

WEDIDIT

Expert Crowdfunding for Non-Profits

Helping non-profits fundraise and engage donors through an online platform

The WeDidIt Difference

“

WeDidIt guided us through every step of our fundraising campaign. Their support was incredible and we couldn't have achieved our fundraising goals without them.

Caitlin Kelly, Executive Director
Africa Volunteer Corps

”

We Get Results

Avg Donation: \$116

2x higher than the competition!

91% Success Rate

2x higher than the competition!

We Have A Problem

Nonprofits want to crowdfund but lack the resources



PROBLEM

Developing and launching a crowdfunding campaign is difficult. Non-profits lack the assets and knowledge to build compelling crowdfunding campaigns



SOLUTION

Expert tools and resources needed for successful crowdfunding packed into an online platform

Why Are We Successful?



The Technology

- (1) Online fundraising platform
- (2) Mobile fundraising solution
- Intuitive, easy to use
- Integrated social media
- Expert tools and resources for developing campaigns
- Increase donor engagement
- Raise funds, raise awareness
- Detailed donor reporting



The Resources

- WeDidIt provides access to a network of socially conscious product vendors. We source campaign rewards so our clients don't have to.
- We provide access to a national network of videographers who can be anywhere in the country in 24 hours.

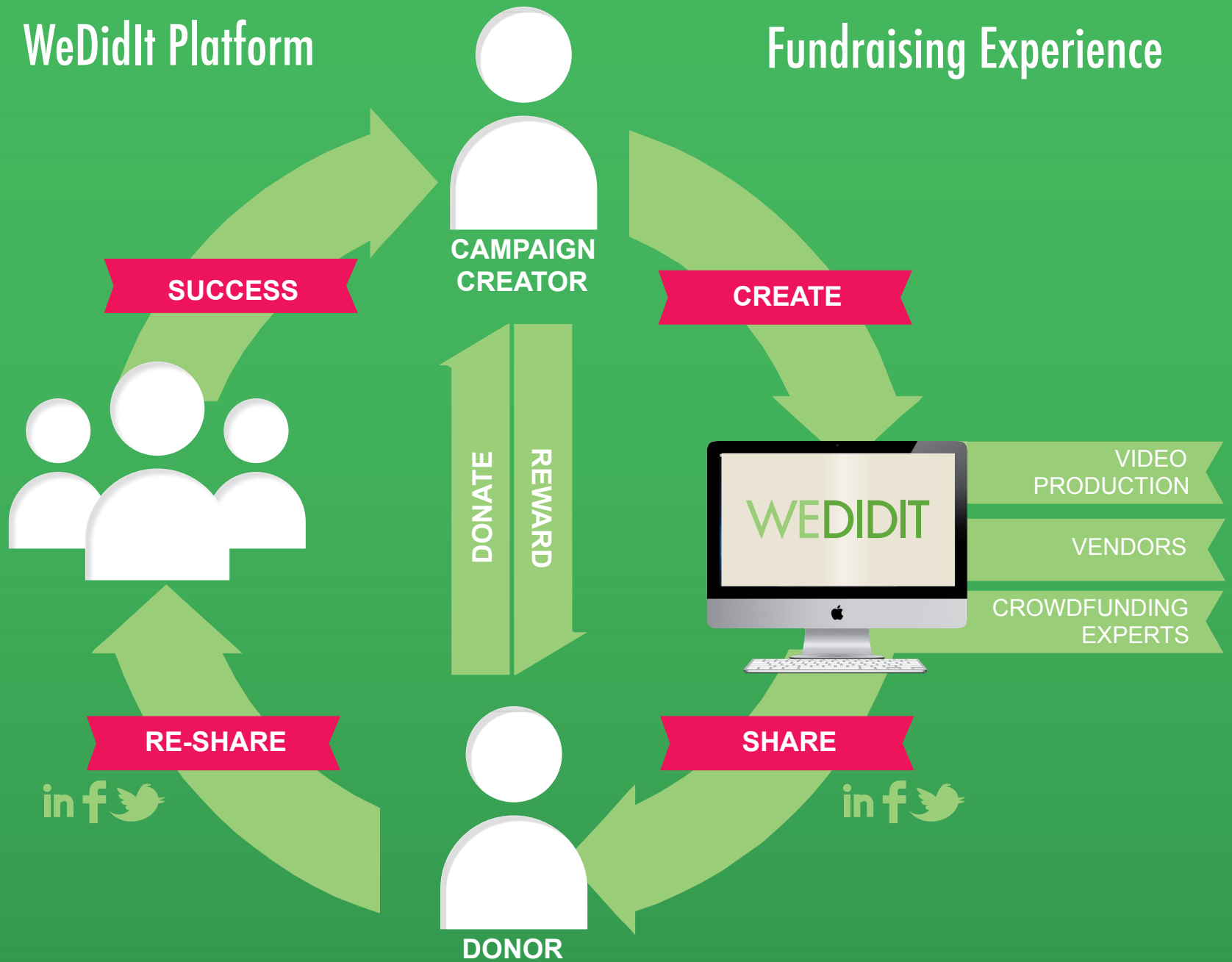


The Human Effect

- WeDidIt assigns an expert crowdfunding consultant to each premium account.
- We help with everything from storyboarding the call-to-action video to creating a social media outreach plan.

WeDidIt Platform

Fundraising Experience



WEDIDIT

Our Clients



Healthy Teen Network
MAKING A DIFFERENCE IN THE LIVES
OF TEENS AND YOUNG FAMILIES



Center for Children's Initiatives
Building Bright Futures for Children



Business Model



Distribution channels to our customers

TRANSACTIONS
5% ON ALL FUNDS RAISED IF SUCCESSFUL

PAID SUBSCRIBERS
SUBSCRIPTIONS FROM **\$500 TO \$5,000** PER ANNUM

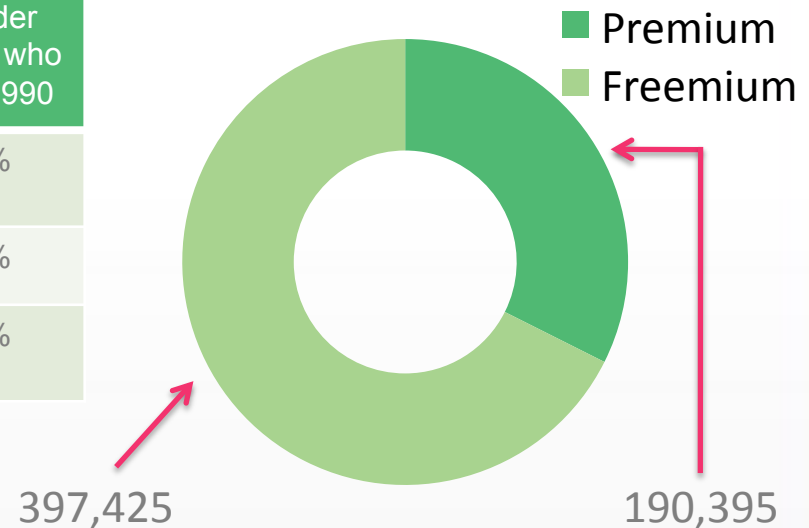
The Market Landscape

ONLINE GIVING IN 2011
\$25 BILLION

1.5M+
 NONPROFITS WITH
 REVENUE > \$25K

Operating budgets > \$100K




NPO Types	Registered	Yes 990 Form	No 990 Form	Under 100k who filed 990
Public Charities	957,391	587,640	369,751	67.6%
Other 501Cs	499,684	415,299	84,385	82.5%
Private Foundations	98,805	91,818	6,987	68.5%



*990 Form reports income, assets and other information required by the IRS for tax exempt organizations.

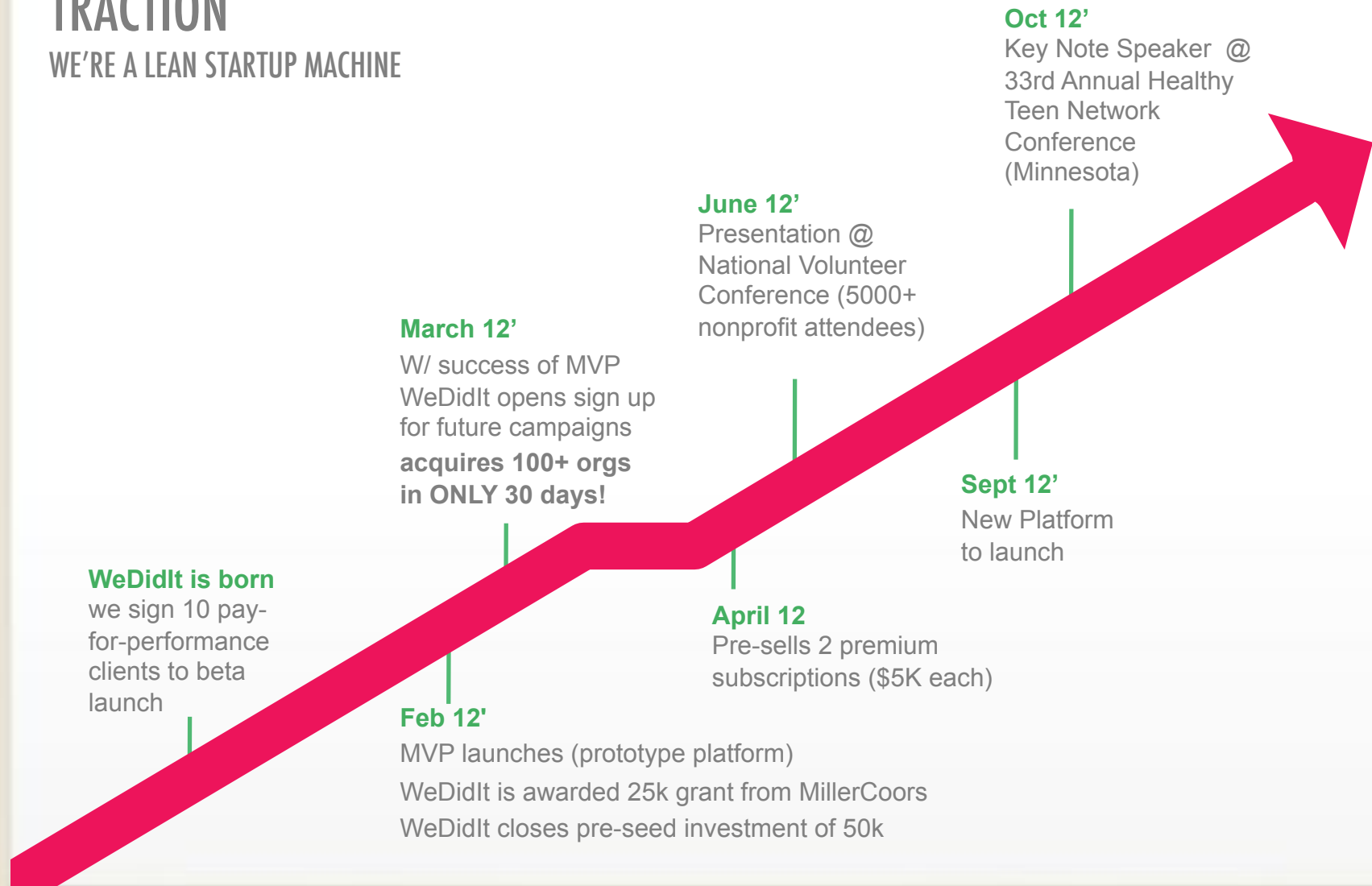
Source: Foundation Center

The Competitive Landscape

	WEDIDIT			
Freemium Subscription Model	✓	✓	✓	✓
Crowdfunding Support Team	✓	✗	✗	✗
Provides Donor Rewards A network of socially conscious vendors who provide donation rewards to clients	✓	✗	✗	✗
Nationwide Video Production Network A strong call-to-action video produces significantly better donation rates	✓	✗	✗	✗
Customizable Fundraising Page Embeds on client website: unbranded	✓	✗	✗	✗
Event Fundraising Product Mobile app with card reader linked to online crowdfunding campaign	✓	✗	✗	✗
Premium Per Annum Cost	\$5,000	\$2,400	\$2,400	\$6,000
		\$1.25M Seed -1200 NPOs signed up post seed round	Founder : Ed Norton media darling	\$2.2M Seed/Angel \$5M Series A

TRACTION

WE'RE A LEAN STARTUP MACHINE



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Partnerships

Catchafire - 2500+ orgs in their network – We help their clients crowdfund the cost of renewing their subscription with Catchafire

Man With A Cam - National videographer network – Our clients are nationwide so we provide a nationwide solution for video production

15 Socially Conscious Vendors signed on - 3000+ items available – We source the campaign rewards so our clients don't have to.

Gerber Group - 25 event venues across US



Customers

-91% success rate to date - Kickstarters boasts a 43% success rate

-Avg Donation \$116.00
-Stayclassy boasts a \$66 avg donation and
Crowdrise boasts \$45 avg donation

-Avg 1 inbound lead a day with zero outreach.
24% coming from abroad.
Our target market is not US exclusive



Press

With ZERO PR Outreach:

[Mention in Black Enterprise Magazine](#)

[Cover Story on bplans.com](#)

[Mention in Rollingout.com](#)

Case Studies

CATCHAFIRE:

Some of our earliest clients came from a pilot program we constructed with Catchafire, a member-based organization that has 2500 non-profit members.



African Volunteer Corps

108% of funding goal
 Renewed membership
 Raised \$5381
 \$500 Budget, ROI 1076%



Humanitarian Notes

133% of funding goal
 Raised membership cost
 No Budget
 Raised \$6,660



Boys' Club of New York

105% of funding goal
 Engaged alumni base
 Raised \$10,550
 Budget \$750, ROI 1400%

We helped their members and prospects raise funds to cover the cost of their Catchafire membership (online subscription).

The Team



Email
Ben

Co-Founder - COO

Ben Lamson - Strong SaaS sales background, extensive consulting experience w/ Fortune 500 and brand name NPOs. BA from American University



Email
Su

Co-Founder - CEO

Su Sanni - Software sales background with nonprofits and Fortune 500. Former i-banking analyst at BBH. BA,MS from Boston College.



Email
Bryan

Co-Founder - CTO

Bryan Liff - CTO/Lead developer. Former Software Engineering Manager at DoubleClick. Dir of Software & Systems Development at Klipmart (acquired by Google)



Bill Imada

INVESTOR - founded IW Group, Inc., of Interpublic Group of Companies Inc. Habitual philanthropist.

Download

[Product brochure](#)
[Mobile app brochure](#)

High Engineer

Biz Dev. Sales Lead

PR Marketing Guru.

Want To Know More?

We Don't Give Our Financials Out To Just Anyone.

You gotta wine & dine us first. Or at least email us requesting our private deck.

Please contact for more information on the following:

- Customer Acquisition Plan
- Business Metrics (CAC, LTV, Revenues, Avg donation, etc)
- Case Study: Catchafire (+early campaigns)
- Finances and Projections

Contact Us

Email [Su](#) or [Ben](#) or [Bryan](#)