#SupportNews is a new way to crowdfund investigative and beat news that leverages collaborative marketing of hashtag-based campaigns to expose projects nationally. Every project is amplified by peer news publishers, and associated advocates who support the project's mission. For example, a campaign on fracking could be amplified by publishers and by local nonprofits and civic groups interested in the topic by using the Support News hashtag along with a specific hashtag: #SupportNews #fracking

#SupportNews is managed by [BNN Funding](http://t.sigopn01.com/link?url=http%3A%2F%2Ft.sigopn04.com%2Flink%3Furl%3Dhttp%253A%252F%252Fbnnfunding.com%252F%26ukey%3DagxzfnNpZ25hbHNjcnhyGAsSC1VzZXJQcm9maWxlGICAgJKM3JsIDA%26k%3Dd8772dd1-b3da-4cf9-fe0e-9b7ab700344d&ukey=agxzfnNpZ25hbHNjcnhyGAsSC1VzZXJQcm9maWxlGICAgJKM3JsIDA&k=d6b460b6-a308-4475-df9b-54ef25978dbb" \t "_blank), a crowdfunding services company. It leverages [The Breaking News Network](http://t.sigopn01.com/link?url=http%3A%2F%2Ft.sigopn04.com%2Flink%3Furl%3Dhttp%253A%252F%252Fthebreakingnewsnetwork.com%252F%26ukey%3DagxzfnNpZ25hbHNjcnhyGAsSC1VzZXJQcm9maWxlGICAgJKM3JsIDA%26k%3Dfc788d86-e09d-423a-9c2c-1b6d6f2f10b0&ukey=agxzfnNpZ25hbHNjcnhyGAsSC1VzZXJQcm9maWxlGICAgJKM3JsIDA&k=191745de-52e1-4300-a0d9-a5f8d2c6d102" \t "_blank) ("BNN"), the largest hyperlocal news network for social good, to amplify projects through their network. They run a unique facility that amplifies the Twitter feeds of TMC publishers as well as over 5,000 nonprofits and civic groups across 350 cities. Every time an authorized publisher tweets #SupportNews, the BNN amplifies the tweet by retweeting through their respective cities. BNN Funding also works with publishers to attract local advocates in every city to support their campaigns down to the grass roots level.

The BNN has demonstrated their ability to [create viral buzz with hashtag based campaigns](http://t.sigopn01.com/link?url=http%3A%2F%2Ft.sigopn04.com%2Flink%3Furl%3Dhttp%253A%252F%252Fbit.ly%252FBNNadvoc%26ukey%3DagxzfnNpZ25hbHNjcnhyGAsSC1VzZXJQcm9maWxlGICAgJKM3JsIDA%26k%3Dd8159ed8-d562-459d-ac50-ce27f4f86bcd&ukey=agxzfnNpZ25hbHNjcnhyGAsSC1VzZXJQcm9maWxlGICAgJKM3JsIDA&k=4fc63a54-aca1-4af1-e28c-48b28d864649" \t "_blank). The campaign platform #SupportNews is different than other news crowdfunding platforms in two ways: 1) campaigns are developed on the open source [open.crowdtilt.com](http://t.sigopn01.com/link?url=http%3A%2F%2Fopen.crowdtilt.com%2F&ukey=agxzfnNpZ25hbHNjcnhyGAsSC1VzZXJQcm9maWxlGICAgJKM3JsIDA&k=e2750a73-71a8-4363-ac81-978efd826ce6" \t "_blank) platform so the campaign can be run on any domain, and 2) campaigns receive social marketing support that other crowdfunding portals do not provide.

The objectives of #SupportNews are: 1) to expose the reporting work of TMC members through crowdfunding, 2) to build a new financing avenue for TMC members with the support of their peers, and 3) to develop local advocate bases for news reporting from nonprofits and civic groups across America.

The crowdfunding fees are 9% on all funds raised that cover the viral marketing expenses of BNN Funding, of which 3% are earmarked for TMC\*. Indiegogo charges a similar fee.

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\* Both for profit and not for profits news organizations can campaign on #SupportNews.