



**Executive Presence.
Powerful Results.**

Launch Kit: Adult 501c3 Group Crowdsourcing Campaign

At Cream of the Crop Leaders,
we celebrate people like you:
People who *approach* challenges
and turn dreams into reality.

READY TO START YOUR CAMPAIGN?

1. Click Here: [Cream of the Crop Leaders' Crowdsourcing Page](#) on INDIEGOGO
2. **Then, turn the page** for instructions.



Start Your Campaign

A screenshot of the Indiegogo website's "Start your campaign" page. The page has a white background with a dark header. The Indiegogo logo is in the top left. Navigation links for "EXPLORE", "HOW IT WORKS", and "START YOUR CAMPAIGN" are in the top right. A search bar is also present. The main heading is "Start your campaign" with the subtext "Raise funds for anything, from products to personal projects." Below this, there's a section for "Select campaign type" with four buttons: "Personal", "Creative", "Entrepreneurial", and "Non-profit" (which is highlighted in teal). Underneath, it says "Rally people around a good cause or charity". The next section is "I want to raise..." with a text input field containing "\$ 25051" and a "USD" dropdown menu. Below that, it says "at least \$500". The "For..." section has a text input field containing "Cream of the Crop Leaders' Workshop" and a character count "15 / 50". At the bottom, there is a prominent pink button that says "CREATE MY CAMPAIGN".

Start Your Campaign

- **Campaign Type**
Non-Profit
- **I want to Raise**
Insert your fundraising goal
- **For help, see Crowdsourcing FAQs**
- **For**
Cream of the Crop Leaders
- **Click on "Create My Campaign"**



Create or Login into an Existing Indiegogo Account

The screenshot shows the Indiegogo website's sign-up and login interface. At the top left is the Indiegogo logo. To the right are navigation links: "EXPLORE", "HOW IT WORKS", and "START YOUR CAMPAIGN", along with a search bar. In the top right corner, there are social media links: "Connect" (with a Facebook icon), "Sign up", and "Log in". A notification banner at the top reads: "Almost ready! Please sign up or log in to continue creating your campaign." Below this, the page is divided into three main sections: "Get Started Quickly", "Sign up", and "Log in".

Get Started Quickly
Activate your community and discover what your friends are funding.
No automatic posts, ever.
[SIGN IN WITH FACEBOOK](#)

Sign up

First Name
Last Name
Email
Password
 Sign me up for the weekly newsletter
[CREATE AN ACCOUNT](#)
By signing up you agree to our [Terms of Use](#) and [Privacy Policy](#).

Log in

Email
Password
 Remember Me [Forgot Password?](#)
[LOG IN](#)



The Basics

The screenshot shows the 'Basics' section of a campaign setup page. On the left is a navigation menu with options: 1 Basics (selected), 2 Story, 3 Perks, 4 Team, 5 Funding, 6 Extras, and 7 InDemand. Below the menu are three buttons: 'REVIEW & LAUNCH' (pink), 'VIEW CAMPAIGN' (grey), and 'SAVE' (pink). A note below the buttons says 'You have unsaved changes.' The main content area is titled 'Basics' and contains the following fields:

- Tagline:** A text input field containing 'Help 15 Amazing Adults Gain Life-Long Benefits!' with a character count of 53/100.
- Campaign Card Image:** A placeholder image showing a person jumping over a cliff at sunset.
- Category:** A dropdown menu with 'Education' selected.
- Deadline:** A field with a question mark icon.
- Funding ends:** A field with '60' entered, followed by the text 'days from launch (60 days max)'.

At the bottom right of the form is a pink button labeled 'SAVE & CONTINUE'.

The Basics

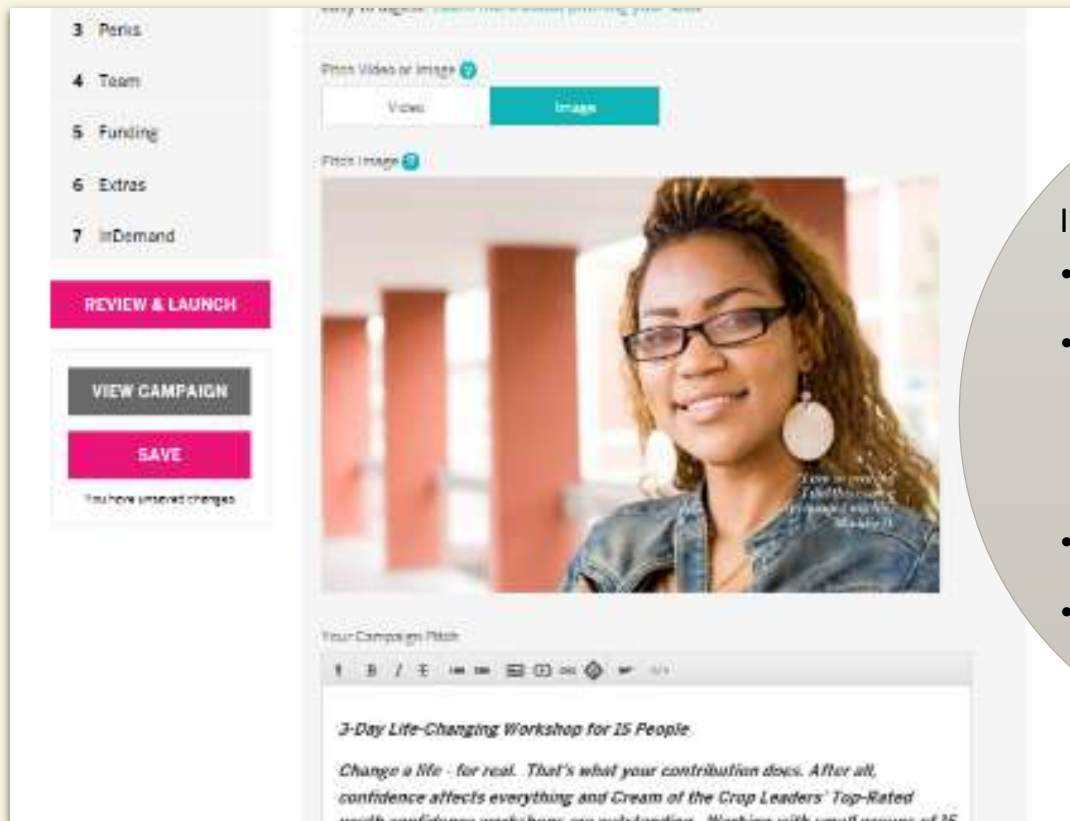
- **Tagline**
Create your own or use: Help 15 Amazing Adults Gain Life-Long Benefits
- **Image**
Upload Your Image.
- **Category**
Education
- **Funding Ends**
60 days

Alternatively, you may borrow and obtain the beautiful images in the Sample Adult Group "Gallery" for your campaign, email us and type your name following this statement: "I agree to refrain from sharing or using the requested photos for any purpose other than my involvement in Cream of the Crop Leaders' Crowdsourcing program."

Support at any time: support@indiegogo.com or visit Indiegogo's [Help Center](#), [Playbook](#), [Amplification Kit](#)



Introduce Your Campaign



Introduce Your Campaign

- **Video or Image**
Choose and Load either
- **Story - Required Text:** Copy "Story" from SAMPLE Adult 501c3 campaign and paste into the Story section of your campaign:
<https://www.indiegogo.com/project/preview/efe6798f>
- **Also:** You may also add information here about your group.
- **Click "Save & Continue"**



Add Perks

Add Perk

Contribution Amount: USD

Perk Name:

Perk Description:

We'd love to have one of our participants write to you and share how the workshop helped them - thank you!

Thank you, thank you, thank you!

Number Available: Estimated Delivery Date:

Shipping Address Required? Yes No

CANCEL **SAVE**

Add Perks

- **Perks are optional.**

If you choose to use "Personal Report" perks, please make sure *prior* that your participants are willing to write a thoughtful before/after report!

- **\View/Copy perks:**

<https://www.indiegogo.com/project/previaw/efe6798f>

- **Shipping Address Required?**

If your perk is a material object (T-Shirt), please mark "Yes" and remember to factor in shipping and handling costs to your campaign goal amount

If you choose to use "Personal Report" perks we recommend that: Participant are identified only with their first names or initials | Use the campaign manager's email only when contacting donors | Important: Your campaign manager is responsible for sharing the reports with Cream of the Crop Leaders prior to sending the reports to donors: info@CreamoftheCropLeaders.com

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Contact Information

Help 15 Amazing People Gain Life-Long Benefits! Edit

Country City

\$26,026 USD Edit

- 1 Basics
- 2 Story
- 3 Perks
- 4 Team**
- 5 Funding
- 6 Extras
- 7 InDemand

REVIEW & LAUNCH

VIEW CAMPAIGN

SAVE

You have unsaved changes.

Team

Who is the Primary Contact for Your Campaign?

Please provide this person's information so we can get in touch if there are any issues with the campaign. This information will not be displayed or shared publicly.

Legal First Name:

Legal Last Name:

Date of Birth: Month , Day , Year

Phone Number:

Country:

Contact Information

- **Initial Fields**
Enter information for Primary Contact
- **Campaign Team**
Campaigns run by 2+ team members raise 94% more money. Add emails of persons who have agreed to help you spread the word.
- **Click "Save & Continue"**

You can choose to add a person as an editor or not.
Adding someone as an editor means that they can change ANY part of your campaign.

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Funding

campaign currency, funds recipient, and funding type.

Who Should Indiegogo Send Your Funds To?

Funds Recipient

An Individual A Business A Nonprofit Other

Is the nonprofit registered as a 501(c)(3) in the United States? [?](#)

Yes No

Employer Identification Number (EIN) of the 501(c)(3) nonprofit

Your 501c3 Number

I am an employee or board member of the nonprofit, or am otherwise authorized to represent it [?](#)

Two Ways to Raise

Indiegogo offers two funding types: Flexible Funding (keep what you raise) and Fixed Funding (all-or-nothing). [Learn about the differences and the pricing for each.](#)

Funding Type

Flexible Funding Fixed Funding

Flexible Funding is currently the only funding type available for 501(c)(3) campaigns.

How Contributors Pay & How You Get Your Money

Payment Options

Enable payments by credit card and send money directly to nonprofit

Credit card is the only payment option for 501(c)(3) campaigns. 3% of the credit card processing fee

Funding

- **Funds Recipient**
A Nonprofit
- **Is nonprofit registered?**
Yes
(we only support registered 501c3s)
- **EIN**
Enter your Employer Identification Number
- **I am an...**
Click if Yes
- **Funding Type**
Flexible Funding chosen for you
- **Payment Options**
Enable by credit card



Add Video

Add Video

- **Initial Fields**
Enter as appropriate
- **Custom URL**
Add something simple and Easy; you'll later email it to your contacts. Ex: HelpDetroitWomen
- **YouTube or Video Gallery**
You may share Cream of the Crop Leaders' video if helpful for your donors: www.youtube.com/watch?v=82XAr4KzNg0
- **Image Gallery**
Add Image

To borrow and obtain the beautiful images in the Sample Adult 501c3 "Gallery" for your campaign, email us and type your name following this statement: "I agree to refrain from sharing or using the requested photos for any purpose other than my involvement in Cream of the Crop Leaders' Crowdsourcing program."

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InDemand

The screenshot shows the Indiegogo InDemand settings page. At the top, the campaign title is "Help 15 Amazing People Gain Life-Long Benefits!" with an "Edit" link. Below the title are fields for "Country" and "City". The current amount is "\$26,026 USD" with an "Edit" link. A sidebar on the left contains a list of settings: 1 Basics, 2 Story, 3 Perks, 4 Team, 5 Funding, 6 Extras, and 7 InDemand (highlighted). Below the sidebar are three buttons: "REVIEW & LAUNCH" (pink), "VIEW CAMPAIGN" (black), and "SAVED" (pink). The main content area is titled "InDemand (optional)" and contains the following text: "InDemand makes it easy to continue raising funds after your campaign ends. You'll get ongoing exposure on the Indiegogo platform-and your InDemand page shows your campaign's past funding success, making it easy to continue raising funds and grow your community with little effort. [Learn more](#)". Below this is a "Participate" section with a checkbox "Opt in to InDemand" and a description: "It's simple: When you click to opt in to InDemand and meet your campaign goal, you'll automatically continue raising funds after your campaign ends." A three-step process diagram follows: 1. Opt in to InDemand, 2. Meet your campaign goal, 3. Reach your campaign deadline.

InDemand

- **Do not** check InDemand.
- **BEFORE YOU LAUNCH**, get your email contacts ready - remember you only have 60 days
- **When contacts and team members are ready**, Click "Review and Launch"



Your Final Steps

**Let your team know that you're good to go.
Share Your Custom URL (pg. 9) With Everyone You Know!**

Congratulations.

You're on your way to
turning your dreams into reality.