Crowdfunding: Dos and Don’ts
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Reference Librarian, Funding Information

WHO CROWDFUNDS?
Nonprofits

Connecting people with information through libraries

Orchestra in the 'hood

Transforming the lives of nevry city kids through the power of music!

$15,032

Let's get some money!

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

Author Jericho

I'm making potato salad.

Created by Zach Canger Brown

6,011 backers pledged $151,492 to help bring this project to life.

1st reward

With your help, we're on our way to a successful potato salad! You will get a thank you postcard with your name on it. Help us make our potato salad recipe the perfect salad!

2nd reward

Receive a photo of me making the potato salad, a thank you postcard to our website, and a copy of our food hire book while making the potato salad!

Estimated delivery: 2/20

More information to be added!
WAIT!

For every success story...

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 a local content advisory board to ensure that the library’s collection responds to students’ needs.

DO
Put someone in charge

Books for Asia team


DON'T
Expect your campaign can run itself

“What do you DO during a Kickstarter?”
– Days 7 through 9

Published on July 16, 2014

Not post updates to your blog, apparently.

Day 7
6:06:15 – wrote thank you, responded to tweets, posted an update, Twitter

11:45 a.m. – lunch with mom, got email that Indiegogo had launched, apologized to mom and backed it up in time to get拍到

2:04 to 4:30 – revising, updating blog, messaging backers

Total Time Today: 7 hours, 8 minutes plus five minutes of apologizing to my mom for being on my phone during lunch

https://meltdowngames.wordpress.com/page/2/

DO
Research everything involved

Project Specifics

The total cost is projected to be about $250,000, 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 Sonoma County Community Development Commission. As final plans for a permanent development of the old Roseland Village Neighborhood Center unfold, advocates will be there to ensure the Roseland Library Branch will have a permanent home in the final development. Currently, all three proposals from Eden Housing, Burbank Housing, and McPheron Housing have plans for a permanent library.

https://www.indiegogo.com/project/shepherd-rodgers-library
Go in without a plan

Make Me A Millionaire in 14 days

Select a Park

$5 Go

Skip the fine print

Before launching a campaign

Creating your campaign

How much can I raise?

You can raise money for a variety of purposes.

INDIEGOGO

ROCKETHUB

FUNDLY

KICKSTARTER

cloudrise

Editing your campaign

Campaign Facts sheet

How to Present Your Campaign

You can style and complete your campaign.

The fine print is

Before launching a campaign

Money

Special types of campaigns

Before launching a campaign

Money

Special types of campaigns
**DO**

Take time to create your campaign


Communicate, communicate, communicate...

- With your social media skills, together we will...
  - Increase our profile on Twitter and Amargosa Vole Conservation Project Facebook following to educate a broader audience about the Amargosa ecosystem, share updates about the project, and other fun science facts!
  - Please, join the reVOLeution!

- Share, like, tweet, retweet, post, blog, email, reddit, link, pin, follow.

- Donate and choose a perk on the right!

**DON’T**

Worry that you can’t make changes

https://www.kickstarter.com/projects/smithsonian/reboot-the-suit

Not communicate

Don't be so close to our goal to missing the marathon. Let's not communicate and forget. We're only two months away from the marathon. If you knew anyone who could help us reach our goal, would you let them know? We're so close! Thank you for being a supporter, and here are 5 ways to help:

1. Share this link: [http://rally.org/snootythemanatee](http://rally.org/snootythemanatee) on your Facebook and Twitter.
2. Visit us at our awareness table at Montevideo Library.
3. Donate: [http://rally.org/snootythemanatee](http://rally.org/snootythemanatee)

Ways to help:
1. Tell a friend (by forwarding this is not to them!)
2. Share this link: [http://rally.org/snootythemanatee](http://rally.org/snootythemanatee) on your Facebook and Twitter.
3. Visit us at our awareness table at Montevideo Library.

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Prepare yourself for a marathon

$26,771 USD
Raised by 131 people in 2 months.

WE DID IT! $719,779
Raised by 7,079 people in 1 month.

Thank you to each and every one of you. 94.7% of you joined us on the running journey to #KicksTheButt. Throughout the past 28 days, we've been moved by your dedication. Thank you, Read more.

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Worry about the lull

(Well, do worry but know it's coming)

Source: KickTraq
Say thank you!

Thank you to all of our supporters
for helping to provide clean, safe drinking water to mothers, babies and children around the world!

You Can Still Contribute and See More Of Our Work ®
www.bewaterforlife.org

https://www.indiegogo.com/projects/water-for-life-youth-chapter-

Forget your backers

Ice bucket challenge helped spur ALS discovery, scientists say


BONUS!
Questions?

Thank you for attending today!

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