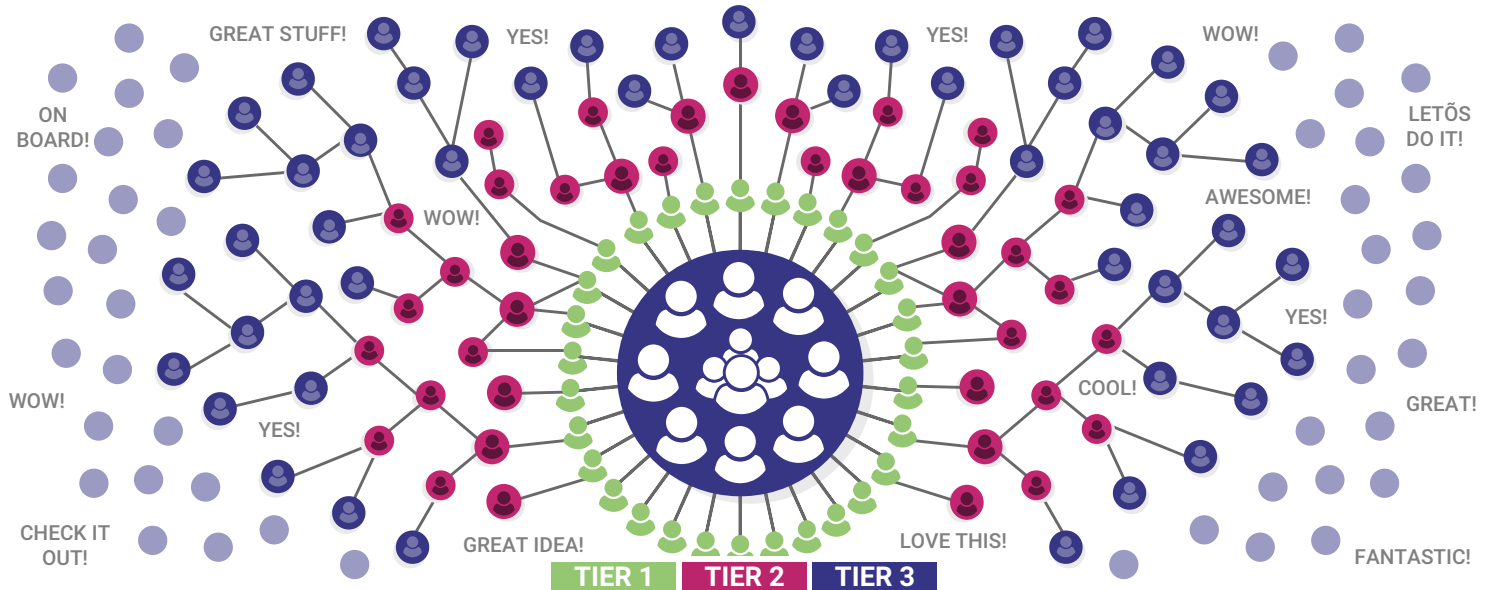


HOW CROWDFUNDING WORKS...

80%-90% of funds raised come from activities of the Campaign Creator and his or her team



The Local Crowd is dedicated to helping your campaign unfold successfully. We can share tools and resources that provide a deeper dive into the TLC Success Tips highlighted below.

- 1 Start early
- 2 Build a team
- 3 Make a realistic budget
- 4 Tell a compelling story
- 5 Create irresistible rewards
- 6 Craft a short, persuasive video
- 7 Build your contact list
- 8 Develop & deploy a marketing plan
- 9 Make the ask, many times & many ways
- 10 Get commitment for 30-50% of goal before launch