EQUAL

TOGETHER WE STAND FOR GENDER EQUALITY

A.N.C.E

FARG'ONA VILOYATI "MEHRJON" AYOLLAR VA BOLALAR MARKAZI

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2.
Kraudfanding

Kraudfanding

- Odatiy hollarda Internet orqali ko'plab odamlardan pul yig'ish orqali loyiha yoki korxonani moliyalashtirish amaliyoti.
- Bu tashkilotga investitsiya hisoblanadi.
- Ham tijoriy, ham notijoriy loyihalar uchun qo’llaniladi.

- O’zbekistondagi asosiy platformalar:
  - Indiegogo - https://www.indiegogo.com/
  - GoFundMe - https://www.gofundme.com/

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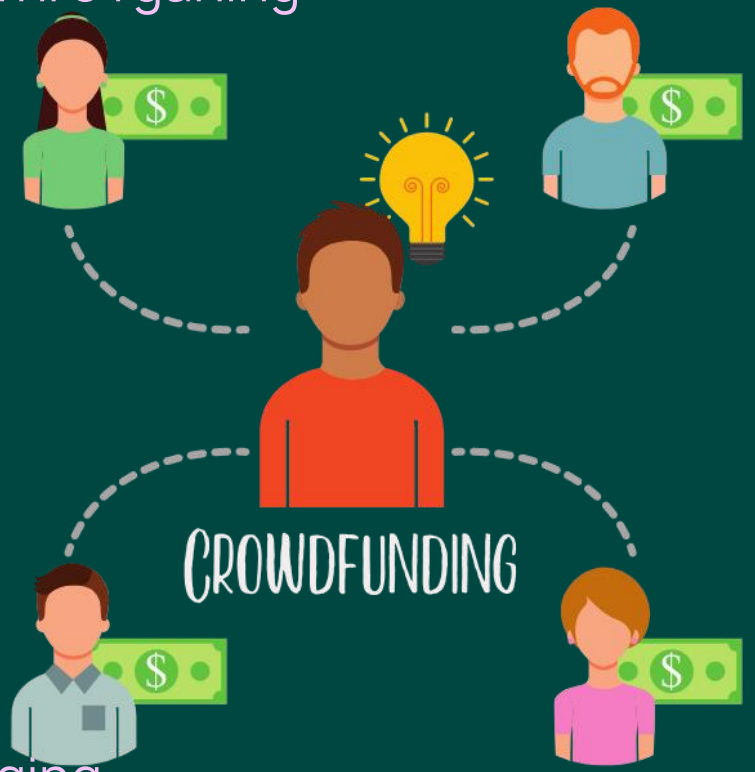
Muvaffaqiyatli kraudfanding uchun maslahatlar (1)

- Mamlakatingizdagi muvaffaqiyatli kampaniyalarni o'rganing
- Matn yozishda batafsil va aniq ma’lumotlarga e’tibor bering
- Ajoyib hikoya aytish uchun hikoya imkonidan foydalaning
- Tavsiyalardan foydalaning
- Ajoyib video yarating
- Professionallar bilan ishlang
- Kampaniyani oldindan yuklang
- Ma’lumot tarqating
- Qiziqarli kampaniya mazmuni rejasini ishlab chiqing



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Muvaffaqiyatli kraudfanding uchun maslahatlar (2)

- O'z tarafdorlaringiz bilan muntazam ravishda muloqot qiling
- Bir martalik donatlarni takroriy donatlarga aylantiring
- Baho bering va kampaniyangizning bir qismi bo'lgan barchaga RAHMAT ayting

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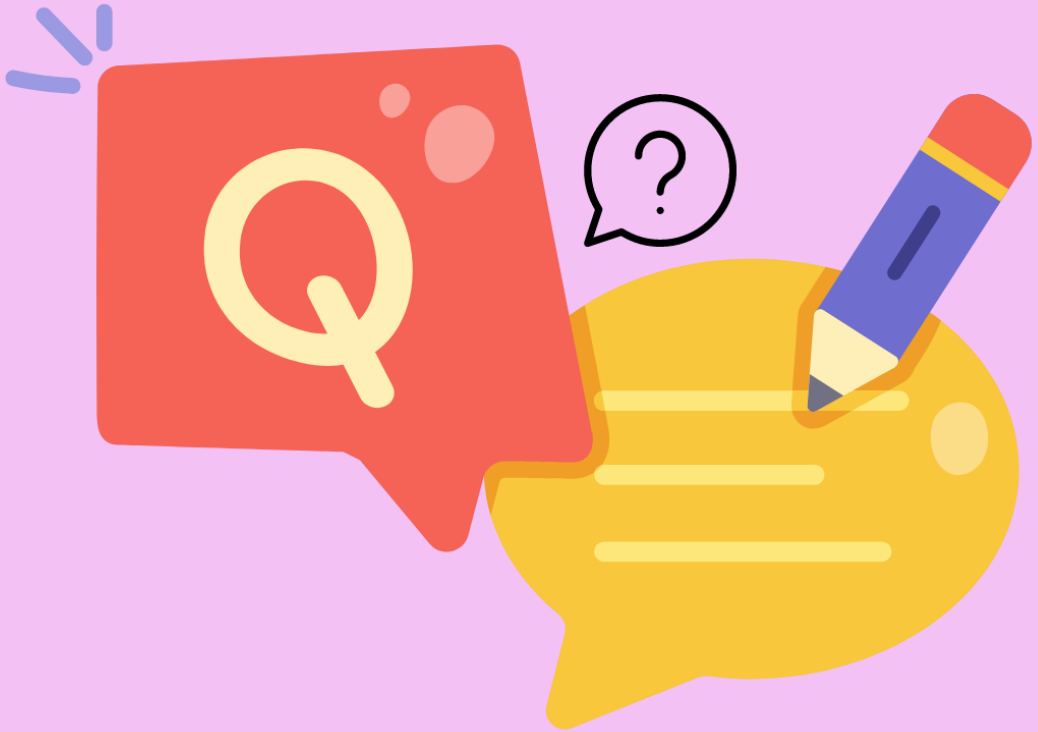
Savollar va izohlar vaqti