Crowdfunding: Its Uses and Limitations
Andrea Levandowski
Reference Librarian, Funding Information

Crowdfunding: Dos and Don’ts
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crowd-funding

noun

the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

"musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding."

https://www.indiegogo.com/projects/puedo-leer-a-nicaraguan-lending-library#/

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$1 reward

With your help, we'll be on our way to a successful potato salad! You will get a thank you posted to our website and your name out loud while making the potato salad.

Estimated delivery: June 2014

$2 reward

Receive a photo of me making the potato salad, a thank you posted to our website and your name out loud while making the potato salad.

Estimated delivery: June 2014

Sold! Let’s get some money!

Source: http://2bgr8stock.deviantart.com/art/Money-Cash-113445826
Author: Jericho

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WAIT!

For every success story…
**DO**

Think about **ALL of your options**

- Direct mail marketing?
- Special events?
- Grants?
- **Crowdfunding**?
- Big donors?
- Fees for services?
- Traditional fundraisers?

**Jump right in**

**What have we done so far?**

The Asia Foundation’s Books for Asia staff on the ground have formed partnerships with two phenomenal Cambodian education organizations, Kampuchean Action for Primary Education (KAPE) and Sipar, who have the experience and know-how to successfully implement the digital library. They will work with their affiliated schools and libraries to develop fun reading programs and activities to bring the books alive. We’ve entered into licensing agreements with Khmer-language publishers already producing beautiful stories. And we’ve partnered with the Cambodian chapter of International Board on Books for Young People (IBBY) to act as our local content advisory board to ensure that the library’s collection responds to students’ needs.


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DO

Select something sellable

Compelling
Urgent
Timely
Energizing

https://rally.org/snootythemanatee

13

DONT

Go it alone
(If you don't have to)

Thank you to our partners


14
DO

Put someone in charge

“Do you have a digital library for your region?”


DON’T

Expect your campaign can run itself

“Do you have a digital library for your region?”

https://meltdowngames.wordpress.com/page/2/
DO  Research everything involved

Project Specifics
The total cost is projected to be about $190,000, but thanks to the Sonoma County Library and the Sonoma County Public Library Foundation, $140,000 has already been raised and committed to the project.

The home of this "Phase I" library will be temporarily located in the old Furniture 2000 store, which has been renovated and made available to the public thanks to the leadership of the Roseland Village Neighborhood Center. The advocates will be there to ensure the Roseland Library Branch will have a permanent home in the final development. Currently, all three proposals from EAH Housing, Burbank Housing, and MidPen Housing have plans for a permanent library.

https://www.indiegogo.com/projects/roseland-village-library#/story

Go in without a plan

https://www.indiegogo.com/projects/make-me-a-millionaire-in-14-days--2#/story
Select the right platform for you

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Skip the fine print

Before launching a campaign

Creating your campaign
- How much does Indiegogo cost? How & why?
- How do I create my project?
- How can I make my project stand out?
- A filmmaker’s pre-production: 4 steps to finding your crew
- How to find & create your indiegogo SRR
- Troubleshooting for images & videos (FAQ)

Editing your campaign
- Campaigner’s Prime Cards
- How to create a custom exclusive image for your campaign video
- Published posts
- How to add your campaign URL to your YouTube video
- How to add a picture

Money
- What is my campaign’s cap?
- How do I receive money in a bank account in the United States?
- New York Campaigns: When do recipients get their money?

Special types of campaigns
- How to use Kickstarter
- How to use Indiegogo
- How to use Fundly
- How to use CrowdRise

https://support.indiegogo.com/hc/en-us/categories/200252377-Before-launching-a-campaign

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DO Take time to create your campaign

http://fundpassion.causevox.com/

Worry that you can’t make changes

Communicate, communicate, communicate…

https://www.indiegogo.com/projects/help-save-the-critically-endangered-amargosa-vole-

Not communicate

https://rally.org/snootythemaneate
**DO**

Prepare yourself for a marathon

$26,771 USD
raised by 197 people in 2 months

$760,657 USD
raised by 16,635 people in 26 days

78% of $100,000 goal

WE DID IT! $719,779

Thank you to each and every one of you! 9,477 of you joined us on the amazing journey to #RebootTheSuit. Throughout the past 30 days, we’ve been moved by your... Read more

$338,282 USD
raised by 7,095 people in 1 month

23% of $1,500,000 goal

**DON’T**

Worry about the lull

(Well, do worry but know it’s coming)

Source: KickTraq

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**DO** Say thank you!

[Image of a thank you message]


**DON'T** Forget your backers

[Image of a news article about the ice bucket challenge]

BONUS!

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Build community

https://www.indiegogo.com/projects/girl-scouts-is-for-everygirl#/comments
Questions?

Thank you for attending today!

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