

For Immediate Release

How to Change the World: Crowdfunding Campaign launched for PM World Library

Funds raised will support more database access for library members, range of rewards offered

19 June 2015 – Dallas, London, Sydney – PM World has announced that it has launched a crowdfunding campaign for the [PM World Library](#). The campaign to raise \$10,000 from contributors worldwide went live on Thursday, 18 June 2015, at <https://fundanything.com/en/campaigns/how-to-change-the-world>.

Campaign abstract: “**How to change the world!** Most desired changes occur through projects. All projects create change; many projects change lives in significant ways and in many parts of the world, projects actually save lives. To be successful, all projects should be planned and implemented properly. The PM World Library provides information and resources for managing projects, information not readily available in many parts of the world and in many organizations.

Libraries are taken for granted in developed countries; in many places however libraries are simply not available. Project management information and knowledge can lead to more successful projects, transforming lives and helping create a better future. The PM World Library can help more people change the world! Help us take the PM World Library to the next level.”

A variety of “rewards” are offered to contributors, including steeply discounted library membership rates + certificates of appreciation + more personally oriented benefits. For example, contributors can pose questions to the PMWL director about a project or project management or have an actual project plan reviewed. To see the campaign details and rewards, [click here](#).

According to Wikipedia, Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet. One financial expert describes it as “large groups of people combining their economic power to support an organization, company or project they believe in.” The crowdfunding model is fueled by three types of actors: the project initiator who proposes the idea and/or project to be funded; individuals or groups who support the idea; and the “platform” that brings the parties together to launch the idea. By 2013, the crowdfunding industry had grown to over \$5.1 billion worldwide. [1]

According to **David Pells**, managing director of the PM World Library, “We needed to raise some capital in order to add rather expensive database access to the library. In addition to being a proven way to raise money though, crowdfunding also seems a good way to raise visibility and attract more people. So this initiative provides another opportunity to tell our story, share our mission and raise the profile of the library to a whole new set of potential stakeholders.”

“We chose the FundAnything platform because it was easy and fast to get started,” Pells adds. “The fact that Donald Trump, one of America’s most famous businessmen who coincidentally is now running for U.S. President, is one of the financial backers of the site also seemed positive, at least for publicity.”

PM World News Release

The **PM World Library (PMWL)** is a global resource for continuous learning in portfolio, program and project management (P/PM). The PMWL is produced and maintained by PM World which also publishes the monthly ***PM World Journal (PMWJ)***, a web-based publication featuring dozens of articles, papers and stories about projects and project management around the world. To see the latest edition of the PMWJ, visit www.pmworldjournal.net; to learn more, visit www.pmworldlibrary.net. Follow the PMWL on [Facebook](#), [LinkedIn](#) or [@pmworldlibrary](#).

[1] <https://en.wikipedia.org/wiki/Crowdfunding>