

● MYM101

# THE POWER OF THE CROWD

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**BIG THINGS CAN  
HAPPEN**

# The Power of the Crowd



## **Big things can happen with Crowdfunding.**

Crowdfunding is a new term in our vocabulary. People helping people has been around for thousands of years. Technology has made crowdfunding possible. It's simply people helping people over the web.

Crowdfunding platforms act like a megaphone and get your message out to the world. Billions of dollars have been raised and millions of lives impacted already. It's safe, it's secure, and It really works!

## Short Story:

Kelly is 24 years old. She recently graduated from college and is working at her first job as a writer in Reno, Nevada. Her dream is to write children's educational books.

Kelly has a boyfriend, friends and family who also live in Reno. She has helped people all her life. From showing up at the car wash, to cleaning up at the city park and even tutoring while she attended college. Life was good.

Kelly was in an accident and lost the use of her right arm. She was hit by a young driver who was in a hurry and ran a red light. There was no insurance from the young driver and now Kelly can't work.

The pain of the accident, her physical loss, the medical bills and the anguish of being a young woman who has only one arm is almost too much for her. Her dream of writing for children also appears in jeopardy. This wonderful young woman who has been so giving and full of life is now feeling hopeless and afraid.

With new technologies and inventions happening all the time, a solution has appeared. New life like prosthetics that would give Kelly a new arm, new hope and the ability to pursue her dream again has been suggested by her doctor.

Because she was so new at her company she did not have insurance. Life, rent and the medical bills have wiped out her small savings and now are so intimidating she doesn't know how she will ever breathe again.

Life, bills and a new prosthetic arm will cost 52,000 dollars. This is 6 months of living and medical bills. Might as well be a million dollars as far as she is concerned.

# How could she ever get \$52,000?

A close friend tells her about Move Your Mountain. A crowdfunding platform that is helping people all over the country. She has no experience with crowdfunding so she doubts it would work for her. Besides who would be willing to help her? She doesn't even know that many people.

Kelly doesn't understand the power of the crowd. The crowd is the world. Its all the hearts, caring people and giving people. The crowd is always waiting for the next story, victory, tragedy or opportunity to spring into action. The crowd wants to help.

Kelly's friends tell her that her story is worth telling and that her dream is important. Others will help if she will let them. She is afraid to tell her story and even more afraid to ask for help. Her friends share success stories from Move Your Mountain and ask her to have faith and try. She already had the goal amount of \$52,000 and they encouraged her to focus on how it would feel with the money in the bank and new hope.

Kelly started a campaign and told her story. It was easier than she expected. She shared her dream and how she wants to help the world. In her campaign she put before and after photos. Then she made a short video with her I-phone. Then she shared it with all her friends on Facebook and asked them to help her share it. One of her friends contacted the college and told them. Another friend told the newspaper and TV and radio about Kelly's campaign and story. The crowd was hearing about Kelly.

In 23 days, 614 people donated a total of \$55,000!



## **Some gave big, most gave a little.**

The smallest donation was \$2.00 from a student who wanted to help. Even though she was afraid to tell her story and afraid to ask for help. Kelly learned that giving people an opportunity to give is one of the greatest gifts she could ever give. The givers are blessed to be part of an overcoming story and help a dream come true.

Victories like this happen every day.

Kelly's treatment is going well and she is back to work writing.

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Safe and trusted sites like [www.MoveYourMountain.org](http://www.MoveYourMountain.org) are leading the revolution and empowering people all over the country to engage the crowd.

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With the crowd we can change anything!

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Courage & Belief