Crowdfunding
@bobosborne17

A Case Study
The Rules
If You Build it They Will NOT Come
The Normal Rules Apply

I ALWAYS follow The RULES
Big Money is Hard to Raise
Hromadske Radio
A Case Study
What We Liked About Hromadske

• Had the time and motivation
• Took advantage of a news story
• Easy to understand message: independent press
Strategic Planning
New Model

Funder

NGO

Client
Concept of the “Critical Few”

Who has the most influence with people who you want to act?
Inventory and Enroll Your Connections

Your LinkedIn Network

463 Connections link you to 8,422,195+ professionals

98,439 New people in your Network since January 1
Start with Champions!

<table>
<thead>
<tr>
<th>Names</th>
<th>Political</th>
<th>Donors Philanthropists</th>
<th>Volunteers</th>
<th>Clients</th>
<th>Community Leaders</th>
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<td>Have</td>
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<td>Desire</td>
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- There is often overlap
- List all – who have, who’d you like
- Don’t negotiate against yourself
Roles

Champions

Supporters

Participants
Roles Defined

• Champions
  – Give
  – Email and social media
  – Active regularly

• Participants
  – Give
  – Social media

• Supporters
  – Hopefully give
  – Social media
Our Social Reach

500,000+

PEOPLE
What Does Success Look Like?
Hromadske Needed...

• To compensate people for their time
• Greater breadth of political program
  – Fast reaction to new events
  – Interviews with relevant people
  – Long-form investigative
  – Discussions with other journalists
Goal Planning

• $16,500 goal
  – 4 podcasts/programs
  – Built in fees

• Three week campaign (22 days)
“Mini” Goals

• Every $4,000 equals one podcast
• Launch with at least $3,000
• Half of goal by day 6 ($8,000)
Tactical Planning
Planning for Hromadske

- 3 weeks of planning
- Identified champions
- Did all media and inventory in advance
Hromadske Radio

- 500,000+ social media connections
- Few blog connections
- Some media connections
We Wanted Friends and Blogs ready to Post on Day One
We Decided to Use a Thunderclap
Thunderclap

• 7 day campaign
• Contacted those with the most social media reach
• Wrote personal notes to everyone
Independent news in Ukraine

“Support independent political news in Ukraine. Donate to Hromadske Radio today. #Ukraine #euromaidan #maidan http://thndr.it/LSaXQQ”

Thanks for your support. You’ve added a social reach of 195. If you’ve changed your mind about this Thunderclap, click here to opt out.

SUPPORT WITH

TWITTER  FACEBOOK  TUMBLR

You will allow Thunderclap to share this message once on your behalf, along with other supporters. If the goal is not reached, no message will be shared. About Support & Privacy
Run-off: Vote Emilio 4 SBP NOW

“VOTE Emilio for UNC SBP TODAY! For YOU. Together, we are Carolina. #carolina4all. VOTE HERE NOW.”

Goal: 250 supporters by Feb 18th

Juan Olano

48% supported 97,675 social reach 1 days left

Independent news in Ukraine

“Support independent political news in Ukraine. Donate to Hromadske Radio today. #Ukraine #euromaidan #maidan”

Goal: 100 supporters by Feb 19th

Dora Chomiak

80% supported 59,577 social reach 2 days left

Free Ecig

“I support European Free Vaping Initiative, and you? #efvi #ecig #FREEVape #EUvapesON http://www.efvi.eu/”

Goal: 250 supporters by Feb 18th

Gurdil Antifa

91% supported 85,605 social reach 1 days left
Independent news in Ukraine

“Support independent political news in Ukraine. Donate to Hromadske Radio today. #Ukraine #euromaidan #maidan http://thndr.it/LSaXQQ”

Thanks for your support. You’ve added a social reach of 195.
If you’ve changed your mind about this Thunderclap, click here to opt out.

SUPPORT WITH

Twitter  Facebook  Tumblr

Invite friends  Embed

You will allow Thunderclap to share this message once on your behalf, along with other supporters. If the goal is not reached, no message will be shared. About Support & Privacy
What We Learned

• Getting people to even do a Thunderclap is difficult
• We wondered if we hadn’t used up our momentum
• Ultimately, Thunderclap translated to two gifts for a total of $200
Inventory and Enroll Blogs and Other Media

Beth’s Blog
7 Practical Tips for Engagement with a Higher Purpose On Social

Hi, I’m Beth. Welcome!

Network for Good NonProfit Marketing Blog
Make a Publishing Calendar

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<th>A</th>
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<tbody>
<tr>
<td>1</td>
<td>2014 Editorial Calendar</td>
<td><a href="http://www.lightboxcollaborative.com">www.lightboxcollaborative.com</a></td>
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<td>2</td>
<td>January</td>
<td></td>
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<td>3</td>
<td>Hooks to Consider</td>
<td>Description</td>
<td>More Info</td>
<td>Newsletter</td>
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<td>4</td>
<td>Year-round International Year</td>
<td>The United Nations has declared 2014 as the international year of</td>
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<td>Content</td>
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<td></td>
<td>of Family Farming</td>
<td>family farming, with the aim of achieving food security and</td>
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<td>eradicating global poverty. For organizations working on food</td>
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<td>security, land rights or nutrition, this presents an excellent</td>
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<td>opportunity to focus on the issues that matter to you and your</td>
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<td>Status/Notes</td>
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<td>constituents. You might consider launching a backyard gardening</td>
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<td>challenge to local families, or publishing a monthly article</td>
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<td>contrasting family farming vs. corporate farming practices.</td>
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<td>New Year's Resolutions</td>
<td>Kick the year off right with an easy one that almost all</td>
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<td>organizations working for social change can use. New Year's</td>
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<td>resolutions are all about making changes in your life— but who's</td>
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<td>to say these changes can't serve a larger purpose? Environmental</td>
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<td>organizations can push stories about changing energy use habits.</td>
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<td>Public health organizations can pitch reports on healthy eating</td>
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<td>in the New Year, and civic engagement organizations can launch a</td>
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<td>volunteering campaign. Whatever kind of change you want to see in</td>
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<td>the world, there's no better time to promote it than at the New</td>
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<td>Year.</td>
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<td>113th Congress, 2nd Session</td>
<td>This is a record-setting congress with 100 women and 7 LGBT</td>
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<td>convenes</td>
<td>members. If you're working on national policy issues, prime the</td>
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<td>conversation from the start. If you expect or hope that Congress</td>
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Calendar © Lighboxcollaborative.com
Designing the Campaign Details

Video & Photos

Perks

Your Story
A Word About “Perks”

• Use Impact Statements
• Talk about the benefits (impact) of giving
• You can use incentives
  – Small token acknowledgments of giving
  – Not incentive for giving
Kicking it Off
Launch – Make a Splash!

Be As Many Places as Possible on Day One
Think of Your Campaign Like an Action Movie!
• Launched day early for friends and family
• Substantial money raised when others joined
Donate to Hromadske Radio today to create weekly podcasts about politics by professional journalists. Listen. Think.

Politics – New York, New York, United States

$8,050 USD

Raised of $16,500 Goal

17 days left

Flexible Funding
This campaign will receive all funds raised even if it does not reach its goal. Funding duration: February 18, 2014 - March 12, 2014 (11:59pm PT).
New This Week

**Politics**

**Send Pam McDonald to the California Democratic Convention 2014**
by Pamela McDonald

Pamela Mays McDonald is a delegate to the California State Democratic Convention in Los...

- **$575 USD** 72%
- 17 days left
- 13 funders

**Support Independent Political News in Ukraine**
by Dora Chomiak

Donate to Hromadske Radio today to create weekly podcasts about politics by professional journalists. Listen. Think.

- **$8,510 USD** 52%
- 17 days left
- 71 funders

**Simply Good Tea**
by Jake Raznick

The good things in life should be simple, affordable, and delicious - tea is no exception. Support our dream to deliver top quality tea at great prices!

- **$18,010 USD** 225%
- 27 days left
- 171 funders

**Music**

**The Greening of Splendor Amsterdam for St. Patrick’s Day 2014**
by Aisling Casey

Help us fund the greening of Splendor Amsterdam, the only building in Amsterdam to be...

- **€780 EUR** 78%
- 21 days left
- 13 funders
Support Independent Political News in Ukraine
Donate to Hromadske Radio today to create weekly radio programs about politics by professional journalists. Listen. Think.
Politics – New York, New York, United States

Hromadske Radio's global fundraising campaign a...

PUBLIC RADIO UKRAINE

$11,095 USD
Raised of $16,500 Goal
9 days left

Flexible Funding
This campaign will receive all funds raised even if it does not reach its goal. Funding duration: February 18, 2014 - March 12, 2014 (11:59pm PT).

громадське радіо
Getting Nervous

• Wrote personal appeals again
• Went to Ukrainian-American events and SXSW
• Contacted media
• Stewardship
Execution and Stewardship

Update and Thank Your Donors
Closing

Make a final promotional blitz!

- Social Media and Email
- Traditional Media

Ask to Help Close Out The Campaign
Support Independent Political News in Ukraine
Donate to Hromadske Radio today to create weekly radio programs about politics by professional journalists. Listen. Think.
Politics – New York, New York, United States

PUBLIC RADIO UKRAINE

$17,016 USD
Raised of $16,500 Goal
0 time left

Flexible Funding
This campaign has ended and will receive all funds raised. Funding duration: February 18, 2014 - March 12, 2014 (11:59pm PT).

Select a Perk for your contribution
$25 USD
Summary

- $17,016 raised
- 189 supporters
- 13 updates
What We Learned

- Social media is diffuse
- Having good volunteers critical
- Update, update, update
- Having a good cause or news worthy cause not enough
Platforms

- IndieGoGo
- RocketHub
- Razoo
- Kickstarter
- Crowdrise
- Global Giving
- New ones every day...
Other Helpful Tools

- Mailchimp
- Hootsuite
- Boomerang for Gmail
- Compete.com
What Else?

Start Small and Learn

30 Days or Less

“Offline” Your Donors if You Can

Report Back on Impact

Thank Your Volunteers!
What’s Next?

• Another campaign?
• Active body of people we can use for the next project
Thank You!

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@15secfundraising

Theosbornegroupblog.com

Theosbornegroup.com

Find me on LinkedIn!