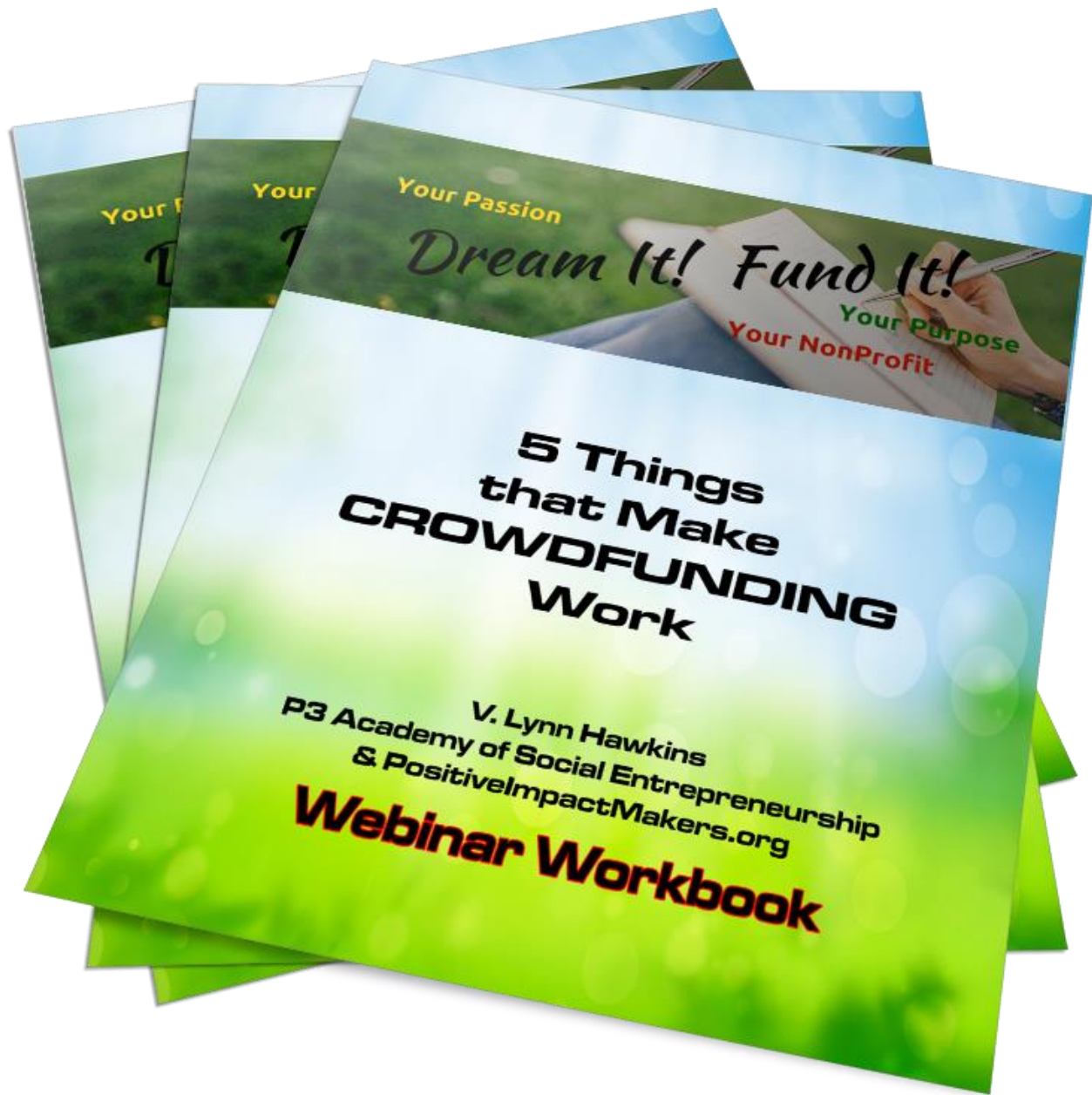


**DREAM IT! FUND IT!**



**Presented by:**

**V. Lynn Hawkins, CEO**

**P3 Academy of Social Entrepreneurship**

**DREAM IT! FUND IT!**

**Your Passion, Your Purpose and/or Your NonProfit**

**5 Things that Make CROWDFUNDING Work!**

# **WEBINAR WORKBOOK**

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## 5 Simple Tips To Get The Most Out of This Training:

1. Print out this Online Event Notes before the event starts so you can write down your notes as you listen.
2. Review the topic outline so you know what to listen out for. Make sure you've set aside 90 minutes of private time for this training so you'll have an uninterrupted learning session.
3. During the event, write down ALL the interesting and new ideas and inspirations you get while listening - that way you won't lose the most relevant information to you.
4. While listening to the webinar, write down any immediate action steps that come to your mind... steps that you can take right now to increase the success of your crowdfunding campaign.
5. Be in a comfortable position (ideally at your desk) so you can fully take part in the receiving the information.

*\*\*The next part is for you to take note while you listen to Lynn during the webinar. Fill in the blanks as you progress. These will be the important points that you'll take away from this webinar.*

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Welcome to The

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## Your Passion, Your Purpose and/or Your NonProfit 5 Things that Make CROWDFUNDING Work!

During this webinar you'll find out ...

- The reason(s) why crowdfunding works, and why it doesn't;
- Discover the one thing you must have for your campaign to be complete;
- The #1 thing 80% of crowdfunders miss;
- The reason(s) why only 79% of all crowdfunding campaigns fail and how you can take advantage of that knowledge to create a campaign that is successful, and one in which you can surpass your goal.
- Learn the 7 most important elements your campaign should have to be complete and compelling.
- Find out how technology and a social network come together to provide a platform that affords you with [1] NO % FEES on the funds you raise, [2] has continuous weekly pay outs during your campaign, instead of just at the end, and [3] how you can easily reach your goal.
- Get a free copy of the "Crowdfunding Success Formula Worksheet" outlining the 5 things that make Crowdfunding work!
- Get a chance to ask questions during our live Q&A session.

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**Question #1:** What are some of the reason(s) why crowdfunding works, and why it doesn't?

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**Question #2:** What is the one thing you must have for your campaign to be complete, compelling and successful?

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**Question #3:** What is the #1 thing 80% of crowdfunders miss?

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**Question #4:** What are the 3 biggest reason(s) why only 79% of all crowdfunding campaigns fail and how you can take advantage of that knowledge to create a campaign that is successful, and one in which you can surpass your goal?

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**Question #5:** What are the 7 most important elements your campaign should have to be complete and compelling, leading to your greater success?

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2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

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## *5 Things that Make Crowdfunding Work*

### *Crowdfunding Success Formula*

**Story + Strategy + System = Success**

[1] Craft your compelling story, noting why you're doing what you're doing and how it will help.

[2] Get firmly into your mindset mastery space. Be your own biggest advocate because you know there will be challenges to move through. Don't let your story, or anyone else's keep you from your dream. Keep your goal in mind and you will move through them with ease.

[3] Create your campaign strategy and goals (money goal, timeframe, perks, follow up) and let your goals be the fuel that lights your fire daily. Lead your team from a position of strength because of the strategy (while being flexible), and your team will execute the plan with excitement and ease.

[4] Understand and solidly put in place The 4 Fs of Crowdfunding (Foundation, Fundraise, Follow-up, Fulfillment.) Without these in place, you've missed a huge opportunity for success.

[5] Plan your PreLaunch and Launch and engage a team to assist. Whether you hire someone to assist, or get a few key volunteers, you want a team so when you press the "GO" Button, you're powerfully on your way to your goal!

For more information about crowdfunding or to find out how you or your non-profit can raise funds more easily, please contact us at:

<http://www.positiveimpactmakers.org/crowdfunding/>

or

<http://p3academy.com>





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## ABOUT YOUR TRAINER:

**V. LYNN HAWKINS**, Crowdfunding Educator, spends her days speaking to entrepreneurs about accelerated business development and the funding strategies most entrepreneurs and nonprofits across multiple industries don't know how to use to get what they need, especially crowdfunding.



Lynn is an entrepreneur on a mission to help increase the number of wildly successful entrepreneurial ventures across the globe. She is CEO, Founder & Dean of the **P3 Academy of Social Entrepreneurship**, a **36ixty UNITE Certified Business Acceleration Coach**, Co-CEO of **PositivelImpactMakers.org**, Dean of the **School of Social Entrepreneurship at Directions University**, a **JV Broker**, **Leverage** and **Strategy Development Muse**. Lynn brings her 30+ years in the corporate world where she's built thriving businesses within the corporate structure.

As an executive earning millions in revenue through her personal divisional responsibilities, she was responsible for developing and empowering her teams, large and small. Lynn did that using training strategies that inspired self-improvement, team cohesiveness, collaboration, and overall organizational development, as well as organizational growth.

Lynn has served on the boards of several nonprofits, has been hired as a grant writer, helping facilitate nonprofits being granted over 10 million+ dollars in her career. She entered the crowdfunding arena upon learning that many of the same strategies she had applied to nonprofits and grants for many for-profit organizations, also applied to crowdfunding. Learning more, she began teaching these strategies, working them for her own projects, and had many successes and failures. The lessons learned in the failures were the gift that sparked the passion for her to move even more aggressively in the crowdfunding space.

Through the P3 Academy, Lynn mentors and consults with entrepreneurs in rapidly growing business and revenue in a holistic framework using the 12 Practices™ of Business Acceleration. She teaches for-profit/nonprofit partnering strategies that create massive wins. Lynn's prime focus through the Academy and the joint venture partnerships she is actively involved in, is helping entrepreneurs align with their business growth strategy, earn exponentially more income, and help their chosen cause in the process, being a Living Legacy!

Lynn is an advocate for strong business growth, and says often that "when you earn more revenue, you can do more good in the world." When you know that you make an impact in the

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world whether you do anything or not, you can make more of an impact when you have the revenue to support that. **NOW IS THE TIME to be More of a Positive Impact Maker!**

## Q&A

**For questions and/or more information, contact:**

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**408-758-8868**

<http://p3academy.com>

<http://PositiveImpactMakers.org>