



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 crowd funding 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 UNDP and the University of Sonsonate to host two youth camps in El Salvador in November 2013. Eighty-seven campers between the age of 7 and 18 played the educational game and participated in facilitated group discussions and fun activities.



Celebrity Endorsement

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



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.



918

backers

\$11,811

pledged of \$25,000 goal

22

days to go

Help Make a Change

\$1 at a time

Pledge \$1 or more

253 backers

Receive thank you shout out on the Breakaway website

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

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

