Russell Pettaway: Crowdrise a Simple Solution for Charity Fundraising Efforts

[Charity fundraising](http://en.wikipedia.org/wiki/Fundraising%E2%80%8E) is evolving, and the problem of how to bring centralized attention to a fundraising effort has elicited many solutions. Russell Pettaway and Barry Moore, for example, operated a powerlifting organization that raised money for homeless children through a powerlifting competition, the King of Beach and Bench Press Classic. Funds raised were used to send disadvantaged kids on field trips to Washington, D.C. museums.

For decades, events like Pettaway and Moore’s competition, marathons, and high-price galas have been considered typical ways to raise money for a charitable cause. Adding something new to the table is Crowdrise, which uses dramatic flair and unique themes to collect online donations. Unlike a crowd-funding site like Kickstarter, on which participants may ask for donations to projects relating to products, services, or even personal creative work, the central purpose for Crowdrise is fundraising for charity.

Individuals may turn to Crowdrise to create hub fundraising sites for runs or walks for charity or memorial foundations. Celebrities like Edward Norton and Danny DeVito have gotten involved to show support for events as dramatic as “Slash the ‘Stache,” in which, after raising $1 million, political consultant David Axelrod shaved off his famous mustache.