

# Innovative Fundraising on Crowdpac

Activists raised more than \$3.75M for Senator Susan Collins' future opponent with Crowdpac.

Photo by Alex Brandon | Associated Press

## Learn how you can promote your cause on Crowdpac

Crowdpac's innovative fundraising campaigns give you the power to make meaningful change. From encouraging a member of Congress to listen to their constituents to drafting your PTA president to run for school board, you have the power to take your activism to the next level while inspiring the next generation of changemakers.

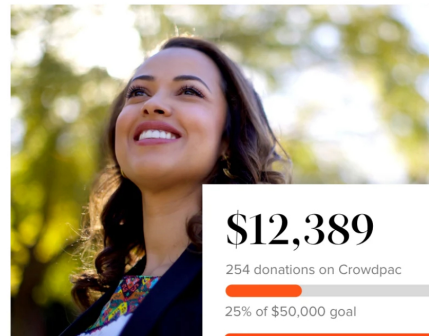
### Support

Hit the ground running by raising funds directly for a candidate or cause that you feel strongly about.

Whether it's crowdfunding your own candidacy, supporting a slate of candidates and organizations, or selling merchandise to meet a campaign milestone, you can raise the funds you need to reach your fundraising goals.

[Start a Support Campaign](#)

### I'm running for office! Support my campaign for L.A. City Council.



### I'm exploring a run for Congress – will you support me if I run?



### Explore

Crowdpac's Explore tools allow anyone to test a run for office before declaring their candidacy.

It could be a local, state or federal seat, even President; explore campaigns give you the opportunity to decide if you're ready to run. Test the waters and your financial viability as a candidate before officially throwing your hat into the ring. Supporters' cards will only be charged if and when you choose to declare.



**Sarah Locke** endorsed  
"Cynthia worked so hard in our district to clean up the mess the..."

Pledge \$10

Start an Explore Campaign

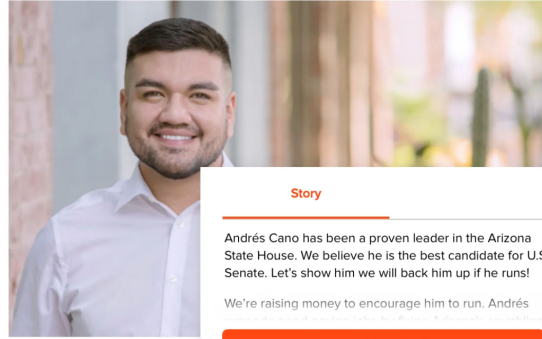
## Draft

Encourage someone to run for office by starting a draft campaign to show them they'll have donors-in-waiting if and when they enter the race.

Whether you're drafting Stacey Abrams to run for president or your PTA president to run for school board, a draft campaign shows your dream candidate that they'll have support if they choose to run. Supporters' pledges convert to donations if the potential candidate chooses to declare their candidacy.

Start a Draft Campaign

### Draft Andrés Cano to run for U.S. Senate in 2021!



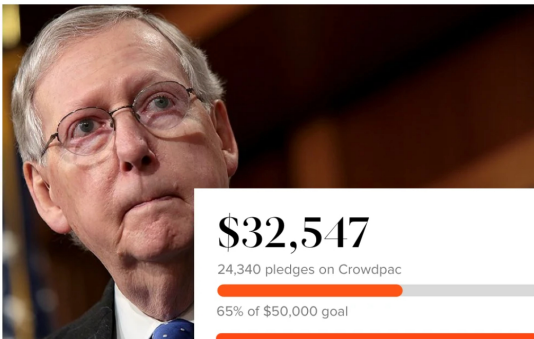
#### Story

Andrés Cano has been a proven leader in the Arizona State House. We believe he is the best candidate for U.S. Senate. Let's show him we will back him up if he runs!

We're raising money to encourage him to run. Andrés

Pledge \$20

### Help Us Fund McConnell's Future Democratic Opponent!



**\$32,547**

24,340 pledges on Crowdpac

65% of \$50,000 goal

Pledge \$20.20

## Oppose

Raise funds against a politician who you believe to be on the wrong side of an issue and in support of their next challenger.

Opposition funds allow you to send a message: we're ready for your future opponent, whoever they may be. Whether it's for the President, a member of Congress or a locally elected official, you have the ability to say enough is enough.

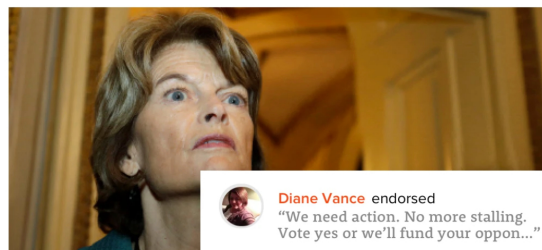
Start an Opposition Campaign

## Pressure

Pressure campaigns give people the power to challenge an institution.

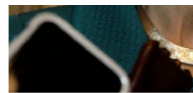
They force an elected official to look in their constituents' direction rather than a lobbyist or party leader. They give students the platform to advocate for their rights at a university. Whatever the cause, pressure campaigns give a voice to those that are left unheard. You collect pledges that convert to donations if the conditions of the campaign go unmet.

### If Lisa Murkowski votes no on gun reform, we'll fund her future opponent.



**Diane Vance** endorsed  
"We need action. No more stalling. Vote yes or we'll fund your oppon..."

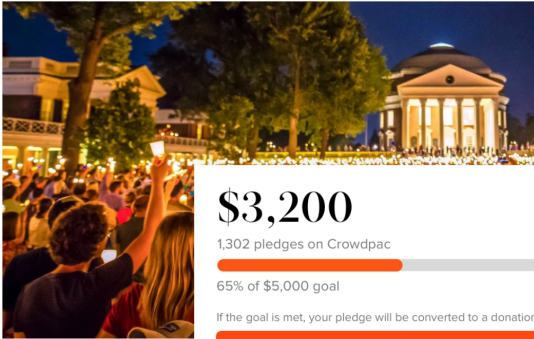
Start a Pressure Campaign



**Sharon Ashman** endorsed  
"Do something now Senator  
Murkowski! Protect our children..."

Pledge \$20.20

## #SueANazi Campaign – If we raise \$5,000 this month, John Riley will match it!



**\$3,200**

1,302 pledges on Crowdpac

65% of \$5,000 goal

If the goal is met, your pledge will be converted to a donation.

Pledge \$15

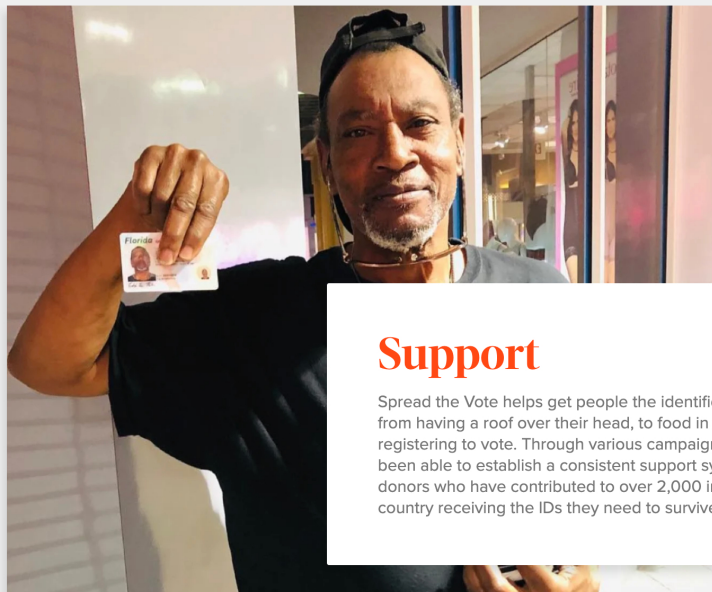
## Match

Donors love a challenge. Give them one under a specific condition: if they meet a certain dollar amount or goal in a set amount of time, their pledges will be matched and convert to donations.

Our team will help you make sure that your matching campaign is set within the guidelines of the conditions to be met.

Start a Match Campaign

## See how our Innovative Fundraising tools helped these campaigns



## Support

Spread the Vote helps get people the identification cards they need: from having a roof over their head, to food in their belly, to potentially registering to vote. Through various campaigns, Spread the Vote has been able to establish a consistent support system of Crowdpac donors who have contributed to over 2,000 individuals across the country receiving the IDs they need to survive.



About

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