

# The **True** Cost of Crowdfunding

The Typical 5% Platform Fee In Real Terms\*



## \$1.1 bil raised

2015 Year to Date Estimate for Personal Crowdfunding

## \$55.6 mil

5% Fees Paid by Campaign Beneficiaries

### Crowdfunding Fee Roundup

<i>plumfund</i> ®	0%
Fundly	4.4%
Razoo	4.9%
Crowdrise	5%
Gofundme	5%

\*Estimates based on available industry data and typical fee of 5%

### What does 5% savings buy?

#### Medical & Hardship



## \$500

Buys a plane ticket for a loved one

Fee paid on a typical medical & hardship campaign of \$10,000

#### Celebrations



## \$50

Buys a birthday dinner

Fee paid on a typical campaign of \$1,000

#### Nepal Disaster Relief



## \$500,000

Buys medicine and food for 10,000 people

Fee paid on est. \$10,000,000 raised by personal crowdfunding efforts



Plumfund makes giving feel good with ZERO fees  
No gimmicks, no add-on donations and the lowest third-party processing fee.