



HARLEM BUSINESS ALLIANCE

# Crowdfunding 101

***Presented by the Creators of WeDidIt***

WeDidIt is the crowdfunding platform. It provides all the tools and resources you need to develop, launch and promote successful crowdfunding campaigns.

**Thursday, August 8, 2013  
6:30 PM – 8:30 PM**

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This class will go over the basics of creating, launching, and promoting a campaign, as well as the elements that make a campaign engaging. We will cover the following topics:

- ❖ What is crowdfunding?
- ❖ What makes a crowdfunding campaign successful?
- ❖ Elements of an engaging crowdfunding campaign
- ❖ Peer to peer Fundraising
- ❖ Power of video
- ❖ Choosing desirable rewards
- ❖ Bringing Crowdfunding to Your Organization
- ❖ Future of Fundraising: Mobile Experience.

**Seating is limited!**

**You MUST RSVP.** Please note that registration does not automatically guarantee entry. Seating for this workshop is first come, first serve. ***Seating begins at 6pm.*** Please contact Jules Webster at 212.665.7010 **OR** email: [jwebster@hbany.org](mailto:jwebster@hbany.org). Visit **[www.hbany.org](http://www.hbany.org)** for more information.

This workshop will be held at the **Harlem Business Alliance, 275 Lenox Avenue (between 123<sup>rd</sup> and 124<sup>th</sup> Streets.**



***Honorable Inez E. Dickens  
New York City Council***