
járókelő
Járókelő

Fundraising for "Unsexy" Causes

How to turn complex issues into compelling stories

What is Járókelő.hu?

The bridge: Járókelő.hu connects citizens with local authorities to fix everyday urban glitches: potholes, dead trees, faded street signs, etc.

Small, dedicated team: Operated mostly by passionate volunteers and a core micro-team in Budapest.

In numbers:

- 200.000+ filed reports,
- 125.000+ solved issues,
- 40.000+ users,
- 100 volunteers,
- 23 operating cities





How to Raise Funds for Difficult and Taboo Issues

Causes like **potholes, homelessness, addiction, or human rights are hard to sell**

compared to

cute animals or sick children, but **they can still succeed with the right strategy**.



What Makes a Cause "Unsexy"?

- **Stigma and taboo:** Topics like mental health, ex-prisoners, or drug addiction make people uncomfortable.
- **Complex problems:** Systemic issues have no quick fixes.
- **Lack of visual appeal:** Abstract work is hard to show in emotional photos.
- **Emotional gap:** Simply lacks immediate emotional appeal.



Move from Statistics to Human Stories

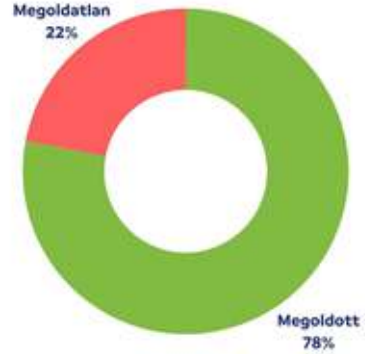
Avoid data overload

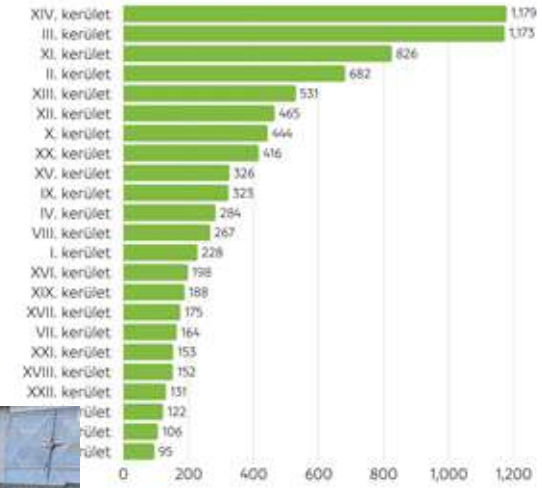
Focus on one person

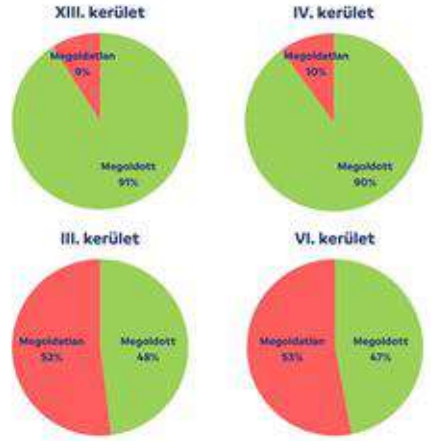
Show the person, not just the problem

Sandbox designed for people with physical disabilities.









Connect with Universal Values

Focus on Shared Values: Safety, dignity, fairness, and human rights apply to everyone.

Show the Bigger Picture: Explain how solving this issue creates a safer, better society for all.

Bridge the Gap: Help donors see that anyone could face similar challenges.

Connect with Universal Values

*“Juli **mostly gets around using a rollator, and**—as seen in the photo—**even a relatively steep slope poses a challenge for her; the same applies to wheelchair users** and those pushing strollers.*

If you encounter a similar problem, report it on Járókelő!”



Use Hope Instead of Guilt

Inspire Action with Hope: Show donors that positive change is possible.

“Gergő works all year round to ensure Járókelő can take up every report—including yours. ➡ Help him and our team so we can continue championing every issue next year!”



Use Hope Instead of Guilt

Celebrate Small Victories: Share realistic success stories to show progress.

In here celebrating the 100.000th solved issue with the Mayor of Budapest..





Offer Clear and Concrete Solutions

Show Direct Impact: Explain clearly what a specific donation achieves (e.g.: "85 EUR is the cost of training of 1 volunteer").

Keep the Call to Action Simple: Always use CTA **&** make it clear and easy for donors to take action.

“Come, join as a volunteer!”



Build a Core Community of Loyal Supporters

Quality Over Quantity: Focus on finding a **dedicated group of allies** rather than chasing mass popularity.

Nurture Long-Term Relationships: Treat supporters as partners in your mission. **Have a CRM system.**

Focus on Recurring Donations: **Monthly donors** provide financial stability for complex work.



Key Takeaways

Key Takeaways

Dignity First: Focus on human potential, not just hardship.

Clear Messages: Combine personal stories with concrete solutions.

Strong Community: Build long-term trust with loyal supporters who care about systemic change.



Thank you!

Time for Q&A

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