



Your Cause. Your Case. Your Crowd.

Welcome to CrowdCases - We are a crowd of passionate change makers, artist, designers, creatives, rebels and revolutionaries that wanted to build a community of like minded individuals (people like you!), that will work together to change the world. That is the core of who we are.

What is CrowdCases?

CrowdCases is a iPhone accessory brand with a social mission. We help Non-Profits fundraise and build awareness for specific projects, by creating and selling mission-inspired iPhone cases that represents their causes. These cases are sold exclusively on our website for 7 days only. \$7 from every case sold will be donated to your project.

CrowdCases has been featured in VentureBeat, TrendHunter, Business2Community, Examiner.org, SmartPitch.org, MSNBC, etc.

CrowdCases is an unique crowdfunding platform - check out what we offer:

What we offer	What you receive
Access	<ul style="list-style-type: none"> Raise money and build awareness from anywhere around the world
Crowdsourced Designs	<ul style="list-style-type: none"> Tap into our community of graphic designers to design the perfect case for your crowd.
Crowd-Fundraise	<ul style="list-style-type: none"> Receive \$7 from every case sold No upfront cost to launch Not an 'all or nothing' model Get paid out fast CrowdCases handles the production and shipping of cases

What we offer	What you receive
Value	<ul style="list-style-type: none"> • Unique funding platform that makes it quick and easy to raise money • Simple crowdfunding education - curriculum and marketing tools • Save your organization a lot of time and resources

Defining Your Project.

Whether it's to raise \$500 or \$50,000 - one trait that every CrowdCases campaign shares is that it is a project with a tangible goal. Defining what your goal *is* is the first step of a successful campaign.

What are you raising funds to do? Having a focused and well-defined project with a clear beginning, middle and end is vital. For example: raising funds to provide Jacque and his small village in Port-au-Prince, Haiti with clean drinking water - the project finishes once a well has been dug and water pumps have been installed - but launching a campaign *Non-Profit XYZ* is not. It is not specific enough. CrowdCases operates on transparency, we are not a platform for organizations to cover their overhead, rather a platform to raise funds to get social projects done and build awareness.

With a precisely defined goal, expectations are transparent for both the Non-Profit and potential backers. Backers can judge how realistic the project's goals are.

Setting Your Goal.

CrowdCases does not operate on an all-or-nothing funding model, we donate \$7 from every case sold to your cause. The possibilities of how much funds you will raise is totally up to your efforts and how well you utilize the tools we offer. We encourage projects to set a funding goal - this helps inform backers that there is an actual project on hand, remember you only have 7 days to reach it. (i.e., sell 1,000 cases and your organization will receive \$7,000 for its project)

Research your project - how much money do you need? Are you raising the full budget or a portion of it? Avoid headaches by doing your research, and be as transparent as possible. Backers will expect to be informed of the completion of your project.

Selecting a date.

We partner with a different Non-Profit organization every week. This is one of the things that makes us so fun. However, because we only focus on one project per week - each campaign must be scheduled in advance. This gives every organization time to fully prepare to have the best campaign possible. Please let us know which week you want to launch your campaign ASAP, as we receive several requests daily.

Why 7 days?

A CrowdCases project takes a lot of work to run but can be a lot of fun. Having only 7 days sets a tone of confidence and helps motivate your backers to join the crowd by build a sense of urgency.

We also give our designers 7 days only to come up with a design for your organization for the same reason. Our goal is to discourage procrastination.

CLEAN WATER CHALLENGE

SUBMIT FROM MAY 19TH - MAY 25, 2013
GRAND PRIZE \$500

Right now, 800 million people on the planet don't have access to clean and safe drinking water.

That's one in nine of us.

Unsafe water and lack of basic sanitation cause 80% of diseases and kill more people every year than all forms of violence, including war. Children are especially vulnerable, as their bodies aren't strong enough to fight diarrhea, dysentery and other illnesses.

Create a case design that celebrates water and the human spirit.

SUBMISSION REQUIREMENTS :

charity: water is a non-profit organization bringing clean, safe drinking water to people in developing countries. They use 100% of public donations to directly fund sustainable water solutions in areas of greatest need.

- Please avoid using the organization logo in your design
- Designers must post their design on our - Facebook Page www.Facebook.com/CrowdCases

- The chosen design will be sold on CrowdCases. 20% of the sales will go towards **charity: water**.
- Grand Prize! \$500 - winning designer will receive \$500* *read Terms & Condition upon submission.*
- *Things You Should Avoid :*
Respect copyright. DO NOT submit copyrighted work, DO NOT use stock images or clip art, Absolutely NO PHOTOS.

Design Challenge For A Cause.

Once you have set your goal and know the details of your project, it is time to begin the process of designing a smart phone case that represents your cause. Tell us your project, what you will like your case to represent and we will issue a design challenge based on it to our growing community of graphic designers.

Design challenges are announced every Sunday at 11:59 am and ends the following Saturday at 11:59 pm. Designers have 7 days to submit their designs, your organization will select the winner. The winning design will be

announced the following Monday. The case will be available for sale that following Wednesday for 7 days only. The winning designer receives \$500, courtesy of CrowdCases.



What We Provide.

Below is a list of resources we provide to help you call your crowd to action.

An additional \$1 for every new member that signs up

You can raise funds for your cause before even selling your first case. For every new member that signs up for the CrowdCases Newsletter, during your campaign week, we will donate an additional \$1 to your cause.

Custom Facebook Banner

After the design has been selected, we create a mock up of your organizations case. We will provide you with a custom Facebook Banner for you to use on your organizations Facebook page for the 7 day sale.

This is an effective and subtle way to inform, and remind, your crowd of your fundraising campaign.

THE BLUE CASE

PROTECT YOUR IPHONE
FUND A CURE



Express Your Support in a unique kind of way. Learn More Now.



Marketing Images

We will provide you with several marketing images (3-5) that you can post throughout the 7 days on your organizations Facebook page. Also, you can place the given images in your organizations newsletter for email marketing.

We will also provide you with significant phrases and call to actions on the images.

**THE
BLUE
CASE**
PROTECT YOUR IPHONE
FUND A CURE



A case of compassion, a helpful way to show you care. Shop Now.



Custom Blog Post

We will provide your organization with an all-original 500 word article to be posted on your organizations blog. You'll love it, we guarantee it! The blog article will speak about the project at hand, the partnership with CrowdCases and the expected goal.

We have a team of professional writers on staff to provide assistance in constructing and writing an article that will motivate and inspire.

Making Your Video.

A video is by far the best way to get a feel for the emotions, motivations and character of a project. We highly encourage one is made as it's a demonstration of effort and a good predictor of success. Historically, crowdfunding projects with videos succeed at a much higher rate than those without (50% vs. 30%).

Making a video is a challenge worth taking on, it says your organization cares enough about what you're doing to put yourself out there. It is a small risk with a big reward. We have a camera crew and a very hyper active

staff that will love to share your organizations story. This video will be placed on our website along with your organizations custom case.

In it we will:

- Tell the crowd who your organization is.
- Tell the story behind your organizations project.
- Explain what the funds will be used for and why its important that people support.
- Thank everyone!

If your organization prefers to shoot its own video, that is totally fine!

Saving Your Organization Time. Collaborative Effort.

If you haven't noticed from the additional services we provide with your campaign - we save your organization a whole lot of time and resources. We understand the hectic world of Non-Profit organizations. That is why we have worked hard to create a platform that will not only provide you with a platform to raise funds, but truly help your organization build awareness.

Because of the additional services we provide, we are very selective of who we partner with.

Promoting Your Campaign.

CrowdCases is not a magical source of funding. Funding comes from a variety of sources - your Non-Profits email list, your social networks and if your project does well, strangers from all around the web. It's up to you to build that momentum for your project. We are going to provide you with tools to make it happen.

An exceptional project can lead to outpourings of support from all corners of the web, but for most projects, support comes from within your Non-profits own networks its networks' networks. If you want your crowd to back your project you have to tell them about it. **More than once!**

Email & Social Media Marketing

A nice, personal message via your organizations newsletter to its email list is the most effective way to let your core crowd know about your project. Use your organizations blog, with our all-original drafter blog post, your Facebook page and Twitter account with the marketing images that we provide to tune in everyone who's paying attention. Don't overwhelm with email blasts - we have seen that 2 email newsletter with the 7 days and 4-5 Facebook posts, along with the custom Facebook banner does wonders. There is a fine line between being spammy and effective marketing, we help you do that latter.

Call All Press!

We will assist in contacting your local newspaper, TV, and radio stations and blogs that focus on your organizations cause and tell them about your project. Use your organizations rolodex and connect with any writers or media outlets that can get the word out. If your organization has celebrities

(star-power) that joined the mission, make them ambassadors of your campaign.

Post-CrowdCases. Success.

Once your campaign is completed, don't forget about all of the people that helped make it possible. Let backers and spectators watch your project come to life by sharing with them. Keeping backers informed and engaged is an essential part of CrowdCases.

Sharing videos and photos from your project out in the world - whether it's the components for a water well or packages of food for the hungry - is great for everyone involved. You still have a captivated crowd that is cheering for you. Communicating with them can be one of the most rewarding parts of the process.

Cases Fulfillment.

Once your project has been completed, CrowdCases handles the crucial final step of fulfilling the orders. Backers will receive their cases within 10 - 14 days after the end of the campaign. We will send your organizations the funds raised within 7 days of the end of the campaign.