

# Launch your crowdfunding website with Yo!Funding

Features List

YO!FUNDING

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## Recurring Funding for Artists and Creators

————| Features List |————

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## —| Introduction |—

YoFunding is basically a fundraising platform that provides a way to supporters to pay for their favorite artists for making the stuff that they love. Supporters can pledge few bucks to help the artist for completing his/her goals.

Administrator can manage all the artists & their pages, supporters, pledges and payments etc from the backend of the website.



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## —| Business Revenue Model |—

**Pledges Commission:** This portal has strong monetization machinery in place. The website's revenue gets generated from a certain percentage of commission charged on every pledge.

Artists can set up their goals and rewards on Yo Funding portal. Supporters can pledge to donate any amount of money to an artist every time for the creation of their master pieces like art, videos, music albums etc. They can also set a monthly maximum or set fixed monthly amount to be pledged to an artist.

Admin commission will be deducted from pledge amount.

## —| User Types |—

There are following 4 different types of users:

- **Guest User/ Visitors:** Guest users can review featured Artists, search artists and posts, view FAQ, access CMS pages and review career opportunities.
- **Artist:** Artists can manage their profile, setup goals for pledges and rewards for supporters, add free and paid posts, manage all the payments from my payments manager section, view/post/reply comments, manage email settings and review complete payments summary. Artist can also apply to become featured artist by which artist profile will be displayed on home page. Supporters can link their twitter and Facebook account with their profile. Artists can convert their profile into supporters and vice-versa.

- **Supporter:** Supporters can support their artist by follow and pledging amount for their work. They can add posts on their artist's profile. Supporters can manage their payment options, review messages posted by artists and manage their email settings. Supporters can link their twitter and Facebook account with their profile. Supporters can convert their profile into artists and vice-versa.
- **Admin:** Administrator can manage all the artists, supporters, posts, CMS pages, FAQ, payments and commissions etc.

## ————— | Front End Features | —————

- Responsive website
- Login and sign up via email and Facebook with email verification
- Ability to mark artists as featured from admin panel and review requests submitted for same
- User friendly search with auto suggest of posts and artists
- Help and support center with answers to queries differentiated on basis of user type
- Ability to Follow artists
- Like/Comments/reply on posts of artists and supporters
- Artists can convert their profile into supporter and vice-versa
- Artists can list multiple goals and rewards
- Export list of supporters in CSV with their email address
- Individual and group messaging to supporters from artists with attachments
- Add new paid/free posts for artists
- One time/monthly/any amount pledge as desired by supporter
- Auto deduct of pledges from supporters account

- Auto/manual withdrawal of funds from artists account
- Email and profile visibility settings
- Marking profile of artist as NSFW(Not Safe/Suitable for Work )
- Manage payments section to manage all payments and review outbound/inbound pledges
- Payment options & settings for artists and supporters
- Unique public profile URL setting for artists

## ————| Guest user/Visitors |————

Guest users/Visitors have access to following features:

- View featured artists posts
- User friendly keyword search with auto suggest of posts and Artists with list of categories
- Artist's complete details of their goals and rewards
- Details of post with option to pledge by becoming supporter
- Help and Support Center with answers to queries differentiated on basis of user type
- CMS pages – About us, Terms and guidelines page, Community guidelines page, press releases, Build, Launch, Growth, Stats, Media pages
- Career section
- Contact us
- Easy sign up with Facebook and email ID

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## —| Artists |—

Artists have access to following features:

- Email verification of account
- Create your profile as artist with multiple goals & rewards option
- Ability to make your work for NSFW (According to terms and conditions)
- Ability to submit your creation to become featured
- Add monthly/ per item campaigns
- Setup multiple rewards for supporters which will be sent via email or to their shipping address
- Email and profile visibility settings
- Change your artist profile to become a supporter and vice versa
- Preview of profile before publishing and launching
- Review account balance and payment details
- Download mailing address of all supporters in CSV format to send group messages
- Ability to revert account to supporters only
- View all your created posts
- View all the post made by Supporters on their page
- Add, Edit, Delete, draft and update your own created posts with work URL /drag and drop media file/attachments
- Change visibility of posts-everyone, supporters only, paid supporters
- Like, comment, reply and edit comment/ reply on posts
- Ability to make free and paid posts in artist posts section
- Set custom URL of profile
- View monthly summary of changes in pledges

- View list of all current supporters
- Payment settings
- Manage outbound/inbound pledges and pending pledges
- Ability to send individual or group messages from pledge manager
- Ability to send rewards to supporters and mark complete
- Ability to delete supporters from any particular post or delete permanently.
- View latest tax and payment information
- Receive payment via PayPal
- Option to link twitter and Facebook profile with account

## —| Supporters |—

Supporters have access to following features:

- Follow artists
- Ability to posts comments on any supported artist profile/ like any artist posts/delete and edit own comments only
- Review all messages posted by supporters
- Supporter can become artist and vice versa
- Ability to take a pledge for any artist post with desired amount/ predefined amount
- Ability to manage pledges on posts
- Transfer pledges to a new or existing payment account
- Set up and edit monthly limit campaign for artist
- Review rewards status for different posts
- Ability to update email ID and shipping address
- Manage profile



- Manage all type of payment settings and payment accounts
- Review payment history with account balance
- Ability to cancel pledge any time
- Option to link twitter and Facebook profile with account
- Email and profile visibility settings

## ————| Admin |————

Admin have access to following features:

- Manage CMS
- Manage FAQ categories
- Manage FAQ
- Manage home page slides
- Manage CMS blocks
- Settings
- Manage payment gateway/tax/VAT
- Manage users (supporters & artists)
- Manage payments
- Manage pledges
- Manage rewards
- Manage featured artists requests
- Manage posts
- Manage messages
- Manage email templates
- Manage job opportunities

- Manage withdrawal requests
- Manage country/state/city
- Manage artists categories

## ————| Email Notifications |————

- When new comments and likes done on artist posts
- Email notification for account confirmation
- Payments received by artist
- When artists will post their rewards to supporters.
- When supporter will cancel any pledge on artist post.
- When a new post is posted by artist.
- When artist goal is reached
- To supporter when artist update their profile

All of email notifications will be sent on basis of email settings preferred by artist and supporter.

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