Strategies for Crowdfunding Campaign Design

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The Mission
Crowdfunding campaigns use online media to attract viewers and persuade them to support a project. This study aimed to find effective crowdfunding strategies and help the Breakaway team design a successful campaign so they can return to El Salvador to host another youth camp in 2014.

The Game
Breakaway is a UN-sponsored educational game developed by the Emergent Media Center at Champlain College in collaboration with Population Media Center. This online role-playing soccer game has reached players in over 140 countries to help raise awareness of gender inequality and change behaviors of violence against women/girls.

The Camps
The Breakaway team worked with UNICEF and the University of Sonsonate to host two youth camps in El Salvador in November 2013. Eighty-seven campers between the ages of 7 and 18 played the educational game and participated in facilitated group discussions and fun activities.

The Impact
Campers enjoyed playing the game and interacting with the Breakaway team and locally trained facilitators. Through the dialogues between game characters and the decisions they were prompted to make, campers learned to respect girls, not to be a bully, and play together as a team. They said this experience changed their lives.

Celebrity Endorsement
Samuel Eto’o - Cameroonian footballer who plays striker for the English Premier League club Chelsea. He served as the Breakaway ambassador worldwide.

Key Components
1. Tell your story in a 2-min video
2. State clear and realistic goals
3. Use images and animations to catch viewers’ attention
4. Provide backers incentives/rewards
5. Cite celebrity endorsement to boost credibility
6. Demonstrate the significant result of contribution

The Partners

The Game

Pledge $1 or more
253 backers
Receive a fashionable BREAKAWAYgame.com silicon wristband

Pledge $5 or more
311 backers
Receive a custom made postcard from the youth campers

Pledge $10 or more
156 backers
Receive a fashionable BREAKAWAYgame.com silicon wristband

Pledge $25 or more
198 backers
Receive a cool Breakaway T-shirt

The Partners

918 backers
$11,811 pledged of $25,000 goal
22 days to go

Help Make a Change
$1 at a time

Celebrate
Participants, the Breakaway team, and the youth campers

The Game

Pledge $5 or more
239 backers
Receive a fashionable BREAKAWAYgame.com silicon wristband

Pledge $10 or more
156 backers
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The Partners

Champlain College - The State University of New York

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