



# Using Crowdfunding Platforms for Scientific Nursing Research

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# Disclosure

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# Learning Objectives

- ▶ The learner will define crowdfunding
- ▶ The learner will describe how funding for nursing research can be achieved through the use of crowdfunding platforms
- ▶ The learner will describe how crowdfunding platforms aid in the dissemination nursing research results
- ▶ The learner will identify specific crowdfunding platforms for nursing research
- ▶ The learner will discuss benefits and barriers associated with seeking crowdfunding for nursing research.



# Background

- ▶ Scarce research funding
  - 11% of new applicants are funded at NINR
  - < 20% are funded overall at NIH
- ▶ Tedious application funding processes
  - Time-intensive
  - Difficult
    - Particularly at non-research intensive institutions
- ▶ Research expectations for tenure



# Problem

- ▶ The scarcity of funding sources compels nurse researchers to seek funding from novel sources



# Purpose

- The purpose of this presentation is to describe crowdfunding as an alternate source of revenue for nursing research.



# Crowdfunding Platforms

- New Access to funding sources
  - Widely available due to social media
- Common websites
  - Go Fund Me
  - Kickstarter
  - Donors Choose
  - Fundable
  - Experiment.com



# Our Experience

- ▶ Experiment.com
  - Initial competition
    - Small, private liberal arts undergraduate institutions
      - Viability
  - Second pilot
    - 10 universities
    - One of 4 teams
      - Across disciplines
  - Learning curve and caveats





# Barriers

- ▶ Requirements
  - Detailed familiarity
    - Technology
    - Multiple social media platforms
- ▶ Extensive amounts of time
  - ▶ Presence on multiple social media platforms
  - Donor unfamiliarity with mechanisms
    - Lack of trust
  - Responses to negative comments



# Barriers cont'd

- ▶ Personality in relation to this experience
- ▶ Public competition with colleagues
  - ▶ Successful vs unsuccessful funding



# Benefits

- ▶ Application process
  - Assistance provided
- ▶ Publicity
- ▶ Feelings of success
- ▶ Possibilities of being overfunded
- ▶ Useful, alternative for funding
  - Students
  - Postdoctoral scholars
  - Faculty
  - Staff



# Conclusion

- ▶ Crowdfunding platforms are innovative, alternate sources of revenue for nursing research.
- ▶ Great potential for successful funding
  - Public awareness
  - Contributions to research topics
- ▶ Awareness of benefits and barriers aids in preparation.



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