2/4/2015

What is Crowdfunding?  
(sometimes called crowd sourcing / crowd financing)

Describes a collective effort of individuals who network and pool their money, usually via the Internet, to support efforts initiated by other people or organizations.

---

**4 General Types of Crowdfunding**

1. Reward Based / Projects, Groups, Businesses
2. Reward Based / Donation Management
3. Investment & Equity / For Profit Business
4. Micro-Lending / For Profit

---

**Finding Our Way on the Continental Divide**

- **$36,798** out of **$100,000** Goal
- 0 days left
- **110 Backers**
- **0 Stretch Goals**

Select a Perk for your contribution.

---

**Why the Campaign?**

The Continental Divide Trail (CDT) needs you. The CDT is a 3,100 mile long high mountain wilderness trail that crosses the United States from Canada to Mexico. Over 50,000 hikers, bikers and equestrians use the CDT annually to enjoy the beauty, history and wildlife of the high country. Each year, over 300 mountain lions, 200 grizzly bears and 300 wolves are killed along the CDT by hunters. Stop the hunting and help protect the CDT for future generations.

---

**Rewards**

- **$5** Basic Supporter
- **$10** Trailblazer
- **$15** Elite Supporter
- **$20** Lifelong Friend

---

**CIT Sponsors**

- Continental Divide August 2013
- $500
- The Streamer
- November 2013
- $75
- Bear Creek Tumbler
- November 2013
- $75
- Map Rock Trades
- November 2013
- $200

---

**Continental Divide Trail - Unprotected Gap Areas**

- Continental Divide August 2013
- $1,000
- The Streamer
- November 2013
- $75
- Bear Creek Tumbler
- November 2013
- $75
- Map Rock Trades
- November 2013
- $400
PROCESS & PLANNING

1. Fundraising Goal | Timeline
2. Newsworthy, Urgency, Compelling | Perk or Campaign
3. Roles | Priority & Secondary
4. Phases | Planning, Pre-Launch, Launch, Live, Post-Campaign
5. Passion

CONTACT INFORMATION

Teresa Martinez
tmartinez@continentaldividetrail.org | @cdnst1 | 540.449.4506
Continental Divide Trail Coalition | CDT Stewardship, Protection, Maintenance

Jonathon Stalls
jonathon@walk2connect.com | @jonathonstalls | 303.908.0076
Walk2Connect | Walking Trips, Walking Culture, Life@3MPH
Crowdfunding Consulting | Strategy, Planning, Brand, Audience