Crowdfunding for Community Change
Summary

- Hello!
- What is ioby?
- Why crowdfunding?
- Case study
- Tips
So, what is ioby?
Mission-driven national non-profit

Online and offline platform that builds the fundraising capacity of residents to continue to make community change

ioby stands for “in our backyards”
ioby projects are:

- resident led
- resident designed
- resident funded
- resident implemented
Short term

- Deliver resources directly to the grassroots for immediate results

Long term

- Strengthen civic infrastructure, working neighbor to neighbor, to support long-term change
Where does ioby work?
What is crowdfunding?

- Online
- Single project
- New tool for an old strategy
- Emphasis on small donations from individuals
Watch this video about Deborah Frazier’s Sew Much Love project cutt.ly/ae6tvbz
Why crowdfunding?
Generate flexible, unrestricted funding

- Timely
- Right-sized funding
- Unrestricted funding that can fill the gaps
Helps you get specific

- Different than a donate button
  - Built for discrete projects
  - Urgency

- Creates clarity for donors
  - They know exactly what they’re investing in
  - They can easily track progress
Diversify and strengthen your donor base

- Helps you engage new donors, laggard donors, and younger donors
- Creates a quick and powerful stewardship touch with donors
- Help build donor base over time
It’s community engagement

“It was the fundraising campaign that began the community engagement.”

Georgia Southworth
Jackson Heights Green Alliance
Demonstrate public support

“To me the greatest value from the ioby campaign was the public awareness building and support, which will pay longer term dividends beyond the money that we raised.”

Pat Brown
Broad Avenue Arts Alliance
It’s a great testing ground

- Test online giving, if you haven’t already
- Test new ideas
- Learn about your team and community
The Untokening Case Study
The majority of people who travel on foot, by bike, and on public transit in U.S. cities come from low-income, immigrant and/or people of color communities.

Yet the dominant agenda in mobility advocacy was not co-created with leaders from those communities.
In 2016 a group of advocates came together to convene equity- and justice-centered mobility advocates from across the country to discuss critical issues facing those communities.

Photo credit: Sahra Sulaiman
ioby Leader

Naomi Doerner

ioby Leader

Carolyn Szczepanski

Team communications
The Untokening: A Convening for Just Streets & Communities

The Untokening will be the first-ever convening of mobility justice leaders in the U.S. We will discuss the intersections of creating just streets and communities and establish core values for a mobility justice agenda.

Surpassed their goal by $761!

PROJECT DEADLINE: October 28, 2016

TOTAL FUNDING NEEDED: $7,761

$7,761
RAISED SO FAR
$0
STILL NEEDED

the project

The majority of people who travel on foot, by bike and on public transit in U.S. cities come from low-income, immigrant and/or people of color neighborhoods. They should be the voices heard in the planning processes that impact their lives. Yet, these voices are often not heard. The Untokening is a critical first step to change that reality.
They trusted the process!

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Total Campaign Target: $6,028
Other best practices

- Reasonable goal
- Great timeline for urgency
- Used events as ask opportunities
- Used great letters for asks
- Used match dollars to leverage more donations
- Great communications!
The best projects for crowdfunding are ...
Innovative Hollaback! Detroit, $265
Urgent
Cleveland Action, $8,870
Concrete
Music on the Inside, NYC, $1,425
It’s probably a good idea to use crowdfunding if the work ...
Builds community
Art in the Alley, Van Wert OH, $5,950
Builds young leaders
Fresh Camp Fundraiser, Cleveland, $35,778
Is unsanctioned
596 Acres, NYC, $3,915
How to run a successful campaign
Build a strong and diverse fundraising team

- From a variety of places
- With a variety of skills
Be specific
Set a smart target

- How big is your team?
- How much fundraising experience does your team have?
- How much time do you have?
Know your donors
Tell a story that sticks

- Focus
- Personal significance
- Authority
- Drama
Shout your deadline from the rooftops!
Plan more, work less
ioby.org
jennifer@ioby.org