first crypto campaign, bigger doesn't always mean better. Some organizations aim for a smaller amount such as a few thousand dollars, especially when they're new to crypto fundraising, with an overall goal to spread mission awareness.

What Will the Donations Go Toward?

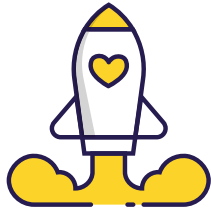
Donors like to understand exactly what their contribution supports. As you make crypto donation appeals, set a clear purpose and use storytelling to help donors feel connected and compelled to make a difference. What's the purpose behind your campaign, and how will you get donors to give in support of your cause?

As an example, the Cure JM Foundation raised \$100,000 in crypto donations for Juvenile Myositis (JM) research, with the aim to put 100 children in clinical trials as part of the search for a cure for JM.



Crypto Donations ≠ Crypto Investments

Accepting crypto donations doesn't mean your organization is investing in crypto. Through The Giving Block, nonprofits can either have a crypto donation automatically converted into dollars and sent to their bank accounts, or hold onto it (HODL), never having to touch the donated cryptocurrency.



3 Launch Your Crypto Fundraiser

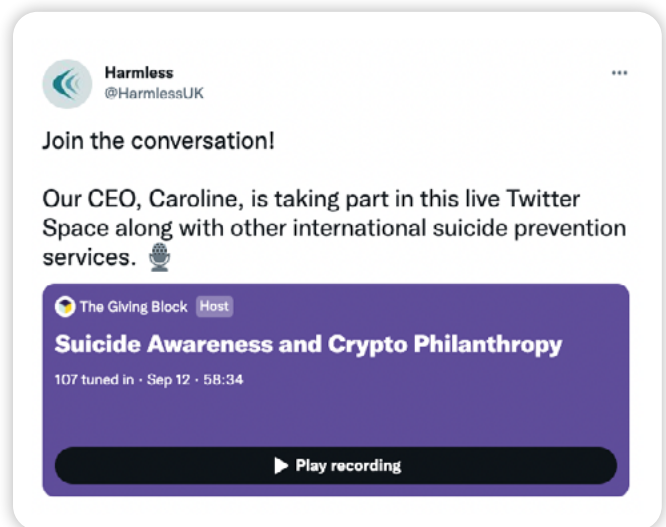
After all of your preparation, it's time to begin crypto fundraising. Here are a few general guidelines for your first crypto campaign.

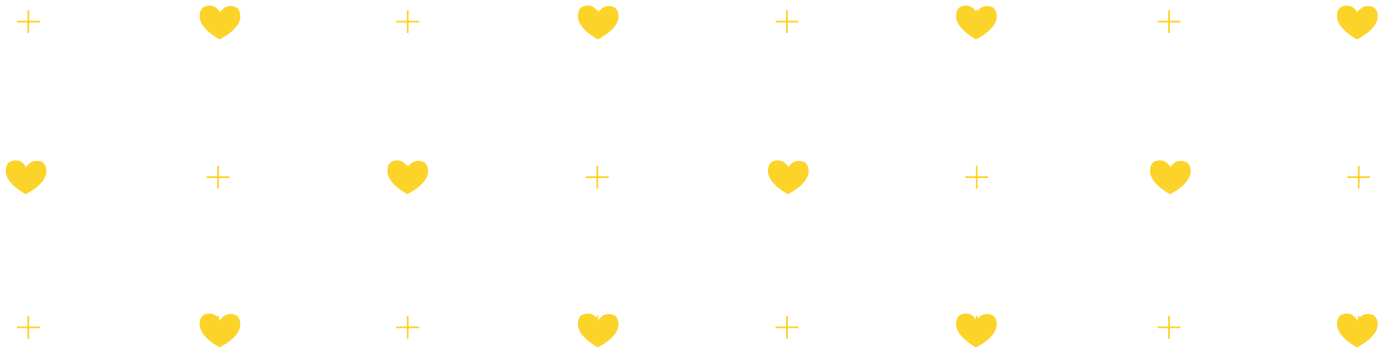
Announce Your Fundraiser.

Once you've set your fundraising target, let the world know! Identify current supporters that are likely to give, and ask them to help spread the word. Or leverage the power of Twitter, which is especially popular with crypto users. If your organization doesn't have a Twitter account, now's the time to open one.

Nonprofits like Trees for the Future, OutRight Action International and more have taken advantage of Twitter's potential to reach crypto audiences.

Many nonprofits effectively engage with crypto users using tactics like hosting Twitter Spaces, which are live, public audio conversations that can serve as forums to share your mission, campaign goals, and reasons for accepting crypto donations—all while having direct communication with potential supporters. .





Build Buzz.

As your supporters spread the word, continue to build buzz for your crypto fundraising campaign. What makes your organization unique to the crypto fundraising community, and what kind of value does crypto bring to your mission? Make use of every marketing channel available, from email and content marketing, as you emphasize that donors now have another way to give.

Set a Timeline.

Shorter campaigns help create a sense of urgency. Many crypto fundraisers involve a short campaign timeline, with fundraising occurring over a couple of weeks or even a few days.

Offer an Incentive.

Displaying your supporters' gift amounts on a leaderboard on your donation page can show gratitude while signaling to other donors that you're actively fundraising crypto. Matching donations that double impact for a limited time are a great tool to further incentivize your supporters.

Provide a Clear Call to Action.

When crypto users are ready to donate to your organization, it should be easy and simple for them to send their charitable gift. Each donation appeal should have a distinct call to action that takes donors directly to your crypto donation page, so that donors know they are in fact giving to your organization and not falling victim to a scam.



4 Keep Up the Hype

Once your fundraiser is launched, maintain engagement with crypto donors. Keep everyone excited as you provide updates, thank donors, and make clear how much time is left to participate.

Thank Donors.

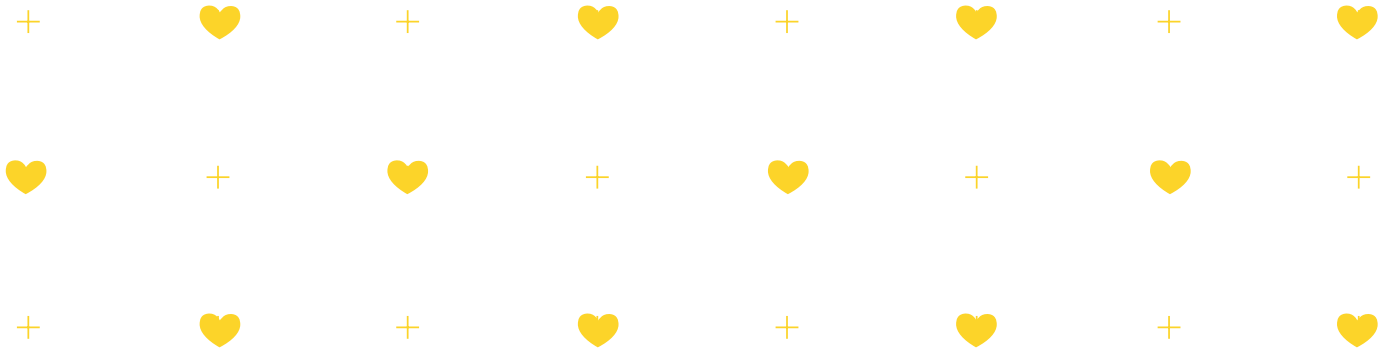
Create a thank-you video so people can see the direct impact of their donations. You can also Quote Tweet donors and add your own comments, or create a general community appreciation post.



Send Out Reminders.

Campaign updates with graphics that show how much you've raised so far versus your overall goal make it easy for donors to see how much they can pledge to get you across the line. To drive action, include impact statements about how donations-to-date for the fundraiser have already made a difference, and emphasize what hitting your fundraising goal will accomplish. Daily countdowns are another great reminder that there's a limited time for donors to participate.





Even If Your Goal is Reached, Keep Going.

Generate excitement to go above and beyond your original fundraising goal, especially as the end of the fundraiser approaches. Even if your goal is surpassed, it may be possible to continue fundraising or create a new goal. Try not to lose the momentum you've gained for your mission.



Thank You, Anon

If anonymous donations are part of your gift acceptance policy, here's a tip to keep in mind. Many crypto users are security-minded and prefer to remain anonymous, even when they make donations. Make sure a crypto donor has either publicly acknowledged their donation (such as by tweeting about it) or provided explicit consent that your organization can give them a public shoutout.



5 Recap and Measure Success



Once your crypto fundraiser is over, take the time to recap, gather data, and determine what went well. Whether you reached your fundraising goal or not, it's important to measure success and see what you can do to improve in future campaigns.

Beyond total volume raised, there are some KPIs your organization should focus on to determine success:

Social Media Engagement.

Tracking social media following and engagement, especially on Twitter, is key to determining your engagement with the larger crypto community.

Number of New Donors.

Bringing in new supporters to your cause may be the most important KPI of all, depending on the nature of your campaign.

Number of Gifts and Gift Size.

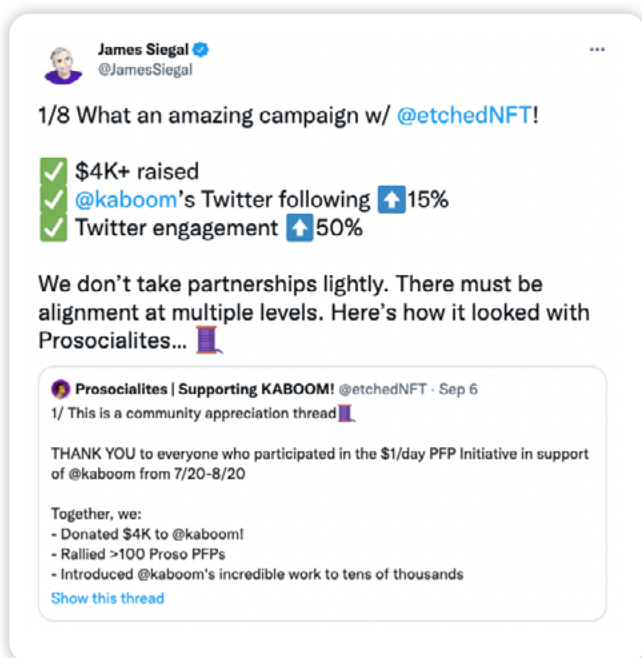
Keep an eye on this metric, as it influences how—and to whom—you will make donation appeals in the future.

Types of Crypto Donated.

There are thousands of different kinds of cryptocurrencies that nonprofits can accept as donations. Your organization may find a unique connection with crypto users and communities with an aligned mission, so pay attention to what kind of crypto was donated and how much of each.

Anonymous vs. Non-Anonymous Donations.

If your gift acceptance policy includes anonymous donations, measuring the number of anonymous versus non-anonymous contributions will help you identify donor preferences. This metric can also inform your messaging for the next crypto fundraiser.





Ready to Launch Your First Crypto Fundraiser?

The Giving Block's all-in-one crypto fundraising solution helps nonprofits of all sizes plan and execute successful campaigns. Our lightweight widget makes it easy to start securely accepting hundreds of cryptocurrencies and our crypto fundraising experts, knowledge base and support team will help you achieve strong outcomes.

To explore more resources on crypto fundraising and see how nonprofits like yours have found crypto fundraising success, visit thegivingblock.com today.

Connect With a Crypto Fundraising Expert Today

Crypto is quickly becoming the fastest-growing donation method for nonprofits. Talk with one of our fundraising experts to see how accepting crypto donations can help your organization grow fundraising revenue while connecting with a new generation of Millennial and Gen Z donors.

