



Outstanding Youth.  
Confident & Unstoppable.

## Launch Kit: Youth 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

**INDIEGOGO** EXPLORE HOW IT WORKS **START YOUR CAMPAIGN**

## Start your campaign

Raise funds for anything, from products to personal projects.

Select campaign type

Personal Creative Entrepreneurial **Non-profit**

Rally people around a good cause or charity

I want to raise...

\$ 25051 USD

at least \$500

For...

Cream of the Crop Leaders' Workshop

15 / 50

**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 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 items: 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 box 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 into the ocean.
- Category:** A dropdown menu with 'Education' selected.
- Deadline:** A field with a question mark icon.
- Funding ends:** A field with '60' entered, followed by 'days from launch (60 days max)'.

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

## The Basics

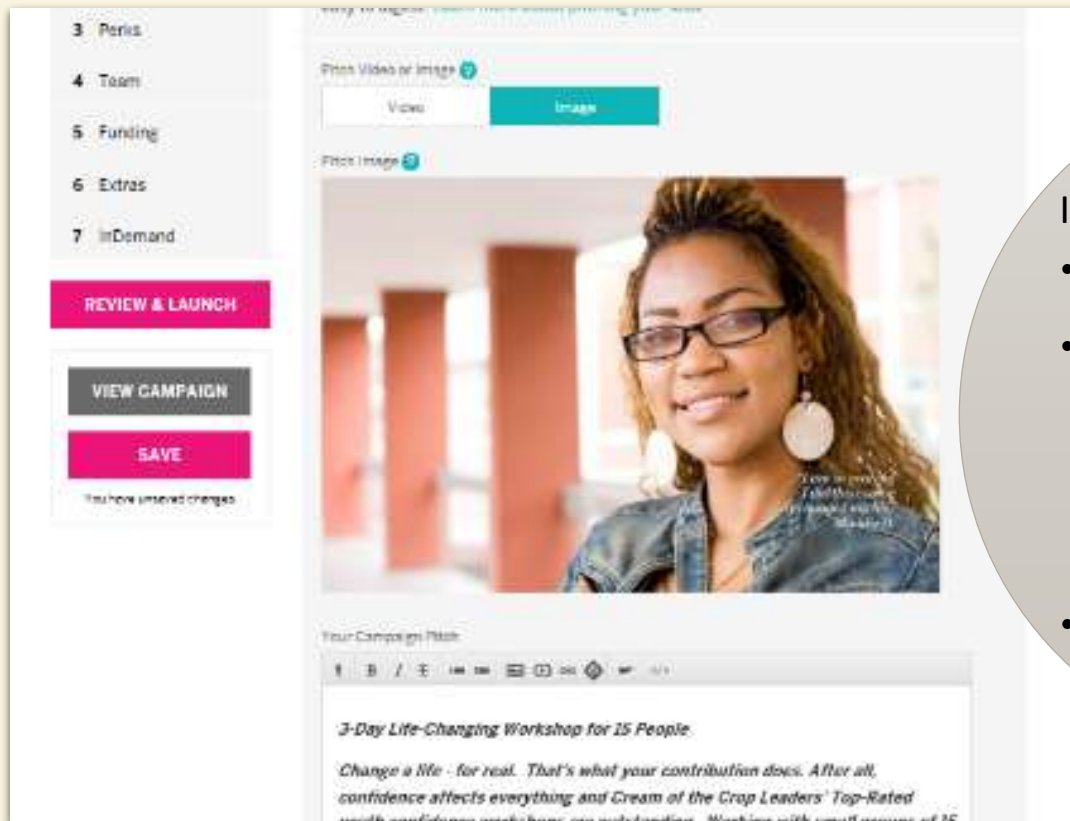
- **Tagline**  
Create your own or use: Help 15 Amazing Youth Gain Life-Long Benefits
- **Image**  
Upload Your Image.
- **Category**  
Education
- **Funding Ends**  
60 days

Alternatively, you may borrow and obtain the beautiful images in the Sample Youth 501c3 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](mailto: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 Youth 501c3 campaign and paste into the Story section of your campaign. View Story here: [www.indiegogo.com/project/preview/aa3a1a46](http://www.indiegogo.com/project/preview/aa3a1a46)  
**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

### Add Perks

- **Perks are optional.**  
If you choose to use “Personal Report” perks, make sure *prior* that your participants are willing to write a thoughtful before/after report! **View/Copy perks:** [www.indiegogo.com/project/preview/aa3a1a46](http://www.indiegogo.com/project/preview/aa3a1a46)
- **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](mailto:info@CreamoftheCropLeaders.com)

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



# Contact Information

The screenshot shows the 'Team' section of a campaign page titled 'Help 15 Amazing People Gain Life-Long Benefits!'. The page includes a sidebar with navigation tabs: 1 Basics, 2 Story, 3 Perks, 4 Team (selected), 5 Funding, 6 Extras, and 7 InDemand. The main content area is titled 'Team' and contains the following fields and instructions:

- 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:** Sample
- Legal Last Name:** Sample
- Date of Birth:** Month, Day, Year (dropdown menus)
- Phone Number:** (text input)
- Country:** (dropdown menu)

Buttons on the left sidebar include 'REVIEW & LAUNCH', 'VIEW CAMPAIGN', and 'SAVE'. A note at the bottom of the sidebar states 'You have unsaved changes.'

## 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.

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





# 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: HelpDetroitYouth
- **YouTube or Video Gallery**  
You may share Cream of the Crop Leaders' video if helpful for your donors: [www.youtube.com/watch?v=82XAr4KzNg0](http://www.youtube.com/watch?v=82XAr4KzNg0)
- **Image Gallery**  
Add Image

To borrow and obtain the beautiful images in the Sample Youth 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

**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 /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.