



University of
Salford
MANCHESTER

Crowdfunding

International Opportunities Team

Crowdfunding



University of
Salford
MANCHESTER

Do you need funding to study and/or work abroad?

HAVE YOU LOOKED AT OUR FINANCIAL SUPPORT DOCUMENT...?

HAVE YOU THOUGHT ABOUT CROWDFUNDING?

'Crowdfunding lets you harness the power of social media to help you pay for an international educational experience.'

What is crowdfunding?



University of
Salford
MANCHESTER

Crowdfunding is used to raise money to finance projects, missions, and other big ideas. Crowdfunding websites - like [Kickstarter](#), [Indiegogo](#), [GoFundMe](#) - provide a platform to request support for an idea fueled by passion but short on funds.

How to...



University of
Salford
MANCHESTER

Step 1: Create your campaign - It's simple to start your fundraising page - tell people your story and get them excited about your trip! Be sure to complete your campaign by adding photos and videos, and posting updates. Get creative and visual! (you could even create a short video on YouTube to tell people about your circumstances, goals etc. - https://www.youtube.com/watch?v=Uy_edumPWnU)

Cover the following:

- **Who are you?**
- **Why should people fund you?** Add a human factor!
- **What are you going to do with the money?** Are you going to do something useful, educational, and perhaps even unique with your funds?
- **How will you give back?** If you can find a way to give back—to the local community abroad or the community to which you will be returning—that will provide you with a selling point. Perhaps you will make a photo album, print or virtual, of your trip. Alternatively, perhaps you will volunteer when you return. You could even offer to publish a blog. Be sincere and project your thankfulness for the opportunity.

How to...



University of
Salford
MANCHESTER

Step 2: Spread the word - Share your campaign via social media and emails. This is one of the most important things you can do to boost your donations - people have to know about your campaign before they can fund it!

Step 3: Get funded!

Step 4: Share - Share your successes! Make those who have helped you part of your experience by sharing regular updates and showing how you are making the most of their help.

How to...



University of
Salford
MANCHESTER

Articulating the **motives** behind studying/working abroad can be an important step for a student. Crowdfunding helps **build support** in the student's family and social circles, and connects those people to the student's mission. It helps **friends and family** understand why the student wants to leave, and it allows them to become a **part of the student's experience**. In addition to harnessing financial help, crowdfunding also generates moral support for the student as they prepare for the big transition of moving (temporarily) abroad.



Crowdfunding sites

- [FundUS \(University of Salford\)](#)
- [Crowd Funding](#)
- [Kickstarter](#)
- [Indiegogo](#)
- [Crowd Cube](#)
- [FundMyTravel](#)
- [GoFundMe](#)
- [Facebook Fundraisers](#)

...and more!

How to choose a crowdfunding website?



University of
Salford
MANCHESTER

Things to consider:

- Does the platform have low fees?
- Is it easy to sign up?
- Are there successful campaigns you can view for reference?
- Does it meet all your needs for fees, timelines etc.?
- Is it a proven option for raising funds?
- Is it backed by anyone/anything you wouldn't otherwise support?

Useful resources



University of
Salford
MANCHESTER

- <https://www.helpgoabroad.com/blog/how-to-crowd-fund-your-overseas-education/>
- <https://www.goabroad.com/articles/study-abroad/study-abroad-fundraising>
- <https://www.kickstarter.com/projects/search?utf8=%E2%9C%93&term=study+abroad>

Follow us to keep up to date



UoSInternationalOpportunities

Join our Facebook group

<https://www.facebook.com/groups/818190625181245>



@UoS_IntOpps



@salfordintopp

salford.ac.uk/io

Salford-IOT@salford.ac.uk