

Raising Voices: Crowdfunding for Democracy, Rule of Law, and Independent Media in Slovakia

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Fundraising is rooted in the power of people. They hold ability to create change, raise their voices and gather resources for the causes they believe in.



Donio

In Slovakia, 35 years after the Velvet Revolution, civil society and institutions face immense pressure. Politicians attack cultural institutions by replacing experts with their own, spreading misinformation, and dividing the public like never before.

Donio

**What actions can we,
as a society, take
in response?**



Donio

Who will help Ukraine

received **€2,032,687**

from 22,992 donors



DONATE

SHARE

✓ We verify all campaigns



360° | Help the creation of Michal Kovačič's new project.

MILESTONE 7/7



We are giving away 5,000 free subscriptions for primary and secondary school teachers and university students for one year.

received **€593,704**

from €600,000



16,470
supporters
It was quite involved

€36
Average donation amount

€20,000

29 days



For the families of investigators Ján Čurilla & colleagues placed out of service.

€115,072 received

from 3,492 donors



3,492 donors
It was quite involved

€33
Average donation amount

€1,200
The ultimate gift

25 days
Obtained for



**We can use a fundraising platform
to mobilize people and
build trust through
solidarity.**

The Donio logo is a large, stylized, light orange letter 'Z' that occupies the right side of the slide. The word 'Donio' is written in a white, serif font, positioned in the lower right portion of the 'Z' shape. Below the letter 'o' in 'Donio', there is a small, simple white smiley face icon.

Donio

Banská Štiavnica was destroyed by fire. Let's help!

€208,863 received
from 4,577 donors



4,577 donors
It was quite involved

€46
Average donation
amount

€20,000
The ultimate gift

61 days
Obtained for

[MORE ABOUT THIS CHALLENGE](#)

Let's support the survivors and those injured in the tragic accident on Zochová

€44,647 received
from 2,271 donors



2,271 donors
It was quite involved

€20
Average donation
amount

€1,000
The ultimate gift

30 days
Obtained for

Helping people affected by floods

Earned **€109,823**
from 3,622 donors



3,622 donors
It was quite involved

€30
Average donation
amount

€2,500
The ultimate gift

22 days
Obtained for

[MORE ABOUT THIS CHALLENGE](#)

**This is a simple guide
on how we do it**



Donio

Who will help Ukraine

received **€2,032,687**

from 22,992 donors



DONATE

SHARE

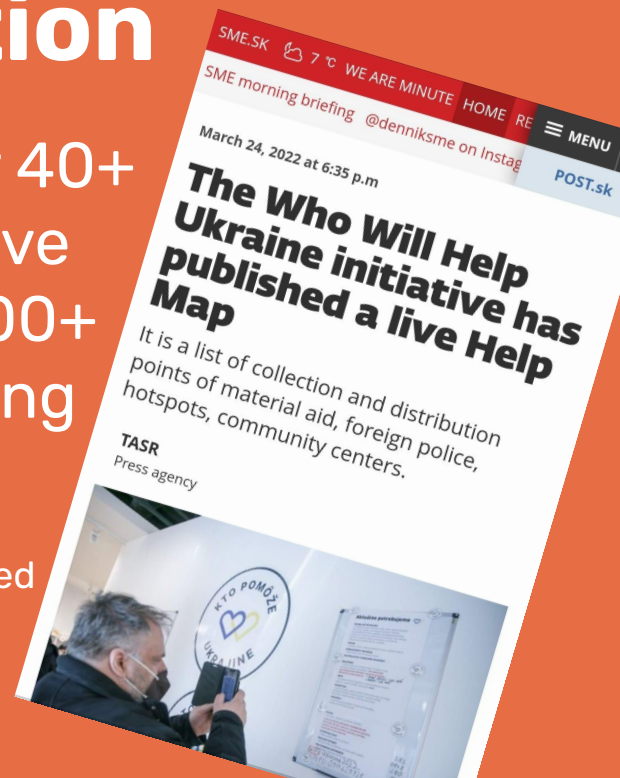
✓ We verify all campaigns



When waiting is not an option

We brought together 40+ NGOs in a collaborative fundraising effort, 200+ volunteers & accepting material donations

These contributions were distributed to Ukraine or allocated at local aid dispensaries. Campaign is still live.



Let's support Petr Sabaka and stand up for our experts, health workers and scientists

Received **€18,575**
from €10,000



1,057
supporters
It was quite involved

€18
Average donation amount

€1,000
The ultimate gift

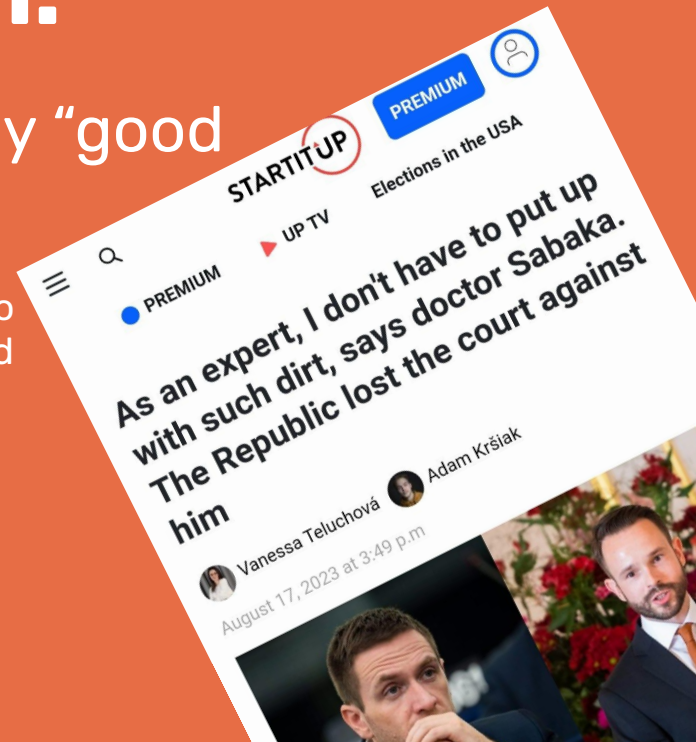
1 day
Obtained for

No perks? No problem.

Use humor for only “good feeling” rewards

I want Mr. Uhrík and Mazurek to contribute to Peter Sabaka and also to the improvement of medical care for the people of Slovakia.

25 - 50 - 75 - 150 €



The Hoax and Fraud project starts again! Contribute to its launch.

MILESTONE 3/3

No one is going to stop us anytime soon. We will add offline activities to the online content. Spread love, not hoaxes!

Received **€31,085**

from 30,000 €

#ZASTAVMEHOAXY

HOAXY &
POZVODY

1,237
supporters

It was quite involved

25 €

Average donation
amount

Fighting misinformation

Invite your international
friends—even if you
don't have any. Yet.

Special offer from George Soros:
Contribute €666 and join forces
with George so he doesn't stand
alone.



Help slow down the dismantling of democracy in Slovakia.

MILESTONE 9/9

We will strengthen SMM's presence on social networks for better visibility and even more effective content communication.

€46,421 received
from €45,000



1,663
supporters
It was quite involved

€28
Average donation amount

Media monitoring

This references Ľudovít Štúr, a 19th-century national revivalist and journalist

The National News regularly to the Brussels assembly. Contribute 200 € or more



**For the families of
investigators Ján
Čurilla & colleagues
placed out of service.**

€115,072 received
from 3,492 donors



3,492 donors
It was quite involved

€33
Average donation
amount

€1,200
The ultimate gift

25 days
Obtained for



Protecting the individuals

To protect the founder
from potential backlash
and maintain donors'
trust, we took on this
cause ourselves.

Even amid undue pressure from
oligarchy-owned media, our
commitment to this issue remains.



Support people from culture, art and media. It is extremely important.
Support people from culture, arts and media. It is important.

€19,491 received

from 675 donors



675 donors

It was quite involved

€29

Average donation amount

€1,000

33 days



No legal entity? We'll sort it out

We have opened the platform, provided free comms support, and are managing the funds raised.

We're also managing META ads on their behalf. Average ROAS? 58x



360° | Help the creation of Michal Kovačič's new project.

MILESTONE 7/7

We are giving away 5,000 free subscriptions for primary and secondary school teachers and university students for one year.

received **€593,704**
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360° Nový projekt
Michala Kovačiča



16,470

€36

500.000 € in 48 hours?

Michal Kovačič, unjustly dismissed from TV Markíza, gathered 16,470 supporters within the first 48 hours.

This was primarily influenced by his story, endorsements from key influencers and the strategic application of the 30-30-30 rule.



Follow the 30-30-30 rule

A large, stylized number '5' in a light orange color, positioned in the bottom right corner of the slide. The number has a thick, rounded font style.

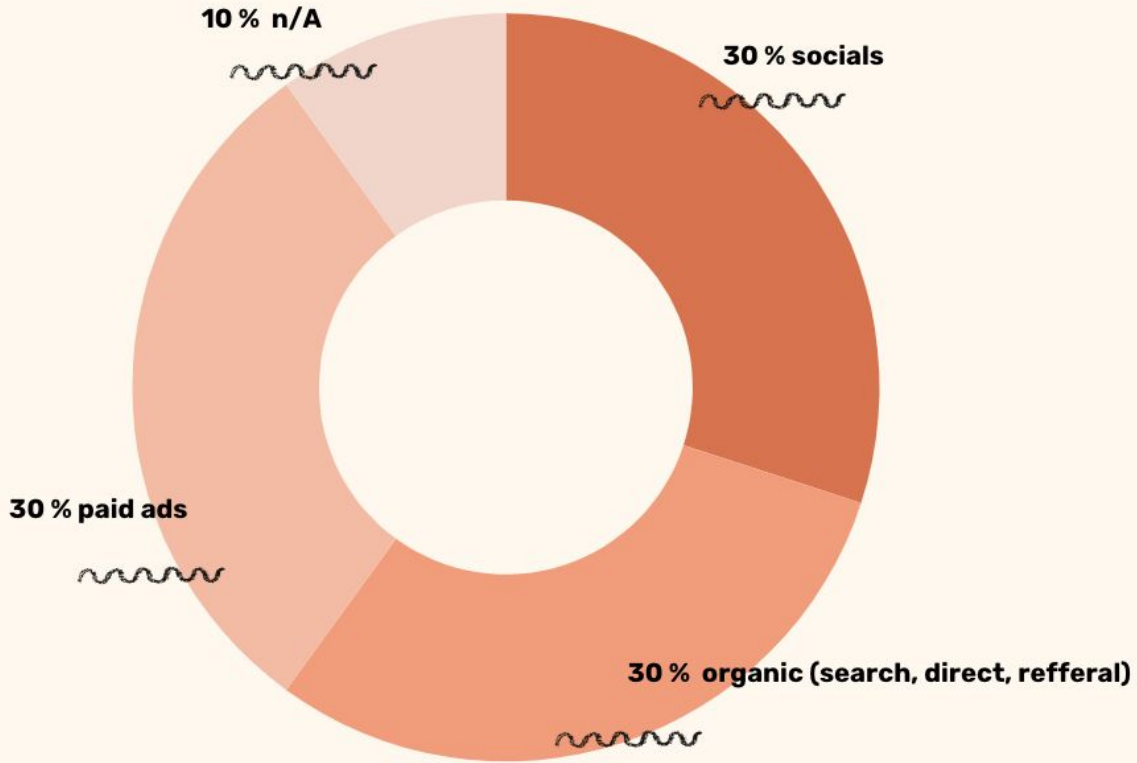
Donio

For a 500.000€ campaign, you need:

- To convince 15.151 contributors
- With an average contribution of 33€
- At an average conversion rate of 7%
- This equals to 216.000 unique visits

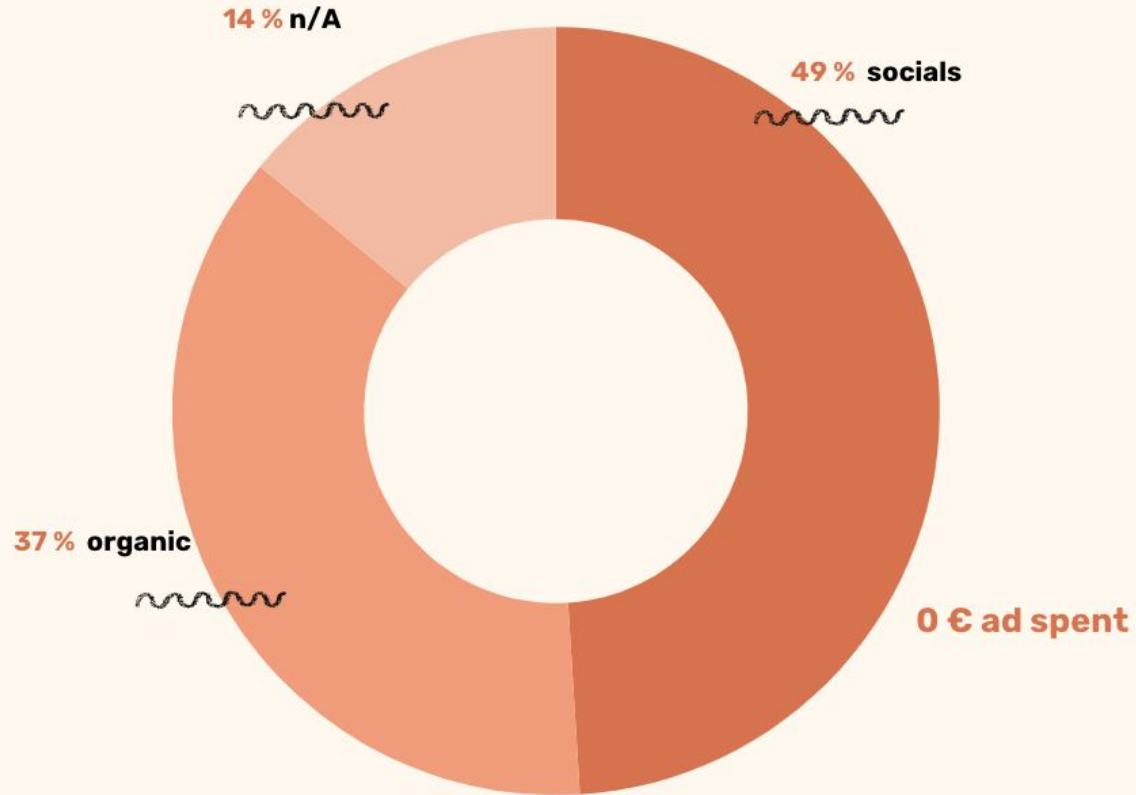
With an average CTR 8%, it means reaching 2.7M people





How come they've done it?

- They convinced ~~15.151~~ contributors → 13.520
- With an average contribution of ~~33€~~ → 37€
- At an average conversion rate of ~~7%~~ → 13.12%
- This equals to ~~216.000~~ unique visits → 103.000



**Don't be afraid. Go bold.
Know your audience.
Use humour. Fight injustice.
Dream big. Trust the data.
Make a difference.**



Donio

Our difference?

3 years

2776 campaigns
raised **15,9 million €**

200.000 unique donors
more than **100.000** emails



Thank you

Zuzana
Suchová



Ivan
Zaťko

