

# Choosing The Right Crowdfunding Platform

## Platform Offering Comparison Table

	Pozible	ACF	Kickstarter	Indiegogo	My Cause	Chuffed	GoFundMe
Fundraising Model	All or Nothing	Flexible Funding	All or Nothing	Flexible Funding	Flexible Funding	Flexible Funding	Flexible Funding
Focus Area	Creative & Community	Creative	Creative	Tech & Games	Charity & Cause	Charity & Cause	Charity & Cause
Transaction Fees (AUD)	1.75% - 2.4% + 30c	Absorbed in platform fee	3 - 5%	3% + 30c	2.9%	2.0% - 2.9%+ 30c	2.25% + 30c
Service Fee	3-5%	5%	5%	5%	5%	0%	5%
100% Australian owned & Operated	Yes	Yes	No	No	Yes	No	No
Automatic DGR receipts	Yes	Yes	No	No	Yes	Yes	Yes
Facebook Pixel Integration	Yes	No	No	Yes	No	No	No
Google analytics Integration	Yes	Yes	Yes	Yes	No	No	No
Paypal Integration	Yes	Yes	No	No	Yes	Yes	Yes
Project Approval < 24 hours	Yes	No	No	Yes	No	Yes	No
Guest Checkout	Yes	Yes	Yes	Yes	No	Yes	Yes
Free Access to Resources & Real Person Support	Yes	Yes	No	No	No	No	No

## Pricing Comparison Table


To make this a little clearer, we've broken down the fees for each platform based on a \$7,000 campaign (the average target), across 87 pledges of \$81 (the average pledge amount).

	Pozible	ACF	Kickstarter	Indiegogo	My Cause*	Chuffed*	Start Some Good*
Merchant Fees	\$148.60	\$0	\$350	\$236.10	\$203	\$229.10	\$229.10
Platform Fees	\$350	\$350	\$350	\$350	\$350	\$0	\$350
Fees automatically passed on to supporters	\$0	\$0	\$0	\$0	\$0	\$184.44 - \$880.44	\$0
Money to Creator	\$6,501.40	\$6,650	\$6,300	\$6,413.90	\$6,447	\$6,770.90	\$6,420.90

\*Social Cause/Charity campaigns only.


## Why All or Nothing?

We're a strictly all or nothing platform which means your supporters are only charged, and you only receive funds if you hit your financial target. It may sound harsh, but hear us out! There are many benefits to running an all or nothing crowdfunding campaign.




### Low Financial Risk

By choosing an all or nothing approach, Pozible is less susceptible to fraud and this ensures we maintain our strong reputation. Fees only apply to campaigns that hit their target, so if you're unsuccessful you won't be out of pocket. You also won't walk away with less than you need to go through with your project.



### Build Trust

When supporters pledge to your campaign they know that, should you be successful, you will have enough funds to complete your project and therefore fulfill the promise of rewards. After your campaign, you'll leave with a group of loyal supporters who have backed you from the beginning and helped you hit your target. These supporters are your community and will be your future ambassadors.



### More Urgency, More Momentum

Having a time limit on your campaign adds a sense of urgency that helps drive more pledges to your campaign. Supporters know they won't receive their reward unless you hit your target, so they'll join you in helping to push the campaign. Thanks to this, on average all or nothing campaigns raise more funds.

Curious? Have a go at a draft


## Why the 5% service fee?

Our team at Pozible works closely with you to aid in the success of your campaign and provide campaigners with as much knowledge as possible to have positive crowdfunding experiences. In order to keep doing this we require a 5% service fee of successful campaigns- we hope you understand!

Curious about who we are? [Meet our team!](#)


## Rich With Functionality

Features you can look forward to on Pozible



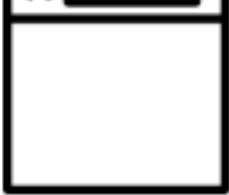
### Keep 100% of What You Raise

Set a booking fee for your supporters & get them to cover Pozible's service fee.




### Collect Supporter Data

Download a live spreadsheet with all your supporter data & any extra information you request when they pledge.



### Pre-filled Campaigns

If you see a campaign you like, use it as a template for your own campaign.



### Stretch Your Target

After you've reached your initial target, set and aim for as many new stretch targets as you like!

Check out these features — start drafting!