



Businesses
Changing the World



Sponsored by Forward Legal

A MASTERCLASS

WITH
TOM DAWKINS
CEO STARTSOMEGOOD

THE CROWDFUNDING FORMULA

“Join me this June to learn more about how to tell your story, rally a community of supporters and raise the funds you need to do good!”



Wednesday, 16 June 2021
9:30 am - 12 pm
Mt Lewis Bowling Club

14a Waterloo Rd
Greenacre NSW

Transport can be arranged at no cost from Bankstown or Punchbowl Train Station



Price: \$65 (incl. morning tea)
Secure your tickets at [Humantix](https://www.humantix.com)

1300 CMINDS (264 637)

This Masterclass is brought to you by
Community Minds



CommunityMinds
Global Reach, Local Thinking

THE CROWDFUNDING FORMULA: Learn how to raise the funds you need to do good!

**JUNE MASTERCLASS WITH TOM DAWKINS
CEO STARTSOMEGOOD**



*Businesses
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Businesses Changing the World (BCW) is a movement, a long-term initiative to inspire and educate businesses to combine purpose alongside their profit making. BCW is not only about informing and educating, but creating opportunities for networking, connections and collaborations to happen.

For our June Businesses Changing the World Masterclass Community Minds Inc. have invited Tom Dawkins, well-known entrepreneur and Co-Founder & CEO of StartSomeGood.com, a crowdfunding platform and education provider for social entrepreneurs globally.

In this workshop you will learn:

- Different crowdfunding models and how to know which is right for you
- What separates crowdfunding campaigns that succeed from those that fail?
- Selecting a financial target for your campaign
- Identifying your potential supporters and how to target them
- Deciding how long to run your campaign for
- How to craft stories that inspire support

16 JUNE 2021 | 9.30 AM - 12 PM

MOUNT LEWIS BOWLING CLUB

TICKETS : \$65 (INC. GST)

CLUB MOUNT LEWIS

**THERE ARE LIMITED SPOTS FOR OUR
MASTERCLASSES !
SECURE YOUR TICKETS [HUMANTIX](#)**



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Canterbury Bankstown Chamber of Commerce



CommunityMinds

Global Reach, Local Thinking

THE CROWDFUNDING FORMULA:

LEARN HOW TO RAISE THE FUNDS YOU
NEED TO DO GOOD!



*Businesses
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YOUR MASTERCLASS TEACHER

Tom Dawkins is an entrepreneur, speaker, trainer and the Co-Founder and CEO of StartSomeGood.com, a crowdfunding platform and education provider for social entrepreneurs globally.

He was previously the founder of Australian youth non-profit Vibewire, the first Digital Communications Director at Ashoka, a global NGO fostering social entrepreneurship based in Washington DC, and the founding Director of the Australian Changemakers Festival.

He has supported numerous non-profits, governments and businesses to better engage their community using technology and been recognised with awards and Fellowships from the World Summit Youth Awards, International Youth Foundation, Nexus Summit, The Future Summit and the Australian and New Zealand Internet Awards.



GET YOUR TICKETS NOW AT [HUMANTIX](#)

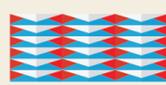


16 JUNE 2021 | 9.30 AM - 12 PM
MOUNT LEWIS BOWLING CLUB
\$65 (INC. MORNING TEA)

CLUB LEWIS
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WHY YOU SHOULD JOIN US IN JUNE

Crowdfunding is a fantastic way to launch or grow a social enterprise or non-profit, raise funds for a cause or a creative project or fuel a grassroots movement for your community.

But the considerable majority of all crowdfunding campaigns fall short, often because of a handful of common mistakes. StartSomeGood has one of the best success rates in the industry, with 53% of projects reaching their goal (compared to 31% on Kickstarter and 13% on IndieGoGo, a typical range for most crowdfunding platforms).

This event is all about making sure you and your project have the best chance of success by sharing the insights StartSomeGood have gained working with over 1,000 projects.

Learn from Tom Dawkins, leading expert Tom Dawkins and teacher on crowdfunding and online community building in Australia, in his first-ever workshop in Bankstown.

The workshop will cover common missteps, what those who are successfully raising funds are doing right and how to think through the goals and outreach strategy for your particular project.



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MOUNT LEWIS BOWLING CLUB
CLUB MOUNT LEWIS

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The logo for the Canterbury Bankstown Chamber of Commerce (CBCC), featuring a stylized red and blue wave pattern to the left of the text "CBCC".
Canterbury Bankstown Chamber of Commerce



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