

Creative Crowdfunding Efforts Shake Up The Arc San Francisco

News, Tips and Tools for Crowdfunding Success

By Giovanna Erkanat, Development and Volunteer Manager, The Arc San Francisco



Crowdfunding: *The practice of funding a project or venture by raising money from a large number of people, typically via the Internet.*

Crowdfunding is a great tool to raise funds using your networks, and raise awareness about your favorite causes (like The Arc!) in the process. We love crowdfunding for the broad range of supporters that it brings into our Arc SF family, and for the direct impact it has on our clients with developmental disabilities.

Crowdfunding can: ☉ Support Arc classes ☉ Buy art supplies ☉ Provide clothes for job seekers & more.

Our community partners are showing amazing creativity in recent campaigns, for example:

A team at [Campaign Monitor](#) challenged CEO Craig Shull to wear a neon yellow spandex suit to a spin class at Soul Cycle. He did! And they [raised over \\$5,000](#) to support The Arc. S



[TwofifteenMcCann](#) is currently [leading an effort](#) on behalf of their two Arc client employees, Eugene and Dennis, to raise money for our studio art supplies.

Here are some ideas to get you started on crowdfunding on behalf of clients at The Arc SF:

- **Wacky wager:** Crowdfunders pledge to do something out of the ordinary--like dying their hair green or running a race in clown makeup if they reach their fundraising goal.
- **Group Events:** Book a session at Soul Cycle spin or your favorite Zumba class and participants donate fees to a good cause—The Arc San Francisco!
- **Birthday Cause:** Celebrate your birthday with donations instead of gifts. Works for Special Occasions, too.
- **Bar Charity Night:** Organize an event at your favorite bar.
- **Support an Arc Employee where you Work:** Recognize your Arc colleague and raise funds in his/her name.
- **Crowdfunders' Competition:** Everyone is motivated by a little friendly rivalry. Make it a fight to the fundraising finish!
- **Sports Teams:** Your league can dedicate a special game and donate support for The Arc.
- **Run or Walk:** Raise awareness and funds for The Arc in a fun or challenging run.

3rd Party vs. Arc-Created Sites (fees or no fees)

All 3rd party crowdfunding sites charge a baseline fee and usually take a percentage of the donations raised for profit. But you can avoid some of these fees. Contact Giovanna Erkanat, Development and Volunteer Manager at gerkanat@thearcsf.org. Gio can help you cut out the middleman and have us set up a crowdfunding page using our donation platform.

Thank you to all our community that does so much for us, from creative fundraising to supportive volunteering to thoughtful hiring, you guys are the best. We could not do the work we do without you!