



**Executive Presence.
Powerful Results.**

**Launch Kit: Adult Group (not a 501c3)
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 pink header. The Indiegogo logo is in the top left. Navigation links for "EXPLORE", "HOW IT WORKS", and "START YOUR CAMPAIGN" are in the top center. A search bar is on the top right. The main heading is "Start your campaign" with the subtext "Raise funds for anything, from products to personal projects." Below this, there are four buttons for "Select campaign type": "Personal", "Creative", "Entrepreneurial" (which is highlighted in pink), and "Non-profit". Under "Entrepreneurial", there is a subtext: "Get a boost to start a business or make a cool product". Below that, there is a field for "I want to raise..." with a value of "\$ 500" and a "USD" dropdown menu. A note says "at least \$500". There is a "For..." field with the placeholder text "Your campaign title" and a character count "50 / 50". At the bottom, there is a pink button that says "CREATE MY CAMPAIGN".

Start Your Campaign

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

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



Create or Log 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 links for "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 buttons for 'REVIEW & LAUNCH', 'VIEW CAMPAIGN', and 'SAVE'. A note says 'You have unsaved changes.' The main content area is titled 'Basics' and includes a description: 'Make a good first impression; introduce your campaign objectives and entice people to learn more. This basic information will represent your campaign on your campaign page, on your campaign card, and in searches.' Below this is a 'Tagline' field containing 'Help 15 Amazing Adults Gain Life-Long Benefits!' with a character count of 53/100. There is a 'Campaign Card Image' field with a placeholder image of a person jumping over a cliff. Below the image is a 'Category' dropdown menu set to 'Education'. At the bottom, there is a 'Deadline' field and a 'Funding ends' field set to '60 days from launch (50 days max)'. A 'SAVE & CONTINUE' button is at the bottom right.

The Basics

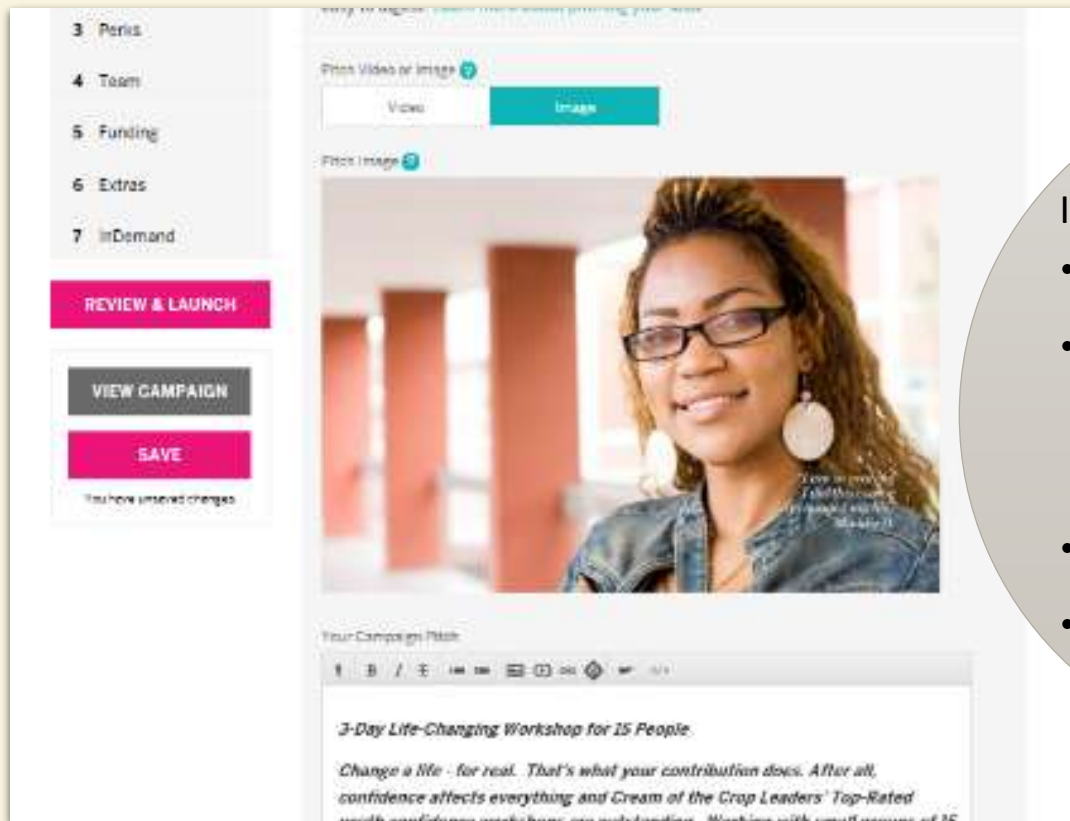
- **Tagline**
Create your own or use: Help 15 Amazing Adults Gain Life-Long Benefits
- **Image**
Upload Your Image.
- **Category**
Education
- **Funding Ends**
60 days

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."

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Introduce Your Campaign



Introduce Your Campaign

- **Video or Image**
Choose and Load either
- **Story - Required Text:** Copy "Story" from Sample Adult campaign (<https://www.indiegogo.com/project/preview/f73e3b86>) and paste into the Story section of your campaign.
- **Also:** You may add information here about your group.
- **Click "Save & Continue"**



Add Perks

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 Sample Perks:**

www.indiegogo.com/project/preview/f73e3b86

- **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

The screenshot shows the 'Team' section of a campaign management interface. The campaign title is 'Help 15 Amazing People Gain Life-Long Benefits!' with an 'Edit' link. The current amount is '\$26,026 USD' with an 'Edit' link. A sidebar on the left contains navigation tabs: 1 Basics, 2 Story, 3 Perks, 4 Team (highlighted), 5 Funding, 6 Extras, and 7 InDemand. Below the sidebar are buttons for 'REVIEW & LAUNCH', 'VIEW CAMPAIGN', and 'SAVE'. A note at the bottom of the sidebar says 'You have unsaved changes.' The main content area is titled 'Team' and asks 'Who is the Primary Contact for Your Campaign?'. It includes a warning: '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.' The form fields include: 'Legal First Name' (Sample), 'Legal Last Name' (Sample), 'Date of Birth' (Month, Day, Year dropdowns), 'Phone Number' (text input), and 'Country' (dropdown menu).

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

4 Team

5 Funding

6 Extras

7 InDemand

REVIEW & LAUNCH

VIEW CAMPAIGN

SAVE

You have unsaved changes.

Who Should Indiegogo Send Your Funds To?

Funds Recipient:

An individual	A Business	A Nonprofit	Other
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Other can refer to an unregistered business, a school, a religious organization, a band, a club, etc.

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
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How Contributors Pay & How You Get Your Money

Payment Options:

- Enable payments by credit card and send money to bank account [?]
*now includes support for Apple Pay.
This option is only available for Flexible Funding.
- Enable payments by PayPal [?]
If you reach your goal, funds received via PayPal are held until your campaign's deadline, then sent as a lump sum to your PayPal account within 15 business days. If you do not reach your goal, all contributions will be refunded within 3-5 business days of your campaign's deadline.
Please make sure your PayPal account meets these [requirements](#) to successfully receive payments.

Funding

- **Funds Recipient**
Choose and fill accordingly
- **I am an...**
Click if Yes
- **Funding Type**
REQUIRED: Fixed Funding (You must choose Fixed; COTC will review)
- **Payment Options**
This option is chosen for you as a result of your funding type, if PayPal is chosen, you may need to validate an account



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 "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

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

SAVED

InDemand (optional)

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](#)

Participate

Opt in to InDemand

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.

- 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 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.