



Crowdfunding 101:

what is crowdfunding, why would your organisation do it and how do you go about it?

Webinar:
10 August 2016

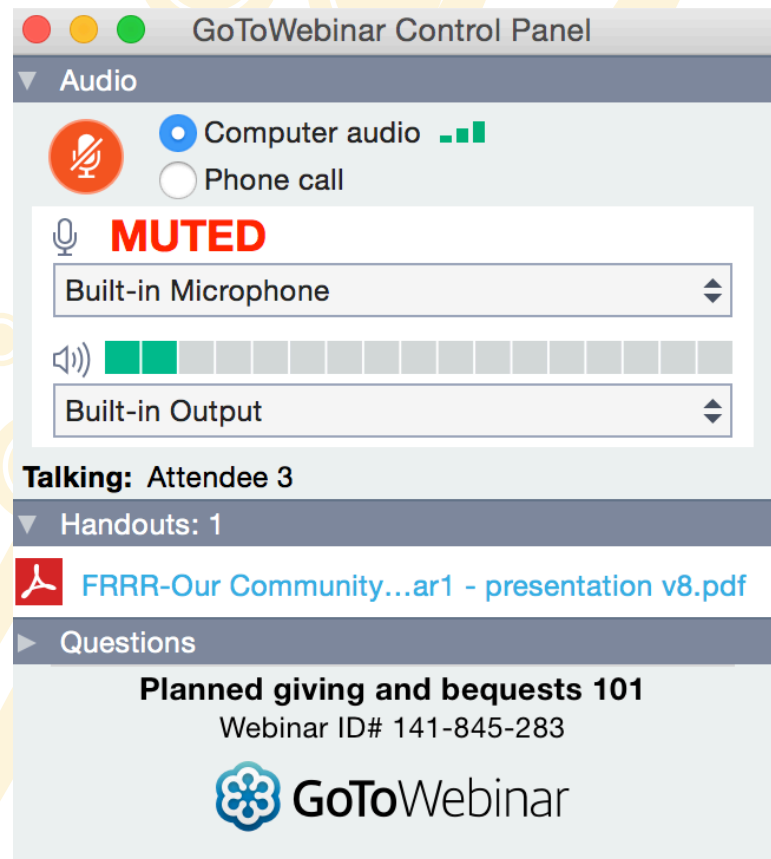
Today's agenda

- Webinar Tips
- Crowdfunding - What is it? Why do it?
- Four crowdfunding options
- How to crowdfund successfully
- Crowdfunding in action
- Key Takeaways
- Q&A

#RuralFunding

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Submit questions and comments via the Questions panel – ask any time

Please Note:

Today’s presentation is being recorded.

Your presenters

- **Natalie Egleton** - FRRR CEO
- **Patrick Moriarty** - Director of Training and Development Our Community
- **Bron Belcher** - Pozible Community and Partnerships Manager

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#RuralFunding

Pozible



ourcommunity.com.au
Where not-for-profits go for help



Natalie Egleton



Patrick Moriarty



Bron Belcher



Crowdfunding - what is it?

Oxford Dictionary definition:

“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.”



Crowdfunding worldwide*:

- 2013 - >US\$5.1 billion
- 2014 - >US\$16 billion
- 2015 - estimated over US\$34 billion

*Wikipedia



Image source: Thinkstock

Other types of “crowdfunding”

- **Giving Circles** - usually friends, family or colleagues who get together to pool funds and determine what cause or charity they will support.
- **Programs like The Funding Network**
 - host live collective-giving events
 - like-minded individuals, foundations and corporations come together to support projects
 - projects reps pitch for funding

This session focusses on online fundraising platforms

Why crowdfund online?

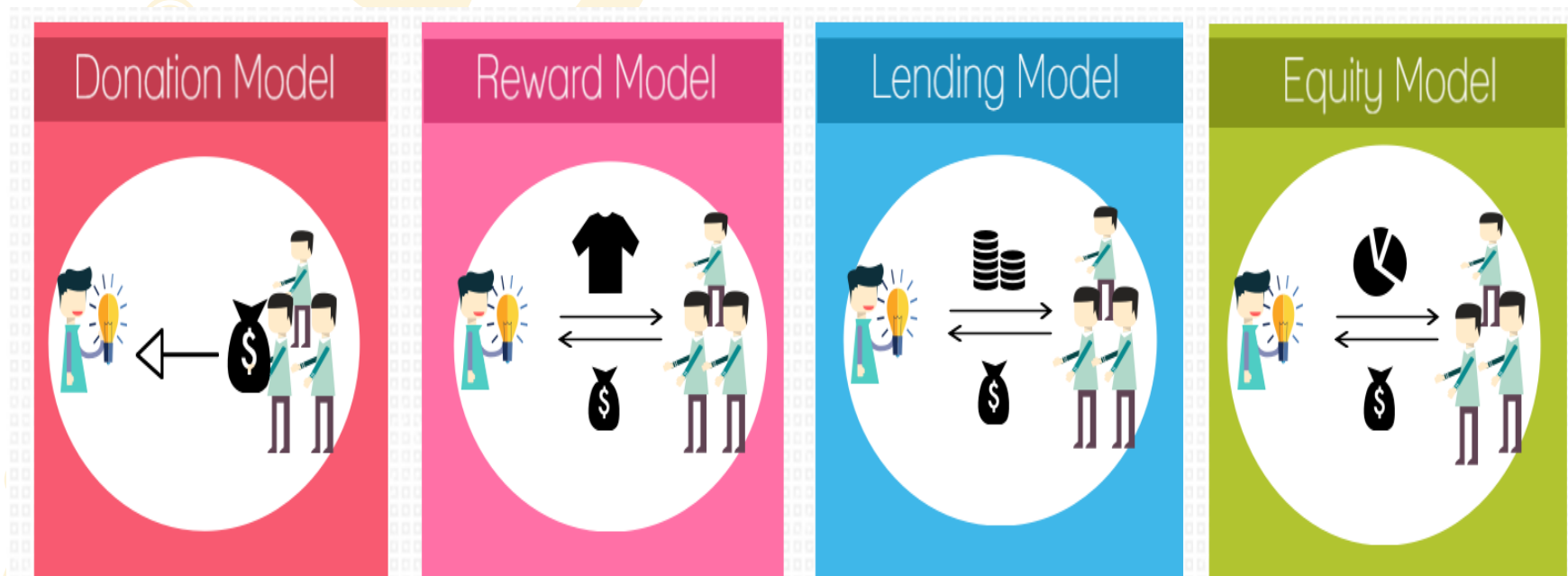
- Full control / ownership
- Easy way to share your story and promote what you do
- A creative way to reach your target audience - unlimited
- Expand your target audience - even go global
- Quick and easy for funders to get involved
- Usually two-way exchange / conversation starter



Eugowra, NSW

Raised \$5,020 to host visiting artists and paint a mural - telling the town's story by depicting local rural life and families, as well as illustrating changes throughout Eugowra's history.

Types of crowdfunding campaigns



Source: www.crowdinvest.com

Who can run crowdfunding campaigns?

Anyone

- Individuals
- Businesses
- Not-for-profit groups
- Don't need special tax status - unless you want to run a donations campaign
 - But remember, you can't offer rewards and get a tax donation

What kind of community projects can be crowdfunded?

Virtually anything!

Some examples:

- Equipment for a hospital
- Paint for a community mural
- Enclosures for a wildlife breeding program
- Start-up costs for a new social enterprise
- Rebuild a community meeting place
- Advertising campaigns around an issue
- Printing of a book, where profits go to charity
- Environmental projects
- Performances by artists or arts groups

Things to do before you start a campaign

- Be clear on what you want out of it
 - Target dollar value?
 - Awareness raising?
- What kind of campaign will you run?
 - Do you want donations? Or can you offer rewards? If so, what? And what do they cost?
- Articulate your story and build credibility
- Plan how you'll promote it and get the word out
- Decide what will happen if you don't reach your target
- Set milestones along the way
 - How long will it run? When will you stop if it's not successful?
- Recognise there will be ups and downs

How do you start a campaign?

First, find the right platform

Do your research and consider:

1. Look and Feel
2. Ease of Use
3. Payment Processing
4. Fees
5. Marketing and Social Networking Capabilities
6. Traction and Reach



All platforms have their own fee structures and vary in discrete ways

- Credit card charges: from 2% to 3.5%
- Paypal fees: from 2.4% to 5%.
- Processing fees: 30c
- A number of sites don't charge a service fee unless the project reaches its target. If the goal is reached, the fees range from 2.9% to 5.5%.
- Pozible follow this service fee model for successful projects:
 - 3% for projects > AU\$500k
 - 4% for projects > AU\$100k
 - 5% for projects > AU\$1
- Flexible project and fixed project options:
 - Flexible projects are charged a fee (as above)
 - Fixed project donations are refunded if the goal isn't met and no service fee is charged.

Tips for a successful campaign

1. Visuals / design
2. Plan your rewards
3. Connect through storytelling
4. Personal and authentic
5. Be different or remarkable
6. Join the conversation - keep people updated
7. Spread the word
8. Maintain momentum
9. Hustle



Mt Rothwell Landcare Volunteers:
Raised \$11,154 via 105 supporters to upgrade
and purchase new enclosures to expand the
captive breeding program for native Eastern Quolls.

Use video - on average raises 5x more money

- Keep it short - 2 minutes max
- Clear, bold & strong introduction:
 - “I help people that because”
- Introduce the team and brand
 - Who are you and who's behind this?
- Engage and connect - make it shareable:
 - Use questions - Do you remember? Have you ever? Why's it important?
- Tell a story:
 - Explain how it all began and your journey, to build trust, credibility
- Have a strong call to action



**Which platform should I
choose?**

Pozible: Crowdfunding is for everyone

- All or nothing platform - i.e. no fees unless you reach your target
- 57% success rate
- 11,000 projects launched
- \$45m raised in pledges

The screenshot shows a Pozible crowdfunding page for a project named 'beat4life'. The project is created by Michelle Ball, Richard Alcock, Tim Ball, Jo O'Brien, Joanne O'Brien, and Mark Macdonald. It has 225 Facebook likes, 123 Twitter followers, 152 LinkedIn connections, and 4 Google+ followers. The project's goal is to raise A\$60,050, which is 201% of the A\$30,000 target. The deadline is 31 Oct 2014 at 11:31 am AEDT. The page features a large 'beat4life' logo with a heart rate line, a video player with a play button, and a grid of 344 supporter avatars. The URL is http://pozi.be/beat4life?ra=87684. Navigation links include Sydney, Research, Embed, Watch, and Report.

beat4life

By Michelle Ball, Richard Alcock, Tim Ball, Jo O'Brien, Joanne O'Brien and Mark Macdonald

225 123 152 4

Our Pozible target remains the same but our goal to fully fund this research is \$57, 973.65 AUD (\$51,000 USD)

beat4life

click here to watch the video

A\$60,050 Pledged of A\$30,000

0 Mins to go
Deadline 31 Oct 2014 at 11:31 am AEDT

344 Supporters

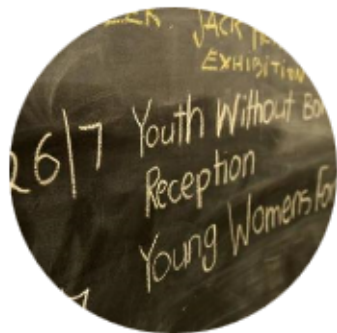
Sydney http://pozi.be/beat4life?ra=87684 Research Embed Watch Report

Good Mob

- A way to get people to coalesce around an issue or project and amplify impact.
- Like-minded people pool donation resources, and direct the combined donation to a worthwhile cause.
- Virtual giving circle.

Youth Without Borders

Empowering young people to realise their full potential.



Youth Without Borders believes in a world where each and every young person is empowered to realise their full potential. How do we do this? We focus on peer to peer capacity building through running collaborative community based projects that positive impact communities.

[View mob page](#)

Mob Focus

Children & Youth

Community


Social Enterprise

Donation

\$50

MONTHLY

Geographic reach

 Australia

Tips from Good Mob

- Understand the **local issues** and what is already happening in your community.
- **Involve community members** who have strong networks and significant local involvement.
- To build a mob, **start by inviting 10 people** in your close networks and get **them to invite five** each.
- Hold a **mini launch** in your community.
- Seek local **media coverage** to increase awareness.
- Once a mob / group has formed, hold **events** for members to get to know each other and learn about community issues.



Schools Plus - an online platform for donors and schools



The Australian Schools Plus website connects donors who know the importance of a great education with schools seeking funding for activities and equipment that will have a real impact on their students' lives.

Donations Campaign: New ultrasound machine for the hospital, Canowindra

Crowdfunding and cake stalls combine to buy a small town an ultrasound machine

ABC CENTRAL WEST – BY MELANIE PEARCE

UPDATED FRI JUL 29 14:30:43 EST 2016



PHOTO At the Canowindra hospital, (L-R) Peggy Beath , Janice Rumph, Tara Bushel with the new ultrasound machine.

ABC CENTRAL WEST: MELANIE PEARCE

In a small country town in New South Wales, the generations have combined their fundraising know-how; from the traditional raffles and cake stalls of a country hospital auxiliary, to the speed and spread of a web-based crowdfunding campaign.

- *"It did take a lot of explaining to get the idea across."* Local Practice Mgr.
- The results quickly won the doubters over.
- Important to have the fundraising team onboard and spreading the word.
- Communicating the need helped to get the local council involved.
- Online communication is a great way to reach people with a local connection who have move away.

Rewards Campaign: Let's build a pub, Buchan



All or nothing campaign
on Pozible.

1,712 supporters raised
\$605,146!

Rewards:

- \$10 - A round on me
- \$20 - Buy a jug for Buchan
- \$40 - 'We built a pub' t-shirt
- \$80 - Coffee table book
- \$100 - The Buchan Pub Club
- \$500 - Name on a mural
- \$1,000 - Brass plaque in the bar
- \$5,000 - Bar stool
- \$10,000 - Corporate Kindness Honour Board
- \$50,000 - You're a Buchan legend

Donations Campaign: Keeping the pantry stocked



Raised over \$11,000
(matched by Brighton
Council = \$22k+)
58 supporters

Big push by Project Manager:

- Pitched Southern Cross TV, ABC Radio & The Mercury for media coverage.
- Sought support from the local council; agreed to match \$ for \$.
- Used personal contacts, asked everyone to spread the word.
- Used social media to raise awareness.
- Flyers encouraging people to donate online or pop in.
- 30 June event at the Gagebrook Community Centre to seek donors.

Pit Pony Experience, Collinsville

- In Feb 1990, Australia's last working pit ponies retired from service at Collinsville Mine
- Mine closures and the mining downturn had a big effect on vibrancy of the town
- Community is rallying together to develop the Collinsville Pit Pony Experience:
 - Life size bronze pony town
 - Donors wall of fame
 - Tourist trail incl. selfie walls / murals throughout town
 - Smart phone app



- Target: \$150,000
- Raised: \$190,500
- Supporters: 335

24 hours to give where you live, Central Victoria



- Big Give is a 24 hour online Community Giving Day focused on Central Victoria.
- Hosted by the Community Foundation of Central Victoria
- Provides a platform to fundraise in a crowd to make great stuff happen in the community.
- NFPs, sports club and local community groups can get involved by starting a campaign to raise funds for their your organisation, cause or project.

A couple of watch-outs

- Platform fees
- Typos and poor quality photos - you need to draw people in and build trust
- Think carefully about what you offer as rewards - logistics, cost of shipping etc
- Competing projects - be creative and find a way to stand out
- Keep track of your project - monitor what people are saying - good and bad
- Be planned - it takes effort and a clear strategy to be successful

Recapping the Lessons

- **Research** - find the right crowdsourcing platform for your project
- **Communicate** - clear, compelling and personal
- **Videos** - strong footage brings in more donations
- **Utilise your networks** - they can be your advocates and help to spread the link / word.
- **Update** - keep your supporters updated with your progress.
- **Recognise** - thank your supporters!

Additional resources

- www.OurCommunity.com.au
- www.pozible.com
- <https://blog.pozible.com/plan-some-promotion-mate-6d7cfcce06e5> - How to plan a promotion strategy
- www.schoolsplus.org.au
- www.thefundingnetwork.com.au
- www.chuffed.com/biggive/prelaunch

Other crowdfunding sites

- www.gofundme.com
- www.goodmob.org
- www.startsomegood.com
- www.Indiegogo.com
- www.givenow.com.au

and many, many more...

An aerial photograph of a rural landscape. In the foreground, there's a small cluster of houses and a road. Beyond that, a large field is divided into sections of yellow and green. A long, straight road or path runs through the middle of the landscape. In the background, there are rolling hills and mountains under a clear blue sky. The word "Questions?" is written in a large, white, cursive font across the upper part of the image.

Questions?

Thank you for joining us

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Your feedback will help make future webinars even better ...

