Executive Presence.
Powerful Results.

Launch Kit: Adult Group (not a 501c3) Crowdsourcing Campaign

*At **Cream of the Crop Leaders**,*
we celebrate people like you:
People who approach challenges
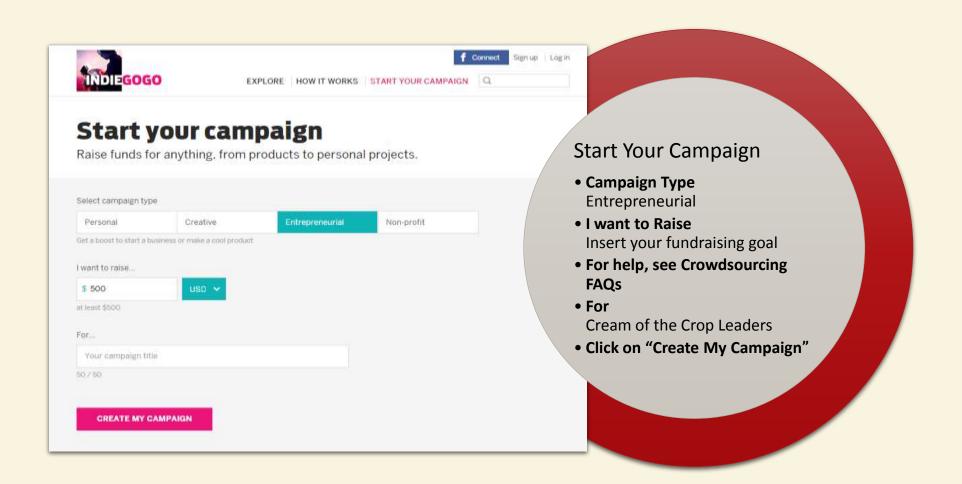*and turn dreams into reality.*

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

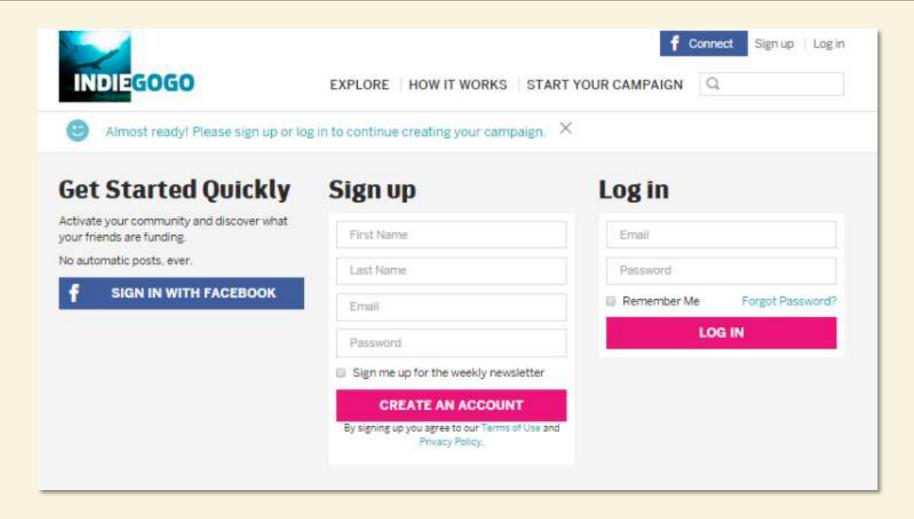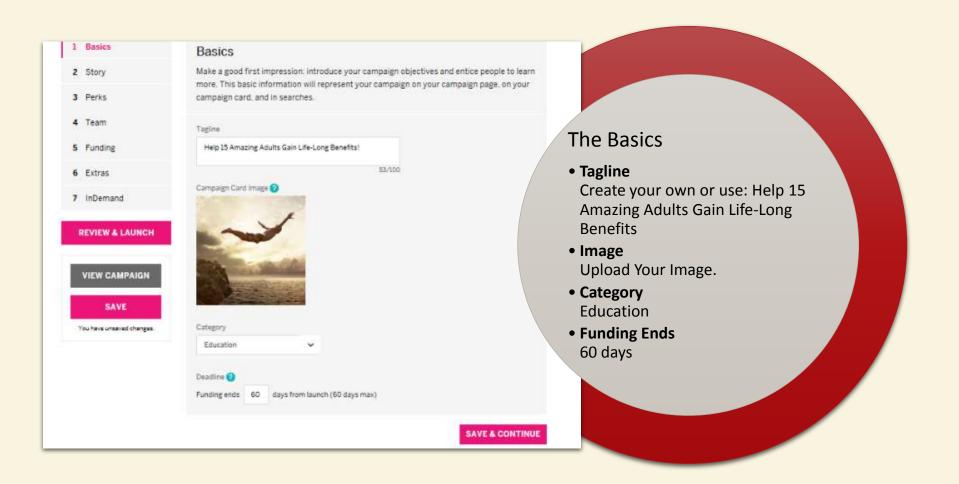- **Campaign Type**
  Entrepreneurial
- **I want to Raise**
  Insert your fundraising goal
- **For help, see Crowdsourcing FAQs**
- **For**
  Cream of the Crop Leaders
- **Click on "Create My Campaign"**

Create or Log into an Existing Indiegogo Account

The Basics

The Basics

- **Tagline**
  Create your own or use: Help 15 Amazing Adults Gain Life-Long Benefits

- **Image**
  Upload Your Image.
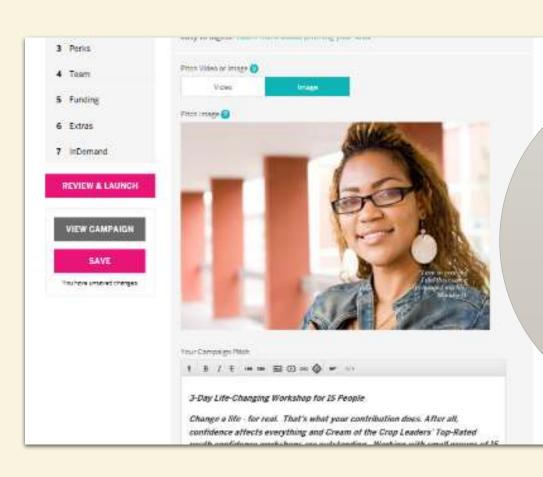
- **Category**
  Education

- **Funding Ends**
  60 days

Alternatively, you may borrow and obtain the beautiful images in the Sample Adult 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."
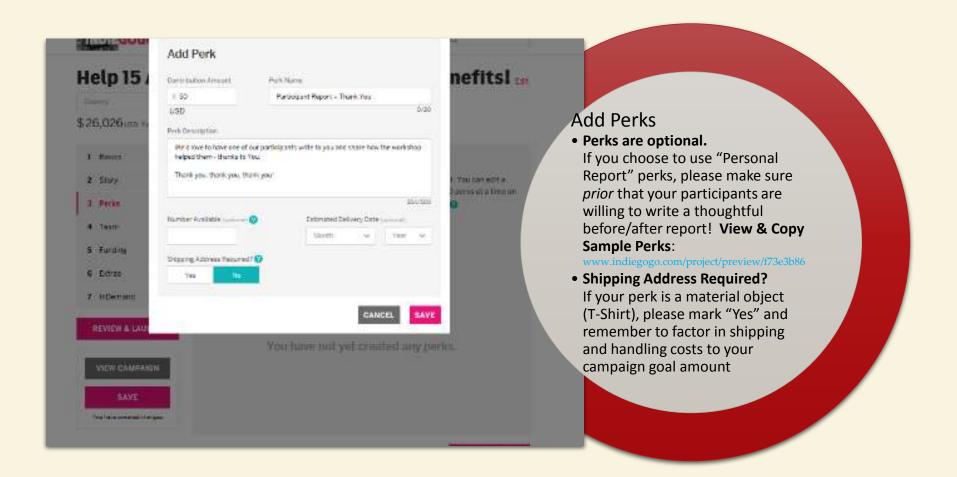
Introduce Your Campaign

Introduce Your Campaign

- **Video or Image**
  Choose and Load either
- **Story - Required Text**: Copy "Story" from Sample Adult campaign (https://www.indiegogo.com/project/preview/f73e3b86) and paste into the Story section of your campaign.
- **Also**: You may add information here about your group.
- **Click "Save & Continue"**

Add Perks

Add Perks

- **Perks are optional.**
  If you choose to use "Personal Report" perks, please make sure *prior* that your participants are willing to write a thoughtful before/after report! **View & Copy Sample Perks**:
  www.indiegogo.com/project/preview/f73e3b86

- **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

Support at any time: support@indiegogo.com or visit Indiegogo's Help Center, Playbook, Amplification Kit
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Contact Information

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

SAVE

You have unsaved changes.

Team

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

Phone Number

Country

Country

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.
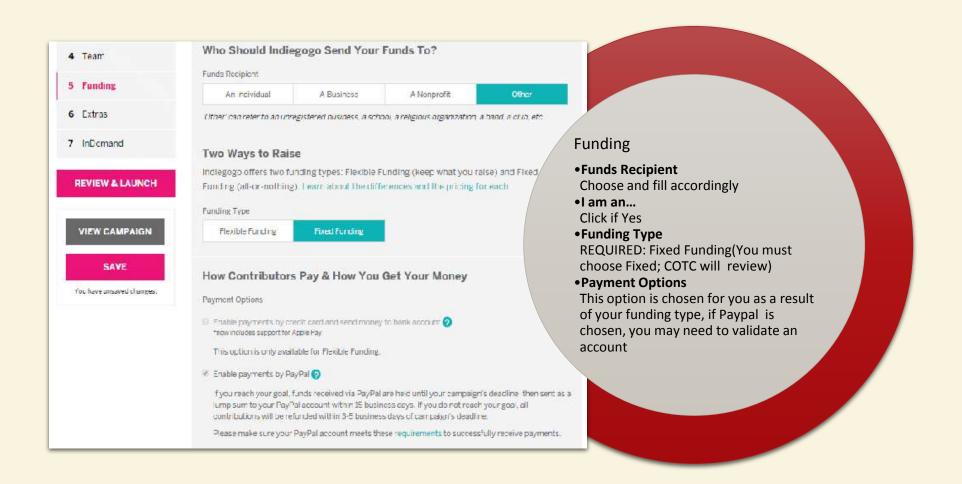- **Click "Save & Continue"**

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.

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Funding

Funding

- **Funds Recipient**
  Choose and fill accordingly
- **I am an…**
  Click if Yes
- **Funding Type**
  REQUIRED: Fixed Funding(You must choose Fixed; COTC will review)
- **Payment Options**
  This option is chosen for you as a result of your funding type, if Paypal is chosen, you may need to validate an account

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

InDemand

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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 y 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 raisi after your campaign ends.

Opt in to InDemand — Meet your campaign goal — 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 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.