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
The scarcity of funding sources compels nurse researchers to seek funding from novel sources
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.
References

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