

Case Study – Crowdfunding

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Campaign

Title: HospiCare crowdfunding campaign
Short Description: The aim of the crowdfunding campaign is to raise money thanks to which the HospiCare mobile app could be developed.
Financial Target: 100 000 PLN (c.a. 25 000 EUR)
Amount Raised: 11 931 PLN (the campaign is still open)
No.1 Learning Outcome:

Organization

Name: Informal group, consisting of: initiator: Eliza Kugler, whose daughter is in hospice, analytics from Bilander Group, programmers from Jarzemy.pl, Deloitte Poland, Conlea, Zaoszczędzisz.pl, Fundacja Polaku Pomagaj.
Web: http://hospicare.pl/
E-mail: paula@hospicare.pl
Focus / mission: <ul style="list-style-type: none">• raising awareness about home hospices.• To create mobile app that will support the people who work in home hospices on a daily basis. It is a tool for doctors, parents, therapists and others. It makes their work easier by:<ul style="list-style-type: none">- Simplifying communication,- Making appointments and planning the schedule,- Gather the patient's data in one place and enabling parents, doctors and therapists an easy access to them,- Monitor the patient's therapy.

Campaign description

<p>The aim of the crowdfunding campaign is to raise money thanks to which the HospiCare mobile app could be developed.</p> <p>The app that will support the people who work in home hospices on a daily basis. It is a tool for doctors, parents, therapists and others. It makes their work easier by:</p> <ul style="list-style-type: none">- Simplifying communication,- Making appointments and planning the schedule,- Gather the patient's data in one place and enabling parents, doctors and therapists an easy access to them,- Monitor the patient's therapy.
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Target group

Parents, doctors, therapists.

Campaign goals (financial and non-financial)

Financial: 100 000 PLN.

Non-financial:

- raising awareness about home hospices.

Campaign outcomes (financial and non-financial)

Financial: the campaign is still on.

Non-financial: raising awareness about home hospices.

Milestones, turning points, key decisions

Learnings and takeaways

If you want your campaign to be successful:

- create a coalition of partners,
- invest in good promotional materials: well-written campaign description, showing clearly the goal of the campaign and the story behind it, prepare a video to tell a story about your idea and to let people get to know you and to trust you,
- engage your community – let the campaign become peer-to-peer crowdfunding,
- engage ambassadors (e.g. celebrities).

Closing notes

The author of this material agrees to the publication of this material for non-commercial purposes.