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## Can Crowdfunding Jumpstart My Non-Profit's Fundraising?

Topic: Marketing and Communications (MC)

We've heard a lot about crowdfunding sites like Kickstarter and GoFundMe. Most of us have even been solicited by friends or family for a Kickstarter campaign. But what does it take to do crowdfunding successfully? And is there a starring role for crowdfunding in the future of non-profit philanthropy? Hear from one young for-profit entrepreneur as he describes how Kickstarter jumpstarted his organization, and what lessons he has learned that can be translated to the non-profit world.