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CROWDFUNDING STORIES

INTRO

This booklet is all about creating a solid, manageable and proper Crowdfunding and Crowdsourcing Campaign for Activists. It was conceived and designed within the Tandem Europe Program 2019/2020, the creators are the team of Nomadways (FR) as well as the team of Raumpioniere (AT). Tandem Europe is tailor-made for people who work on creative solutions that make social innovation possible throughout the EU. The programme stimulates strategic thinking in organisational renewal processes, helps to create and sustain culturally innovative effects across sectors, disciplines and borders, and explores creative and collaborative solutions for contemporary challenges in our societies.

Nomadways is an international nonprofit association based in France, creating opportunities for artists, youth workers and social activists by designing international art workshops to engage social change. Nomadways projects enhance interdisciplinary, intergenerational and multicultural dialogue. The activities always combine art, education and social vocation, fostering interaction between young creatives, social actors and educators. **Raumpioniere** is a Vienna based agency which provides a service range from participative processes for both rural and urban communities/cities/neighborhoods, event planning with focus on urban/rural topics and public space to Urban/Civic Crowdfunding. Raumpioniere developed and hosts the Urban Crowdfunding Plattform raumpioniere.at, where project initiants receive professional consultancy specialized for urban/rural/social Crowdfunding campaigns and also benefit from Raumpionier's additional offer in Crowdsourcing and Crowdengaging.

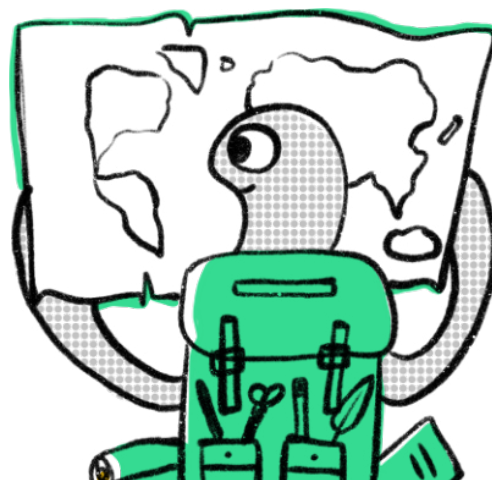
About the authors

Anne Merlin

Anne is a creative explorer. Whilst studying visual arts and interaction design in France, she discovered game dynamics through creative coding and interactive books. Excited about the whole thing, she co-founded Nomadways (www.nomadways.eu) in 2014, where she started crafting and animating workshops mixing performing and visual arts, to explore new ways of playing and learning in Europe and beyond. In the meantime, she lived in Greece, Brazil, Seychelles, Portugal and elsewhere in between, experimenting with playful ways to interact and discover one another in multilingual or non verbal settings. Along the way, she collected myriads of tools & methods for collaborative creation, specializing in team dynamics and project design using art, movement and stories to foster cooperation & social action.

Lisa Reimitz-Wachberger

Lisa is an organizing wizard and works in the fields of urban planning, cultural- and event management as well as publishing. Inspired by people spreading their ideas and utopias for a social and sustainable society she likes to create new content for those ideas to become projects. In 2015 she founded the monothematic magazine „Stadtform“, dealing with different aspects of cities. Since 2017 she works on placemaking, editing, consulting, event managing and of course Crowdfunding projects with Raumpioniere agency. www.raumpioniere.at agentur.raumpioniere.at

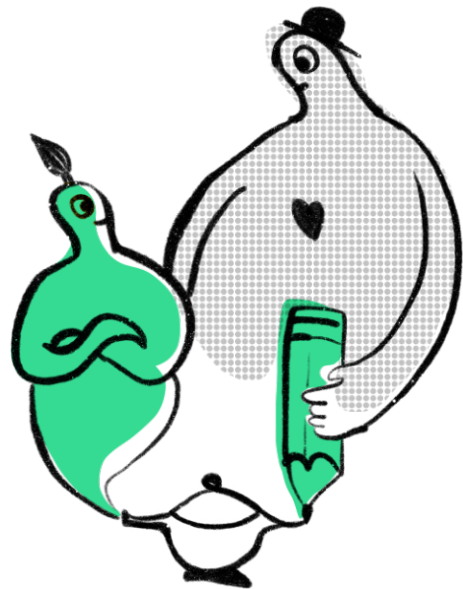


BEFORE LAUNCHING YOUR CAMPAIGN

1. IDEA

Congratulations! A crowdfunding campaign idea was born. No matter if it is something you've had in your mind for years, weeks or minutes, if it is rather vague or already quite concrete, follow your thoughts and try to bring them to paper (Paint it! Write it down! Form it with materials!)

Exercise: Doodle your ideas! All the ideal elements! Let the pen and your imagination guide you!



TIP

Contact your tax lawyer before you start your Crowdfunding process. Crowdfunding Platforms are not allowed to give you tax advice and it strongly depends on your corporate form and personal situation how the collected money will be taxed. One hour with a professional is a good investment for your Crowdfunding future! Doodle your ideas! All the ideal elements! Let the pen and your imagination guide you!

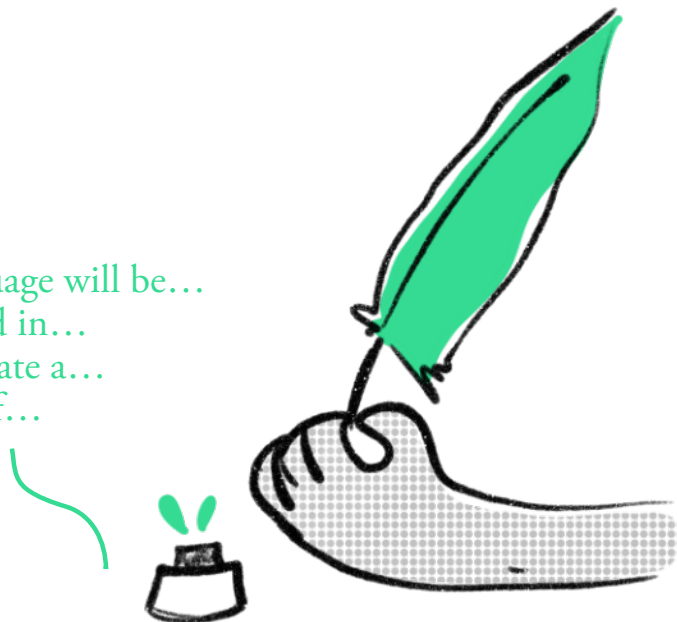
2. Research, pick your platform & contact them

Finding the perfect Crowdfunding Platform for your idea is like finding a companion. It should be reliable, respond to your needs and be there for you, in good times and in bad. This big step makes visible that you should be aware of your project idea already because there are several different Crowdfunding Platforms for different needs. Do you want to realize a cultural project like a local festival, concert, exhibition? Or fund an object like a CD or book? Is it something completely different like an international project where you want to reach a big international crowd? Or do you want to collect money for you in person and liberate your artistic work from government funding? There are Platforms for nearly every need.

Get in touch with the Platform that fits best for your project idea at least one month before you plan to launch your campaign. Some platforms offer personal consultation hours if they are located in your city/region - embrace this opportunity!

Exercise:

My campaign language will be...
My crowd is located in...
My project is to create a...
My team is made of...
...

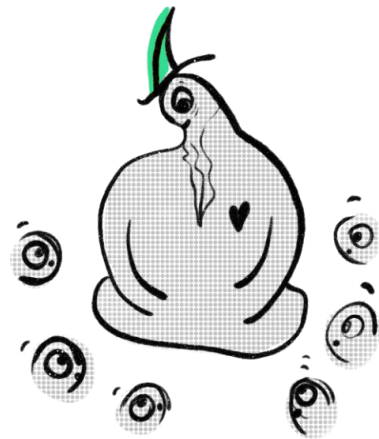


3. Explain your idea to yourself and others until it's clear

Make sure that you can describe your idea in three to five sentences and explain it to some of your closest ones. Collect and process their input, their questions and critics to shape your idea. Whenever you have the feeling that your idea is ready to spread, go and tell not-so-close-ones or strangers and include their feedback. After this process of idea shaping, you should have a good feeling about the understandability of your project.

Exercise: Imagine that you are 100 years old and tell the story of your successful crowdfunding campaign to your great-grandchildren. Write it down.

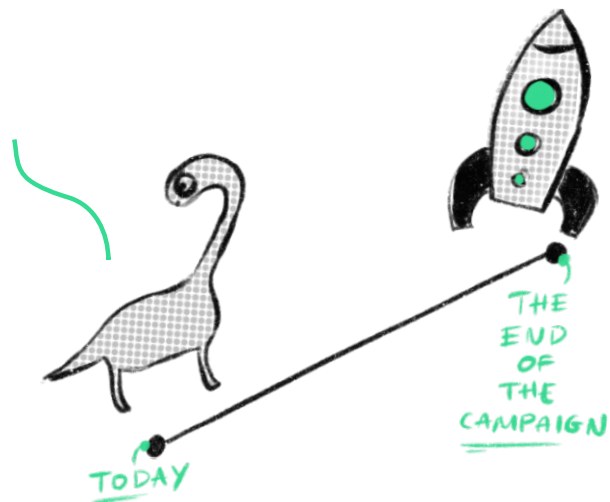
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4. Do your timetable

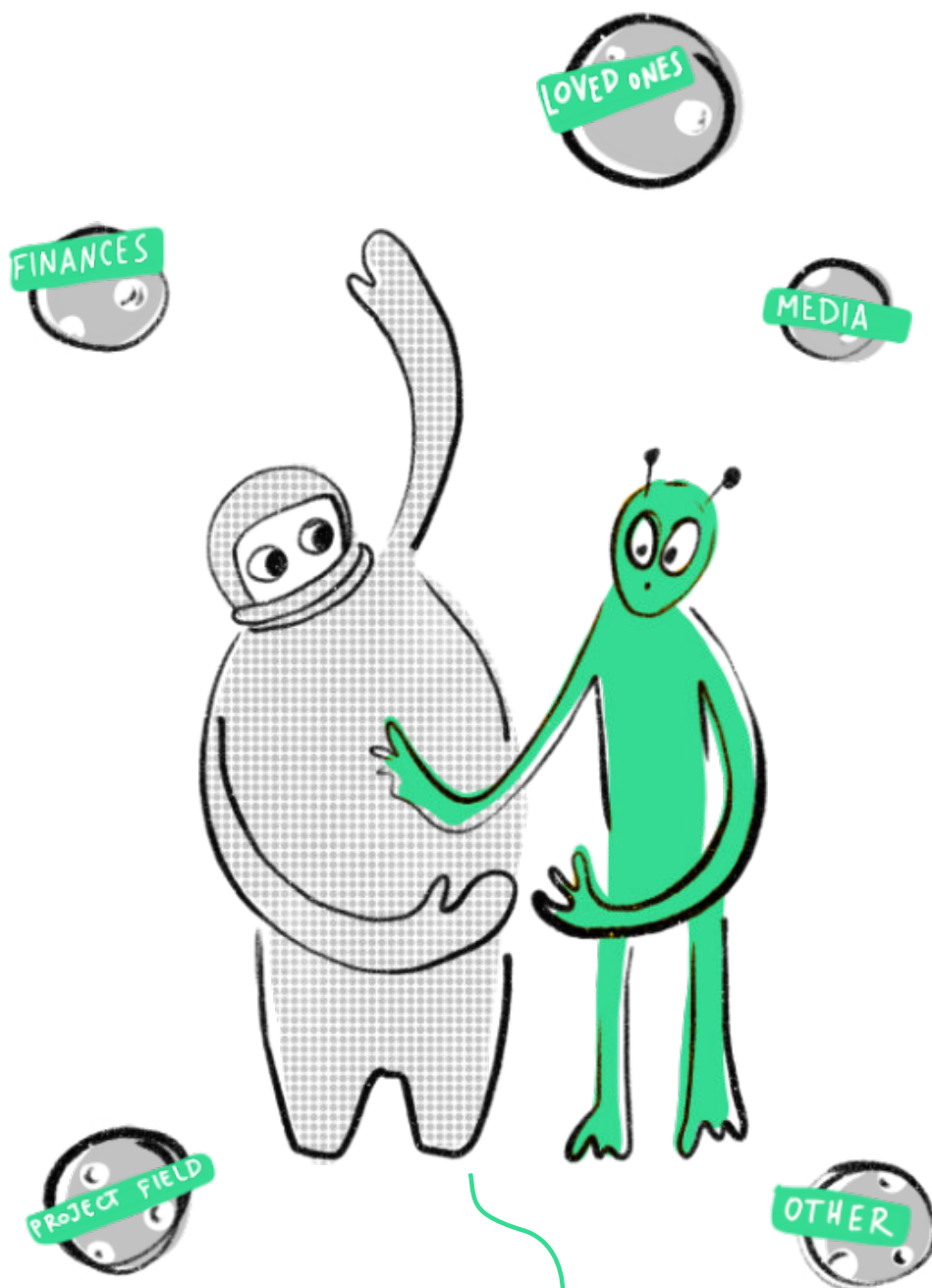
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Exercise: When do you want to launch your campaign? Or when do you need it to be finished? Start by placing one of these points on your timeline. Then place the periods of Preparation, implementation, post-processing. Finally, place as many steps from this booklet as you can!



5. Identify partners, get in touch, ask what they want & agree

Potentially successful Crowdfunding campaigns are often connected to partners in advance. Partners that support your campaign emotionally, financially, with their own network and their knowledge. Partners can be companies and organizations, sponsors and other financial supporters but also friends and family members with a strong network, people that work in the field of your project, media/ journalists etc.



Exercise: on each planet, doodle & list potential partners & what they want

6. Tell people/ your network you will do a campaign (1 month before)

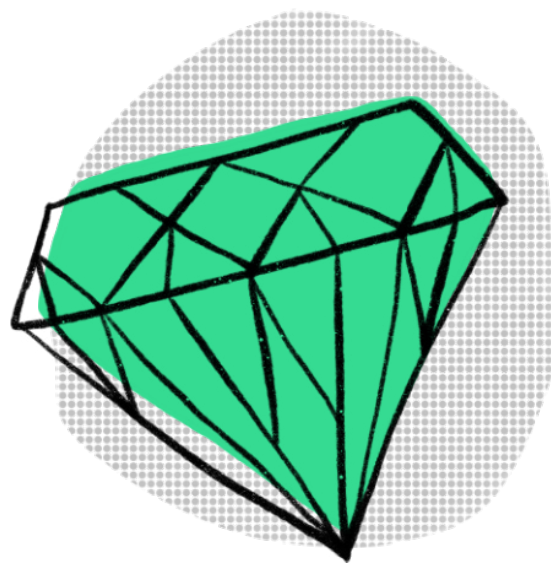
Your project idea is unique and amazing, so go and let your potential backers know! Crowdfunding is the collective power of the crowd - many people should support your campaign to make it successful. If you have a newsletter, use it. If you have a webpage, reserve the front page for an announcement of the campaign. If you have social media, create an informative posting. If you have a good old address book with the mail contacts of your friends and family, write them a nice and personal message. And most important of all: Talk. Prepare your crowd for something big to come!

Exercise: In each face of this diamond -still not sure of the word-, write one possible way that you could announce your campaign. Get creative!



TIP

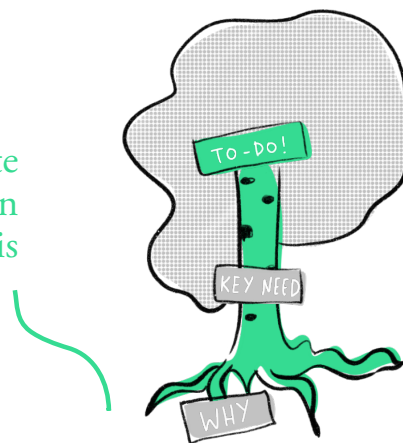
Learn about similar and successful Crowdfunding campaigns.



7. Define what you need

Is it money? Is it marketing? Is it about acceptance? Crowdfunding can cover all of it. With this tool you are able to finance, to spread and to test your project idea. Make sure that you know what your main focus is on and shape the work around your campaign with this focus? If you want to acquire new target groups, put effort in marketing, if you want to collect a larger sum of money, concentrate on reaching financially strong backers or sponsors before the campaign starts. You can use Crowdfunding also for interaction with your crowd, ask them what they think about your project idea, if they want to contribute or support it non-monetary.

Exercise: In the trunk of your tree, write your key need. In the roots, list why. In the branches, list what to do to meet this need.



8. Define your rewards

A reward is more than a gift for your crowd. It is appreciation, self-expression and in the end it is a product your crowd pays for. Mind the following aspects: They should be easy and low-cost to produce, have a personal touch and somehow be related to your project. Stagger the sums you want to offer in a way that makes sense to you and your crowd and provide a nice reward for each sum.

Exercise: Imagine 10 possible rewards, big and small, physical, digital, as various as possible!



9. Define the finances & calculate everything

Defining the final sum of your Crowdfunding campaign is half the battle. Ask yourself, what you need and why. How much money do you need to start the process of realizing your project? Do you want to finance every step of the project via Crowdfunding? What is the minimum amount of money you want to collect? After you have learned about similar and successful Crowdfunding campaigns you will get a feeling for realistic sums. Always keep in mind, that artistic and cultural campaigns will hardly reach the amount of money as, for example, a toothbrush that brushes your teeth without holding it. And don't forget to include: Prices for the creation of the rewards, prices for shipping/ sending them to the backers, the percentage the Crowdfunding platform gets for providing webspace and consultation and the tax sum you probably have to pay.

Exercise: In each pocket, list an element that you need and its price. If there aren't enough pockets, draw more!



10. Create content

Royal discipline, here we come! Creating content is the core of your Crowdfunding campaign. With good content you have the possibility to show your crowd what your idea, your work, your thoughts and your goals are about. Tell and show your story/ the story of your project! Create texts, visuals and videos about your project people can't resist reading/ watching, lace attractive reward packages, show and describe your project team or your person. Make your crowd curious! And don't forget to stay transparent. Let them know what you need their support for, what goals you can reach and which steps of your projects can be realized with a successful Crowdfunding campaign.

Exercise: in each part of this cupcake, list one attractive element of your project.



11. Create PR & social media plan with daily reminders

If you are a fan of plans, this step will cheer you up. Create a PR&Social Media plan for the duration of your Crowdfunding campaign and the week before the start. Prepare postings with visuals, short clips, informative texts about the campaign, create a press release for your campaign and contact local/ national newspapers, blogs, TV and radio stations that are somehow related to your topic. For all the Social Media aficionados out there: (Re)Activate your accounts and get started! Plan your postings well and keep in mind that your content focus during the Crowdfunding phase should lie on the Crowdfunding campaign.

Exercise: add numbers in the flags to rank your cupcakes parts from what you will say first to what you will say last.

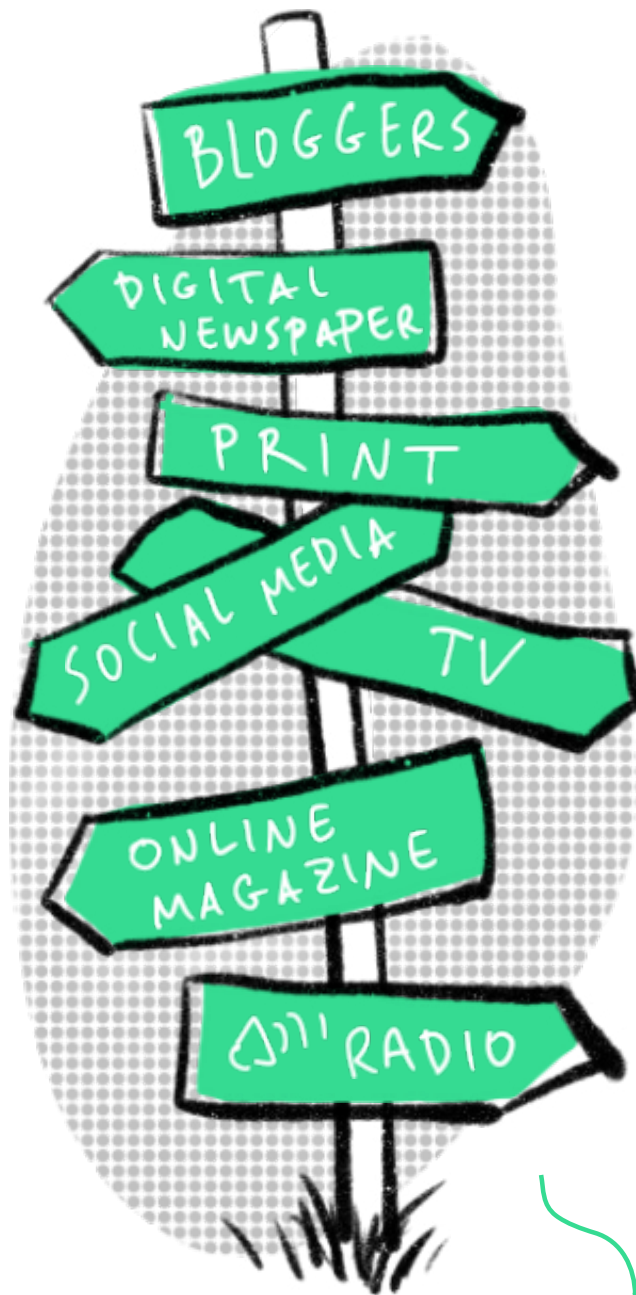


TIP

Treat your social media nicely
(so that they donate in time)

12. Activate/inform the media & prepare press info

Collect contacts of journalists, bloggers, media-people that can help you spread your campaign. Inform them before your campaign starts. Nothing better than (online) articles in the early phase of your campaign! Don't hesitate to contact journalists twice.



Exercise: list as many media names and contacts as you can!

DURING YOUR CAMPAIGN

13. Love your campaign

As important as self-love is the loving of your campaign. Be proud of your idea and the content you created! Now you are the official ambassador of your campaign – spread it with pride and abundance. Talk about it with passion, passionate people to not annoy others. The whole period of your campaign should be dedicated to spreading it.

Exercise: I love my campaign because...

If my campaign were a song, it would be... because...

If my campaign were a movie, it would be... because...

If my campaign were a city, it would be... because...

If my campaign were an object, it would be... because...

If my campaign were food, it would be... because...

If my campaign were a drink, it would be... because...

If my campaign were a smell, it would be... because...

If my campaign were a painting, it would be... because...



14. Tell your friends, write, call, ask them to donate at the beginning

Collect contacts of journalists, bloggers, media-people that can help you spread your campaign. Inform them before your campaign starts. Nothing better than (online) articles in the early phase of your campaign! Don't hesitate to contact journalists twice.



Exercise: List at least 50 people to contact personally.



TIP

Remind people on PR & social media every day, like your plan tells you to.



15. Get media coverage

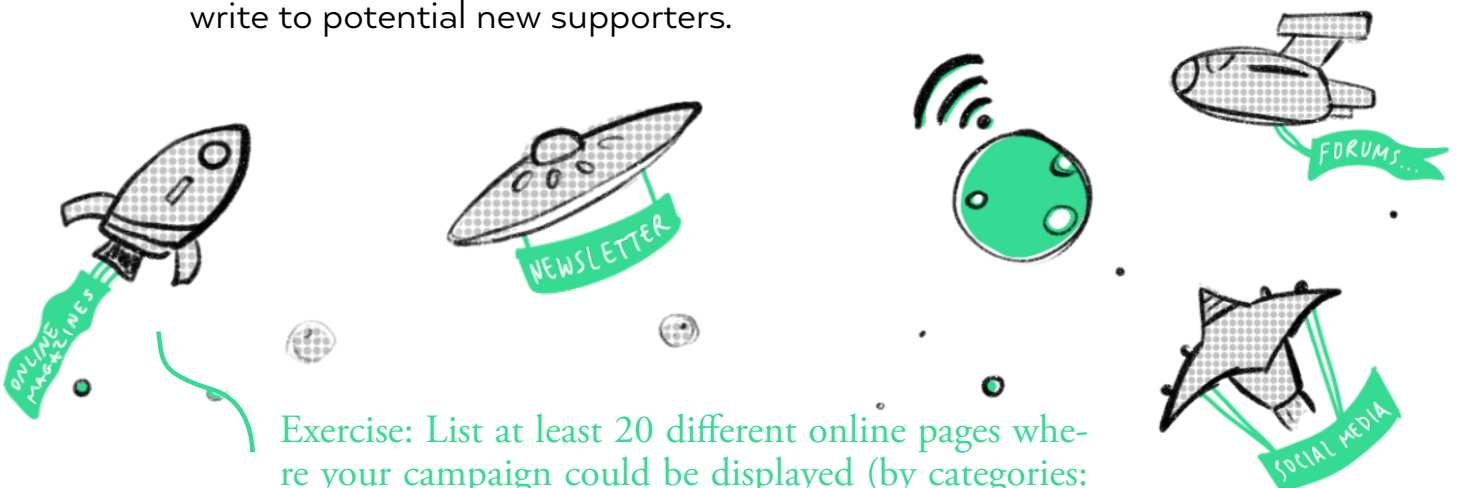
As you already collected contacts of journalists/ media-people before and contacted them before the launch of your campaign, repeat. Give them updates, show them the successful progress, give them outlooks. Never underestimate the power of good media coverage!



Exercise: enrich the map of your campaign updates. Make sure to mention your number of supporters, what you reached so far, what you still need...

16. Be visible online, as much as possible, anywhere!

The same rule as for offline media coverage applies for online media coverage. Use all of your existing channels and open up new ones. Ask your network to support you spreading your campaign, get active and write to potential new supporters.



Exercise: List at least 20 different online pages where your campaign could be displayed (by categories: online magazine, themed sites, social media, newsletters, groups & forums, ...)

17. Live crowdfunding event: collect money offline & add it online!

Let's say your campaign has a duration of one month. It is not unlikely that there is kind of an inactivity during the second and/or third week, even though you followed all of the steps. Here is a suggestion for all the party people out there: Create a live Crowdfunding event! Find a nice place, organize some drinks, tidbits and music. Prepare a short presentation of your campaign, talk about it with passion (again!) and give people the opportunity to support your campaign via donations. You can add the money online by yourself, but better do it anonymously!

Exercise: Exercise: draw it! Picture who will be there, what activities you will propose to motivate supporters.



18. Keep your crowd updated and say thank you for donations

People who already supported your campaign are interested in the further progress of the campaign, so keep them updated with little „thanks you's“. Sing a song for them, record a video message, write a nice text, illustrate a digital postcard... Do whatever fits you best! Your backers are an important new network and potential spreaders of your campaign.

Exercise: write a thank you song. (yes, with rhymes!)

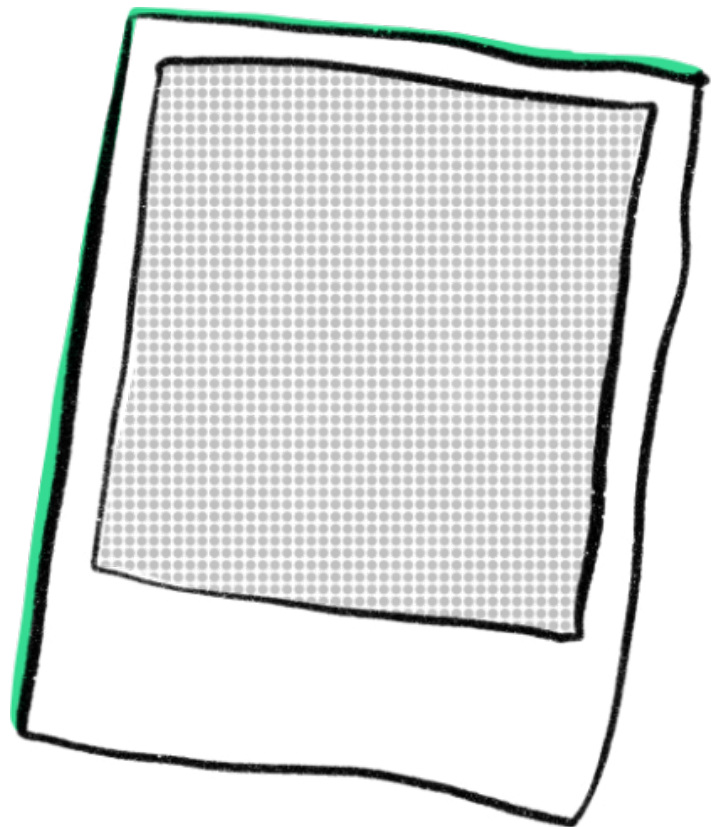


AFTER YOUR CAMPAIGN IS FINISHED

19. Thank your crowd, keep them up- dated if they want

Congratulations - you finished your first Crowdfunding campaign. Pat yourself on the back, you did an amazing job! Now it's time to thank all of your supporters, no matter if they backed you financially or otherwise. Use the contacts you collected during your campaign and send them a delightful thank you. In this message you can also tell them when to expect their rewards and ask if you are allowed to use their contacts for further information on your project.

Exercise: take a picture of you thanking your supporters, print it, stick it here and write some extra cute thank you words around the picture



20. Produce & send the rewards

Start producing the rewards for your backers and finish them in time. Don't let them wait for too long! Send or deliver them as soon as they're finished and add a personal message if possible.

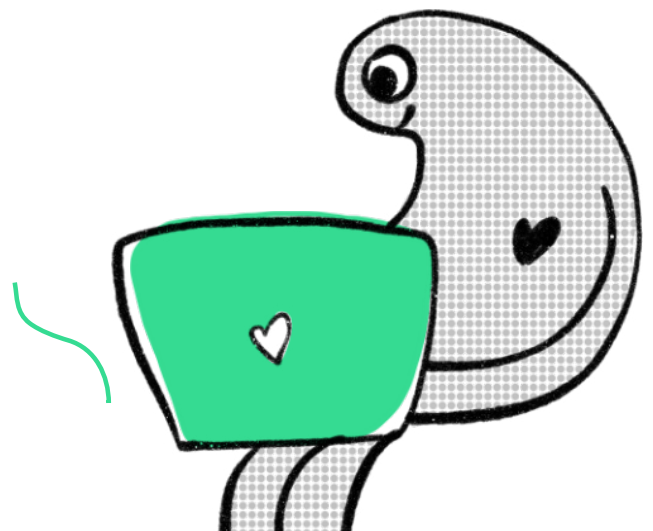
Exercise: doodle a logo that illustrates your project and a th. Once you have it, add it to the handwritten thank you note that you send to your supporters !



21. Do the financial stuff

Every platform has its own rules concerning the paying out of your collected money. Some of them transfer the money after 14 days, some of them pay out in tranches within 2 months... Find out the mode in their FAQ's or clarify in personal contact. Nearly all of the platforms retain 5-10% of your final sum for their service. In case your campaign was not successful, none of the trustworthy platforms will charge you. Also clarify that before.

Exercise: Find the info you need online. Copy it here so that you can come back to it and check it again any time you want!



Text by **Lisa Reimitz-Wachberger** & **Anne Merlin**

Illustrations by **Alexandra Nikolova**

Lay out by **Jan Gartner**

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THANKS!

FREE
YOURSELF
FROM
GRANTS!