Understanding Crowdfunding
- Crowdfunding: raising funds from many people online.
- Types: Reward-based, Equity, Donation-based, Debt

Choosing the Right Platform
- Popular Platforms
- Consider: Fees, audience, project fit.

Preparing for Your Campaign
- Set Goals and Budget.
- Create Compelling Content.
- Build Your Audience.

Launching Your Campaign
- Setup: Clear page, realistic goals.
- Marketing: Social media, email, press.
- Engage: Regular updates, respond to questions.

Managing Your Campaign
- Communication: Keep backers informed.
- Handle Challenges: Be transparent.
- Fulfillment: Plan and execute smoothly.

Post-Campaign Activities
- Thank backers.
- Fulfill rewards promptly.
- Maintain engagement.