Crowdfunding & Crowd-Resourcing for Social Justice Work
PLUS!
Brass Tacks for Planning a Successful Campaign

Webinar-on-Demand
These are the PPT slides.
Please click here and enter the password “ioby13” to access the mp3 audio file.

Questions? Please contact Jennifer Emiko Boyden at (510) 452-4520 x 302 or jennifer[at]grassrootsfundraising[dot]org.

Prepared for GIFT
August 21, 2013
What We’re Going to Cover Today

- Brief history of Crowdfunding
- How to Choose a Platform
- Best Practices in Crowdfunding
What is Crowdfunding?

- Lots of small donations
- Single Project
- Online
Brief History of Crowdfunding

• 1884 Statue of Liberty
• Kiva, DonorsChoose
• 2010 Term “Crowdfunding” different from P2P
• More than 1,000 to date
• JOBS Act
• $5.1 Billion estimated for 2013
We're gonna need a bigger van to help our expansion into two new markets!
Naima: Light in the Desert
by Debbie Long

My sculpture project, Naima, is a jeweled chamber of purple light and glass hidden inside a rusted 5th-wheel trailer in the desert.

Naima was selected by curators Dave Hickey, Andrea Zittel, Libby Lumpkin and Aurora Tang for this fall’s High Desert Test Sites Exhibition, where projects will be...
Building a Bridge to the Metropolitan Museum of Art

Ms. Hagan’s technology project at DeWitt Clinton High School in New York City, NY  |  High Poverty

My Students: Students need to enter into critical and cultural dialogue about civilization and the arts. I would like my students to connect with the Metropolitan Museum of Art’s digital archives where they follow their curiosity and develop insight by...

My students will use the tablet in small group work and for individual inquiry. They will use digital museum archives to conduct research and produce critical responses through discussion and writing.

My Project:
The culminating literacy task in...

My students need classroom access to the Metropolitan Museum of Art’s online resources through the use of a new iPad.

<table>
<thead>
<tr>
<th>materials</th>
<th>vendor</th>
<th>price</th>
<th>#</th>
<th>total</th>
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<tr>
<td>Apple® iPad® with Retina display Wi-Fi - 4th generation - tablet - iOS 6 - 16 GB - 9.7&quot;</td>
<td>Best Buy for Business</td>
<td>$499.99</td>
<td>1</td>
<td>$499.99</td>
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<tr>
<td>Vendor shipping charges</td>
<td></td>
<td>$12.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State sales tax</td>
<td></td>
<td>$0.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Shauna Meleyco from California gave

"I hope you enjoy the artwork. Make sure to take your time listening to the pieces you like - no matter how old they are. They may say something new."
A loan of $500 helps Isabel to buy two wood tables and chairs.

10% raised, $450 to go

Select amount to lend

$25  Lend $25

Update on Isabel

Isabel decided to apply for another loan because she needs capital to renovate her food business by buying two wood tables and chairs. The previous credit helped her make improvements and offer better customer service. Thanks to the loan, Isabel was able to set up her business kitchen away from her house.

FIELD PARTNER

PADECOSM administers this loan.

Social Performance Badges:

Client Voice
Improving Health, Improving Lives in Indonesia

$4,870 pledged of $6,400 tipping point goal

Tipping Point: $6,400  Ultimate Goal: $8,500

45 backers  pledged of $6,400 tipping point goal

57 hours to go

Support Now!

Campaign Overview

We envision people around the world living long, healthy, productive lives with the support of reliable healthcare.
JONAH
The sweepstakes to win a F Cancer tee signed by me and the contests to win a call or thank you video from me are over. Thank you!
via Crowdrise 7 months ago

BENEFITING: FCancer
EVENT: Mozilla Firefox Challenge

THE STORY:
Alright, listen up. I'm determined to win this Firefox Challenge so that Fuck Cancer can keep up their amazing work. If we raise the most out of all of the fundraisers here, we'll win a $50,000 donation from Mozilla Firefox that will go directly to Fuck Cancer.
Read about the cause below, show your support and donate. Even better, click CREATE YOUR OWN

THE TEAM: $52,940 TOTAL RAISED SO FAR

JONAH HILL
YAEI COHEN
MICHAEL SLABY
Michele Pramulayko

DONATE (USA)
TO THIS FUNDRAISER

DONATE
(FOR LARGE CANADIAN DONATIONS)

$52,940
MONEY RAISED

Stacy $10
The Learys
Nikolas Vagenas $30
Harriet and Billy $100
Holliday

See More
Balloon Animals Short Film

A man on top of the world comes crashing down after a horrific event involving balloon animals. This is the story of how he overcomes his greatest fear.

Film – Seattle, Washington, United States

Indiegogo pitch - Balloon Animals

$675

Raised of $650 Goal

38 days left

CONTRIBUTE NOW

Flexible Funding

This campaign will receive all funds raised even if it does not reach its goal. Funding duration: August 10, 2013 - September 19, 2013 (11:59pm PT).

Select a Perk for your contribution

$5

Finished Film

Thank you for bringing this film closer to its goal! You will get a link to the finished film online.

1 claimed

About the Story
Muckraking the Mayflower Oil Spill

A Pulitzer Prize-winning InsideClimate News and the Arkansas Times are forming a groundbreaking, national/local partnership to investigate the March 29 ExxonMobil oil spill in Mayflower, Ark.

Overview

Project Leader

Maggie Starbard

Location

N. Starlina Road

Latest Update:

No updates yet.

The project

InsideClimate News, winner of this year’s Pulitzer Prize for national reporting, is teaming up with the Arkansas Times, an aggressive daily news site with a weekly print edition based in Little Rock, to get to the bottom of the ExxonMobil oil spill in Mayflower, Ark. Why? Because it’s a disaster in danger of being forgotten or ignored, even though it has irrevocably changed the lives of many people like you and me—and because this spill, like previous spills, should be a part of the national debate about the future of energy and the impacts of carbon pollution.

The Mayflower spill occurred on March 29. As many as 400,000 gallons of tar sands oil spilled into a residential neighborhood, forcing the evacuation of 22 homes that remain empty today. Residents
Basic Types of Platforms

• Donation, Loan or Reward
• Pledge & Tipping
• Project Types
<table>
<thead>
<tr>
<th>DonorsChoose.org</th>
<th>Kiva.org</th>
<th>Kickstarter.com</th>
<th>Indiegogo.com</th>
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</thead>
<tbody>
<tr>
<td>Donations</td>
<td>Loans</td>
<td>Pledges</td>
<td>Gifts</td>
</tr>
<tr>
<td>April 2000</td>
<td>April 2004</td>
<td>April 2009</td>
<td>2008</td>
</tr>
<tr>
<td>$186 Million donated</td>
<td>$460 Million lent</td>
<td>$636 M successfully backed</td>
<td>Not available</td>
</tr>
<tr>
<td>368,000 Projects Funded</td>
<td>972,283 Loans Funded</td>
<td>47,000 successful projects</td>
<td>Not available</td>
</tr>
<tr>
<td>1,138,240 Supporters</td>
<td>972,696 Lenders</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>70% fully funded</td>
<td>98.99% repayment</td>
<td>43.76% successfully funded</td>
<td>Not available</td>
</tr>
<tr>
<td>$190 average donation</td>
<td>$25 average loan</td>
<td>$71 average; $25 more common</td>
<td>Not available</td>
</tr>
<tr>
<td>High Poverty Schools</td>
<td>Entrepreneurs in Developing Countries</td>
<td>Creative</td>
<td>Everyone, International</td>
</tr>
</tbody>
</table>
Questions to Consider When Selecting a Platform

• Does the platform have a mission alignment with my work? Is the company for profit or not for profit?

• Will my project be accepted by the platform?
Questions to Consider When Selecting a Platform

• Are donations tax deductible? Is that important to my base?
• Do I want my base to be investing?
Questions to Consider When Selecting a Platform

• What is the fundraising success rate of the platform?
Questions to Consider When Selecting a Platform

• What if I don’t reach my target fundraising goal? Can I raise more than my goal?
Questions to Consider When Selecting a Platform

• Are there other benefits to using the platform other than the fundraising itself?
Questions to Consider When Selecting a Platform

• Is brand integrity a high priority? Is it worth paying for a white label platform?
Questions to Consider When Selecting a Platform

• Do I want to give rewards or prizes? Does this take away or add to the project’s value?
Questions to Consider When Selecting a Platform

• What are the fees? What are the rules about timing and disbursement?
Best Practices In Crowdfunding

• You Have a Lot of Work to Do
• Short, Focused, Visual
• Launch on Monday, End on a Friday
Join us for FAST CASH
What You’ll Learn

• How to fund your project (even if you’ve never done fundraising before)
• The ioby LEAD Method
• Seven Habits of Highly Effective Leaders
CROWD-RESOURCING

= 

resource organizing 
+ 
crowd-funding
Why a crowd?
ioby = the opposite of NIMBY
LEAD

• Step 1: Look around
• Step 2: Engage
• Step 3: Ask
• Step 4: Don’t forget to thank
Building relationships

- Step 1: Look 5%
- Step 2: Engage 85%
- Step 3: Ask 5%
- Step 4: Don’t forget to thank! 5%

- Relationships, relationships, relationships
Before You Get Started

1. Tell Your Story

2. Build Your Team
Effective Habit #1: Strong & Diverse Team

- Don’t go alone
- Use group creativity
- Take advantage of overlapping networks
Telling your story

Basics

• Who are we?
• Why should people give?
• What do we want to accomplish?
• What will our tangible impacts be?
Effective Habit #2: Goosebumps & Numbers

• Combine numbers and stories, stories and numbers
• Tell stories that give goosebumps
• Give stats that show evidence of need
• Cite outside sources to legitimize your ask
• Add drama to the story to engage
• Establish your authority and role
## Sample Prospect Chart

<table>
<thead>
<tr>
<th>Gift Amount</th>
<th>Number of Prospects</th>
<th>Method of Asking</th>
<th>Percent Likelihood They’ll Give</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>2</td>
<td>Face to Face</td>
<td>50%</td>
<td>$1,000</td>
</tr>
<tr>
<td>$500</td>
<td>10</td>
<td>Face to Face</td>
<td>50%</td>
<td>$2,500</td>
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<tr>
<td>$100</td>
<td>20</td>
<td>Phone Call</td>
<td>25%</td>
<td>$500</td>
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<tr>
<td>$50</td>
<td>450</td>
<td>Personal Email</td>
<td>5%</td>
<td>$1,125</td>
</tr>
<tr>
<td>$35</td>
<td>600</td>
<td>Personal Email</td>
<td>5%</td>
<td>$1,050</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$6,175</td>
</tr>
</tbody>
</table>
Effective Habit #3: Raise the First Half Before You Start

• Make easiest asks before you begin your public campaign
• Know that you’ll be at your halfway mark, halfway through the campaign
• Use the halfway mark to tell a behind the scenes story about your project to get new, harder to reach donors to feel like insiders
Thank you & good luck!

Get Started: ioby.org/idea
projects@ioby.org

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ioby.org

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