

Crowdfunding for Healthier Neighborhoods

**New York State Health Foundation
June 23, 2016**

What is ioby?

What Makes a Great Project?

Who Leads Great Projects?

What makes a Great Campaign?

Your Role in the Healthy Neighborhood Challenge

ioby = the opposite of NIMBY



Crowdfunding



Resource Organizing



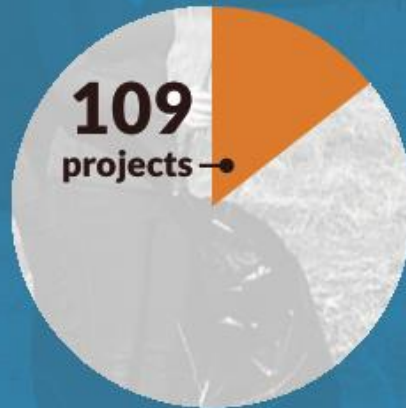
Crowd Resourcing



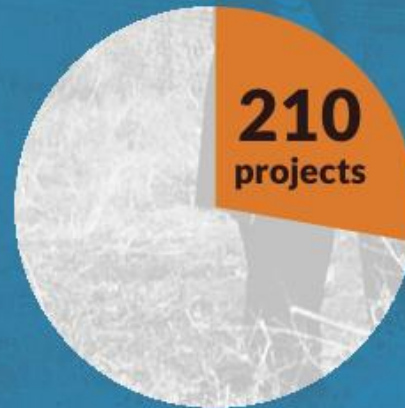
Since ioby's inception until September 1, 2015, we've supported 754 leaders whose campaigns have been fully funded or are currently raising funds. Here's what their projects have focused on. (Category designations for individual projects are not mutually exclusive.)



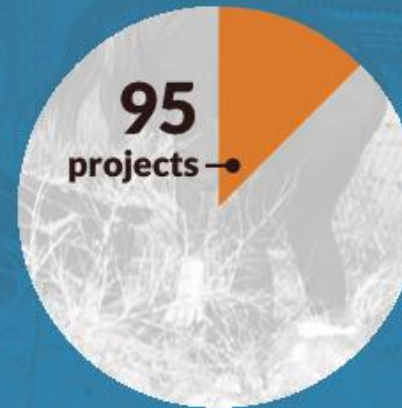
FOOD



SAFER
STREETS



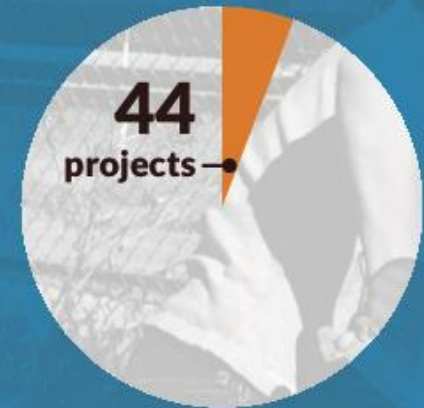
PUBLIC
HEALTH



PUBLIC
ART



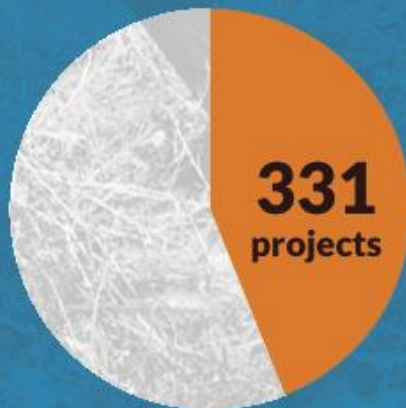
PLACEMAKING



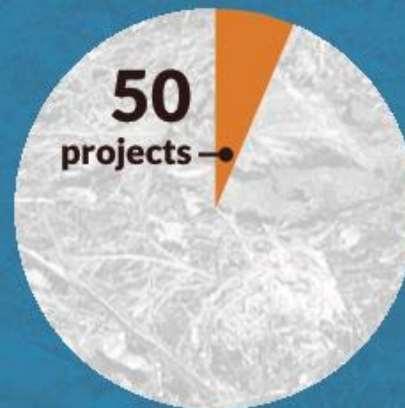
TACTICAL
URBANISM



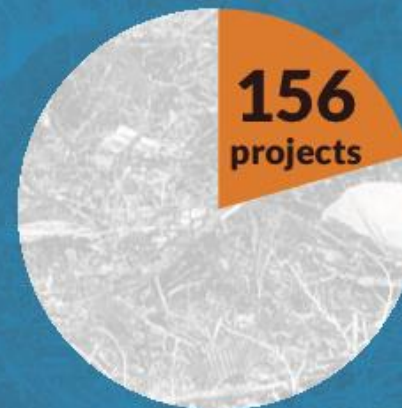
SOCIAL
JUSTICE



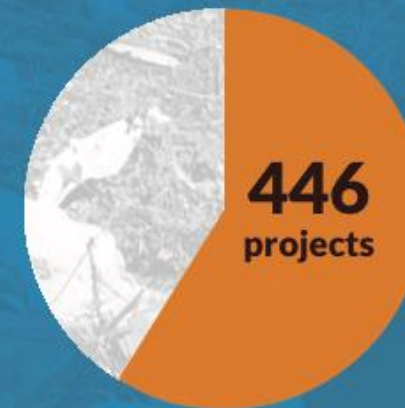
NEIGHBORS
WORKING
TOGETHER



SHARING



SCHOOLS



ENVIRONMENT



CITIZEN
SCIENCE



citizen led
citizen designed
citizen funded
citizen implemented



Short Term



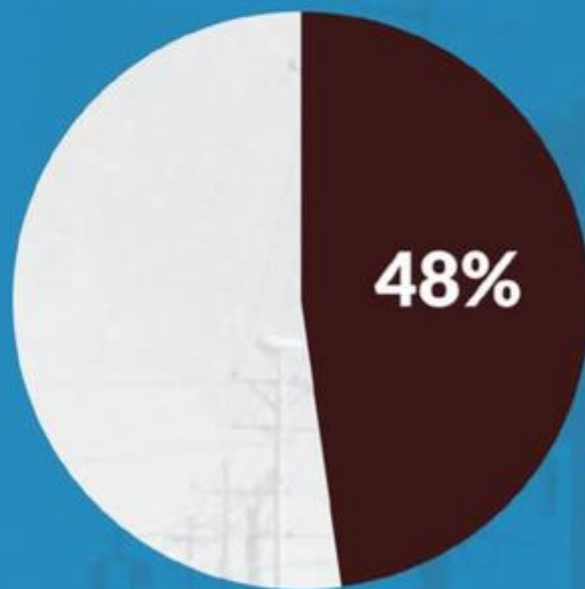
Long Term



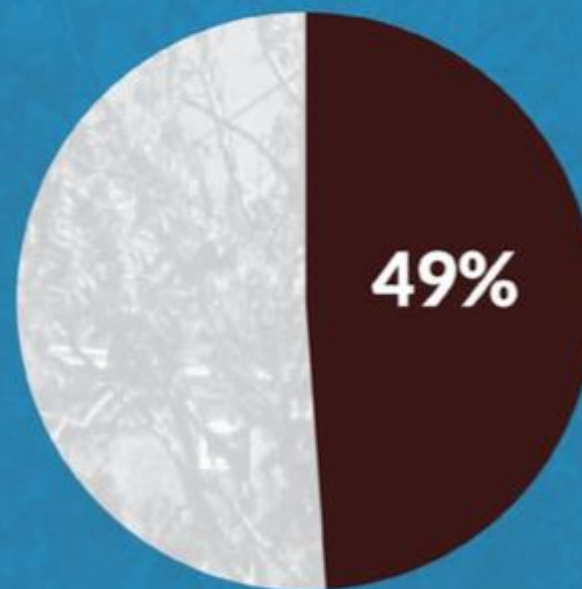
Training & 1-on-1 Support

WE FOCUS WHERE WE'RE NEEDED

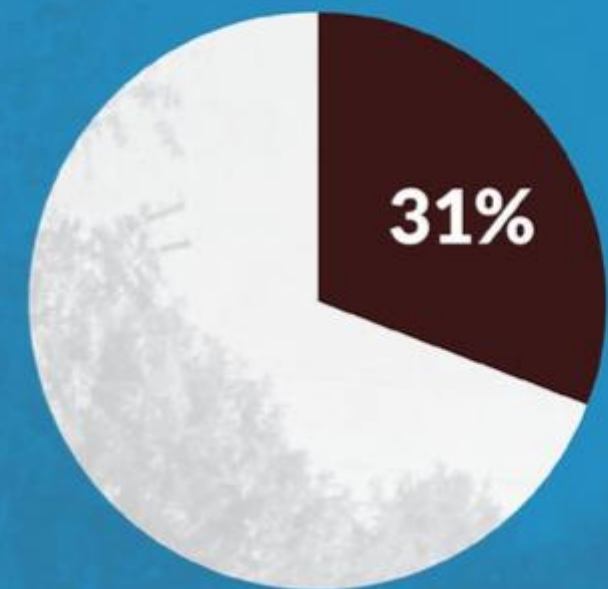
io by PROJECTS IN **NEW YORK CITY** LOCATED IN CENSUS TRACTS WHERE:



UNEMPLOYMENT is greater than the city average (6.1%)



MEDIAN HOUSEHOLD INCOME is less than the city median (\$52,259 per year)



POPULATION LIVING BELOW THE POVERTY LINE is larger than the city average (20.3%)

What Makes a Great Project?

Great Projects Are

Timely or Essential



Great Projects Are

Timely or Essential

New, Fun, Innovative



A woman in the foreground is wearing an orange t-shirt with the text "TOY DIABETES AYUDA PARA TU BIENESTAR" and a red cap with "REMY MARTIN FINE CHAMPAGNE COGNAC". She is hula hooping with a red hoop. In the background, other people are hula hooping on a stage. A large mural is on the wall behind them.

Great Projects Are

Timely or Essential

New, Fun, Innovative

Specific & Concrete

A woman in the foreground is wearing an orange t-shirt with the text "TOY DIABETES AYUDA PARA TU BIENESTAR" and a red cap with "REMY MARTIN FINE CHAMPAGNE COGNAC". She is hula hooping with a red hoop. In the background, other people are hula hooping on a stage. A colorful mural is on the wall behind them.

Great Projects Are

Timely or Essential

New, Fun, Innovative

Specific & Concrete

Seed or Gap Funding

SWAG Project

SWAG Project is an urban farming, food justice and educational project in the South Ward of Newark. We grow food and build community through youth and community led projects that bring more fresh food to our neighborhood.

SHARE THIS PROJECT [G](#) [f](#) [t](#) [+](#)

OVERVIEW BUDGET UPDATES DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$4,155



project leader

SWAG Project

location

343 Meeker Ave
New Jersey (South Ward of Newark)

latest update

Thank you note from the project leader!

\$4,300

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

EDUCATING AND COMMUNITY BUILDING

SWAG Project is an urban farming and educational program. We grow food and build community. For the last 3 years we have been working with local schools to educate south ward students and the broader community.

We have an abundant small farm, run a steady weekly market, provide multiple educational outreach programs to the surrounding area, and serve as a community center. We focus on nutrition and hands-on garden based projects that introduce fresh and healthy foods to the local area. In the last season

about the project leader

SWAG Project is an urban farm, food justice and community building project in the South Ward of Newark. [See full profile »](#)

STATUS: COMPLETED, ACCEPTING VOLUNTEERS

SWAG Project

SWAG Project is an urban farming, food justice and educational project in the South Ward of Newark. We grow food and build community through youth and community led projects that bring more fresh food to our neighborhood.

SHARE THIS PROJECT

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

project leader

SWAG Project

location

343 Meeker Ave

New Jersey (South Ward of Newark)

latest update

Thank you note from the project leader!

TOTAL FUNDING NEEDED: \$4,155

\$4,300

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

EDUCATING AND COMMUNITY

SWAG Project is an urban farming the last 3 years we have been worl broader community.

We have an abundant small farm, i programs to the surrounding area, on garden based projects that intrn alone we grew (and sold or gave av

Last year we interacted with over teen and college volunteers from :

Peshin

PHASE 1

73 DONORS

\$4,300 RAISED

oject leader

n urban farm, food justice and g project in the South Ward of ofile »

eeded!

ir is looking for volunteers to help

STATUS: UNDERWAY, ACCEPTING VOLUNTEERS

SWAG Project

SWAG Project is an urban farming, food justice + educational project in the South Ward of Newark. We grow food + build community through locally led projects that bring more fresh food + better health to our neighborhood.

SHARE THIS PROJECT

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

project leader

SWAG Project

location

343 Meeker Ave.

New Jersey (South Ward, Weequahic Neighborhood)

latest update

Thank You For Your Support!

TOTAL FUNDING NEEDED: \$6,189

\$6,189

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

EDUCATING AND COMMUNITY BL

SWAG Project is an established urba SWAG, farming and food are tools fo and fostering new community bonds. community development organizatio effect: we are a positive space for tee pressures of the streets while honing

We have an abundant small farm, run programs to the surrounding schools hands-on farm projects that introduc (and sold or gave away) over 3,500 lb

In 2014 we introduced over 750 loca

PHASE 2

107 DONORS

\$6,189 RAISED

leader

farm, food justice and t in the South Ward of

d!

ing for volunteers to help

or Farm and Market

ne learn about urban water, weed? Our

Soundview Park Bikesplorations

Bikesplorations is a free summer program that introduces high school students to urban planning and design while exploring NYC communities by bicycle.

SHARE THIS PROJECT [G](#) [f](#) [t](#) [+](#)

- OVERVIEW
- BUDGET
- UPDATES
- DONORS
- NEARBY PROJECTS



project leader

project leader

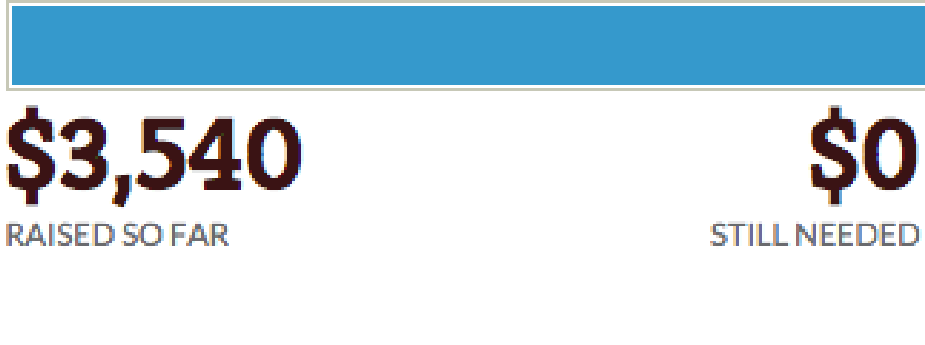
location

Sound View Park
The Bronx (South Bronx)

latest update

No updates yet.

TOTAL FUNDING NEEDED: \$3,240



funded!

This project has been fully funded and is no longer collecting donations.

the project

The South Bronx has the highest asthma, obesity and diabetes rates in New York City. Particularly alarming is the prevalence of these health outcomes in children. Many South Bronx youth live near busy highways which places them at higher risk for developing asthma and other chronic diseases in their lifetime. The high obesity and diabetes rates have been attributed to lack of activity due to a limited number of open spaces where children can safely play. The problem is compounded by a lack of affordable fresh food options. The built environment in this community is producing poor health outcomes which must be reversed.

the steps

- 1) Velo City will reach out to Soundview community-based partners to inform the curriculum.

volunteers needed!

This project's leader is looking for volunteers to help out:

Please contact us!

[Inquire About Volunteering >](#)

Crosswalk Flags

Crosswalk Flags help pedestrians cross safely. Just grab a flag, look both ways, use the flag to help you cross, then deposit it on the opposite side of the street.

SHARE THIS PROJECT [G](#) [f](#) [t](#) [+](#)

- OVERVIEW
- BUDGET
- UPDATES
- DONORS
- NEARBY PROJECTS



project leader
newstok@mac.com

location
Galloway and McLean
(Evergreen Historic District)

latest update 
Thank you to our donors!

TOTAL FUNDING NEEDED: \$543



funded!

This project has been fully funded and is no longer collecting donations.

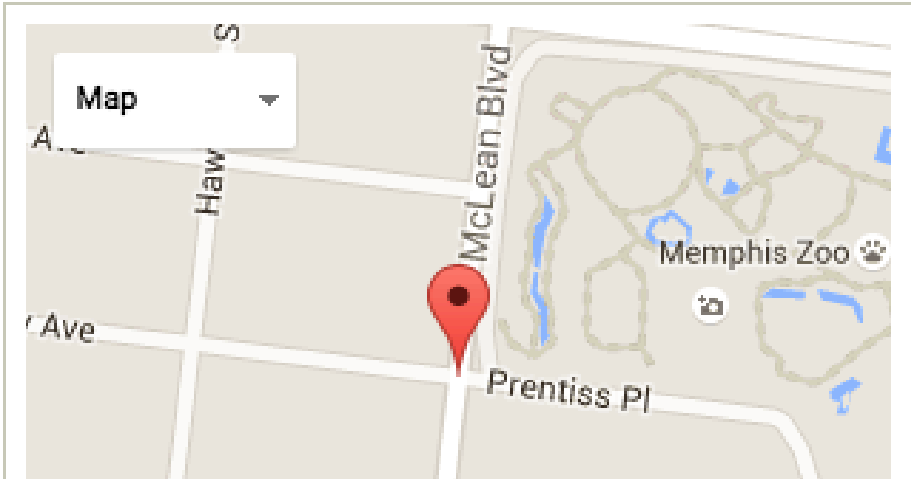
the project

Have you ever had the frustrating experience of trying to cross the street and cars won't stop? I have. I live nearby to Overton Park, but I need to cross McLean - a busy street with fast traffic - to get there.

Perhaps motorists don't know that the law says they are supposed to yield to pedestrians in crosswalks and at intersections. Perhaps motorists aren't paying attention to you waiting for a break in traffic. Either way, we need a little help getting across safely.

Crosswalk Flags can help. It's easy.

where it's at





Sarah Newstok shared a link.

April 1 near Memphis, TN

Thank you to Roy Barnes for donating to my crosswalk flag campaign. So glad Roy has joined the effort to make our crosswalks safer for pedestrians!

Only \$143 to go, then I'll stop posting about it and put up more buckets...
Won't you please consider joining me by donating tonight?
ioby.org/project/crosswalk-flags



Crosswalk Flags | ioby

ioby.org

Crosswalk Flags help pedestrians cross safely. Just grab a flag, look both ways, use the flag to help you cross, then deposit it on the opposite side of the street.

Like · Comment · Share

4 3

More posts from March 30 to April 1



Sarah Newstok shared a link.

March 30 near Memphis, TN

Fellow pedestrian advocates, (you know who you are Gretchen Bossert Stroud, Lee Forbes-Belue, Melissa McGuire Bridgman, Melissa Anderson Sweazy, Karen Lynne Ullman, Jim Spake, Taryn Bass Spake, Nikii Berry Richey, Lauren McDonald Taylor, Ke... See More



Crosswalk Flags | ioby

ioby.org

Crosswalk Flags help pedestrians cross safely. Just grab a flag, look both ways, use the flag to help you cross, then deposit it on the opposite side of the street.

Like · Comment · Share

7 6



Sarah Newstok shared a link.

March 30 near Memphis, TN

Roy Barnes, I'm so glad you've committed to donating to my crosswalk flag campaign. \$25 a bucket or \$50 gets a pair for a crosswalk. You suggested Union in front a ChikFilA, right? Who else likes that location? Here's the link to donate:

<https://ioby.org/project/crosswalk-flags>



Crosswalk Flags | ioby

ioby.org

Crosswalk Flags help pedestrians cross safely. Just grab a flag, look both ways, use the flag to help you cross, then deposit it on the opposite side of the street.

Like · Comment · Share

1



Sarah Newstok shared a link.

March 30 near Memphis, TN

Thank you Samantha Swann Crespo for donating to my Crosswalk Flag campaign! Where do you think a set of crosswalk flags should go?
<https://ioby.org/project/crosswalk-flags>



Crosswalk Flags | ioby

ioby.org

Crosswalk Flags help pedestrians cross safely. Just grab a flag, look both ways, use the flag to help you cross, then deposit it on the opposite side of the street.

Like · Comment · Share



Samantha Swann Crespo

May 24 · 🌐

Safer access to our favorite park thanks to neighbors like Sarah Newstok and Jason Hodges...just in time for summer!

Crosswalk flags are up at Overton Park Ave and McLean. Jason Hodges, Renee Hodges and Samantha Swann Crespo, try them out and let me know if you think the other side needs a set too.



Like · Comment · Share

👍 10 💬 1

Urban Patch - Park Garden

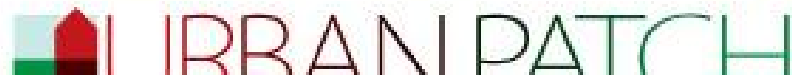
The Park Garden is a new green space on Indianapolis' north side. It will be a permaculture garden and will provide a more naturalized and informal setting.

SHARE THIS PROJECT [G](#) [f](#) [t](#) [+](#)

TOTAL FUNDING NEEDED: \$1,326

[OVERVIEW](#) [BUDGET](#) [UPDATES](#) [DONORS](#)

[NEARBY PROJECTS](#)



project leader

Urban Patch

location

3002 Park Avenue
(Mapleton - Fall Creek / North Midtown)

latest update

Your donation in action!

\$1,401

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

The **Urban Patch Park Garden** is a new and vital green space for the Mapleton - Fall Creek neighborhood on Indianapolis' north side. It will be a 5,200 square foot urban permaculture garden with fruit trees and bushes, as well as native plant species. The garden will provide a more naturalized and informal setting while also providing for food and beautification in the community. While most of the garden will be planted with upper-story fruit trees, lower-story bushes and vines, and ground cover and native plants, there will also be a "yard" space for passive use and gatherings.

The garden will be primarily an educational garden; we will encourage our friends and neighbors to use this garden as a learning tool for growing healthy food and also as a forum for community interaction. Those with the interest can take what they learn to their own yards (patches) or other larger-scale community gardens in the city to produce food for their families and neighbors.

about the project leader

Urban Patch has a simple but powerful mission, to help make the American inner city better. [See full profile »](#)

volunteers needed!



3010 Central Ave
Indianapolis, IN 46205 – approximate address

NEW! Street View - Jul 2009





← 3007 Central Ave



NEW! Street View - Sep 2013



Hide imagery



+

-

Who Leads Great Projects?



Great Leaders Are

Connectors



Great Leaders Are

Connectors

Collaborators



Great Leaders Are

Connectors

Collaborators

Creative



Great Leaders Are

Connectors

Collaborators

Creative

Busy



Great Leaders Are

Connectors

Collaborators

Creative

Busy

Computer Savvy



Great Leaders Are

Connectors

Collaborators

Creative

Busy

Computer Savvy

Enthusiastic



Great Leaders Are

Connectors

Collaborators

Creative

Busy

Computer Savvy

Enthusiastic

Frequent Volunteer

What Makes a Great Campaign?



1

BUILD YOUR TEAM,
PLAN YOUR ASKS

Fundraising is better with a team!

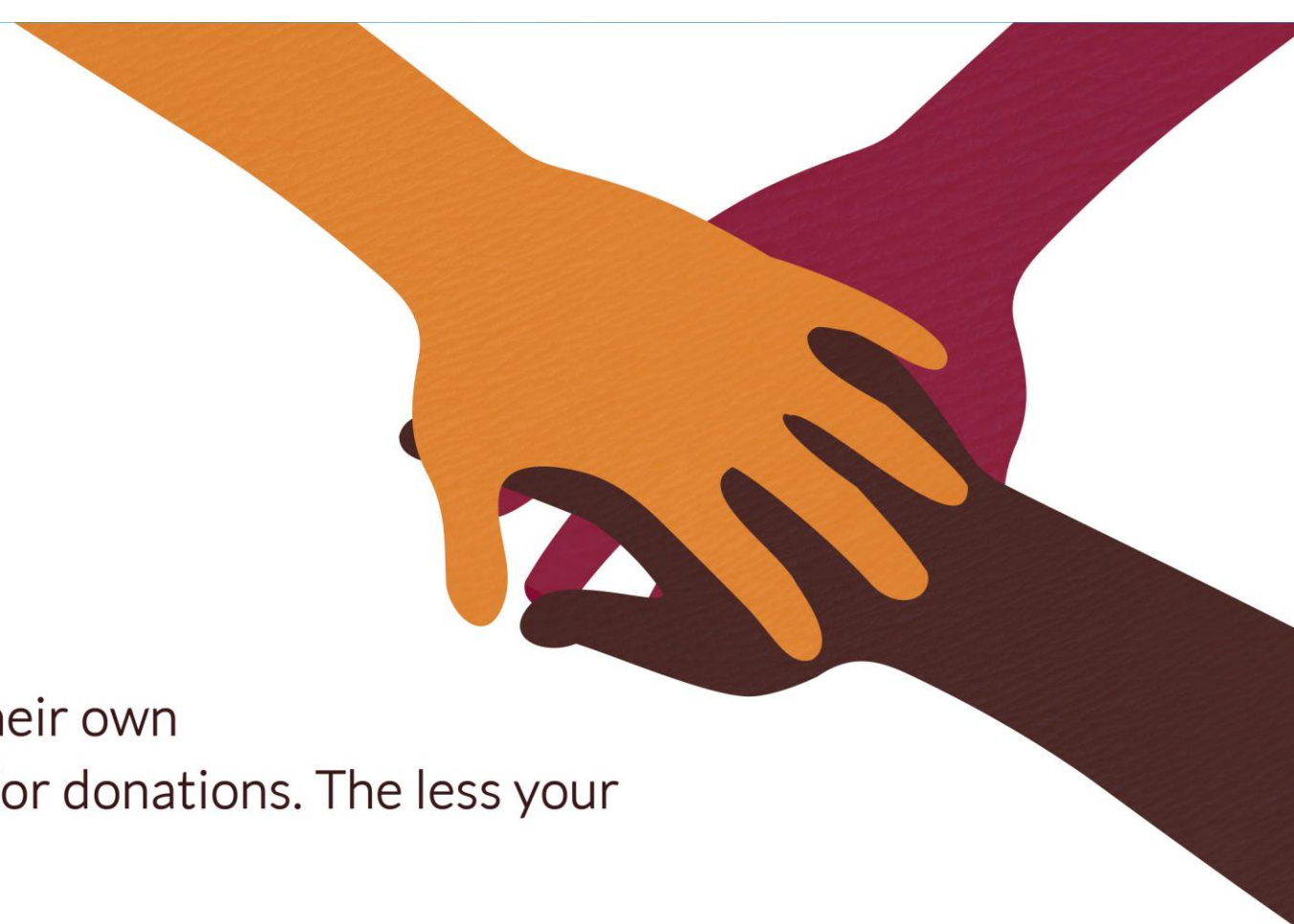
A committed team of at least three or four people - or more if your goal is large - can bring in a lot more funds than a fundraiser going solo. Here's how to build a stellar team:

NETWORKS. Look for team members with their own strong networks of people who they are able to ask for donations. The less your team members networks overlap, the better.

TIMING. Make sure they're able to work on your timeline, making asks in time for your fundraising deadline.

DIVERSITY. Look for a range of skillsets and experiences. Are your team members gregarious? Tech savvy? Grassroots champs? Politico types? Social media natives? Longtime neighborhood residents? All of these are important.

PERSONAL STAKE. Who will see the greatest benefit from your project? Your neighbors? Pick team members with a personal connection to your project and your asks will be more real.



✓ ACTIVITY: Complete your prospect chart.

Give it a shot.

Go ahead and click directly in the cells on the spreadsheet below to make changes. When you're done with the chart, be sure to download it and send it to your team. (Directions on how to download your finished prospect chart are at right!)

Click the Excel icon to download your spreadsheet, then send it as an attachment to success@ioby.org.

STEP 1: On a separate document, list everyone you know.

STEP 2: Segment that list, deciding which of these methods you will use to ask each prospect for a donation.

STEP 3: Click each cell and record how much can you reasonably ask each group of donors to give.

STEP 4: How many prospective donors will you make asks to using each method?

FYI: In a perfect world, everyone asked to donate will give. But we know that for each method of asking, only a certain percentage is likely to actually give.

Method of Asking	Likelihood that they'll give	Ask amount	Number of Prospects	Total to expect
In-Person	50%	\$150.00	5	\$375.00
Phone	25%	\$100.00	4	\$100.00
Direct email	5%	\$50.00	50	\$125.00
Generic email	1%	\$30.00	500	\$150.00
Mail	1%	\$0.00	0	\$0.00
Facebook	0.50%	\$20.00	1000	\$100.00
Twitter	0.50%	\$20.00	300	\$30.00

RESULTS: Based on the numbers you entered, this is the total amount you can expect to fundraise using each method of asking.

TOTAL: And this is the total we end up with from this set of donors. If you need to raise more money, adjust your prospect chart so that this total matches the amount you need.

Total Campaign Target \$880.00

SAVE!!!: Click the Excel icon to download and save your prospect chart. You will need to refer back to it during your campaign!

Microsoft Excel Web App



2 PLAN YOUR STORY

3

PLAN TO GET THE WORD OUT

It's time for you and your team to get the word out, build excitement, and guide your donors to give. Even your most dedicated supporters will need to hear from you more than once before they make a gift, so make sure your communication plan allows many chances to participate.

With every communication, you'll want to **ENGAGE** donors with shareable and personal stories, then **ASK** them to make their gift in a way that will resonate for them. Once they do, you'll **THANK** each donor for their gift personally and promptly.

✓ **ACTIVITY:** Write templates for your last chance communications. Share with your team.

! Know the truth about social media!

There's a common myth that in order to have a successful crowdfunding campaign, all you need to do is post to social media, then sit back and watch the money roll in. Before crafting a social media strategy, be sure you are aware of its limitations.



Social media is great for:

Building buzz. If donors hear about the campaign from multiple sources, they will perceive that the campaign is successful, and will be more likely to donate.

Storytelling. Get the project story out there and see who reacts. Then, follow up with social media contacts and make a direct fundraising ask.

Thanking donors. Double impact! First, the donor will feel appreciated with your public expression of gratitude. Second, you will reach new networks of potential donors by tagging a donor in your thank you post.



Social media is not so great for:

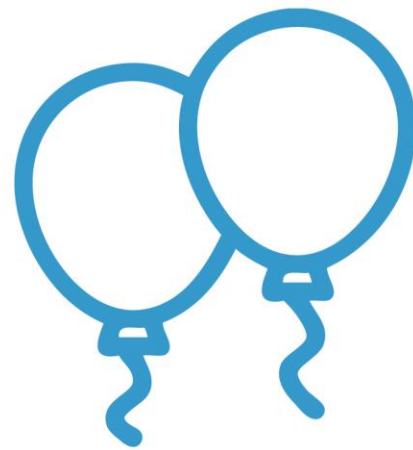
Asking for donations. You can expect less than 1% of your social media followers to donate, so it's best if you focus your time and energy on making direct asks.

Make these four pushes

We recommend four communication “pushes” during your campaign: **The Announcement, The Celebration, The Urgency Builder** and **The Last Chance**.



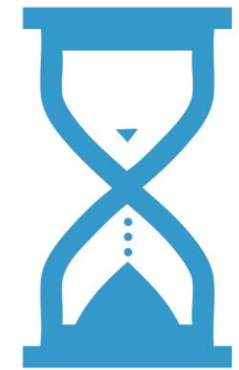
1. The Announcement



2. The Celebration



3. The Urgency
Builder



4. The Last Chance

Tip: draft your pushes early on!

Before your campaign, draft templates for all four pushes and share them with your team. This will make it easy to customize and send during the campaign.

4

BUILD YOUR
CAMPAIGN PAGE

Your Role in the Healthy Neighborhood Challenge

ioby.org/healthy

How it works:



How it works:

Solicit Ideas



A photograph of a community garden cleanup. In the foreground, a young child with dark curly hair, wearing a black jacket and dark pants, is crouching and digging in the soil with a small tool. In the background, a man in a green sweater and blue jeans is standing next to a black wheelbarrow filled with brown mulch. The ground is covered with dry leaves and green weeds. A concrete block wall with graffiti is visible behind the man, and a chain-link fence is on the right side of the frame.

How it works:

Solicit Ideas



ioby+Outreach Partners



How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds

A background photograph of a community garden. In the foreground, a young child with dark curly hair, wearing a dark jacket and blue gloves, is crouching and digging in the soil. In the background, an adult in a green sweater and blue jeans is standing near a wheelbarrow. The garden is filled with green plants and fallen brown leaves. A graffiti-covered wall and a chain-link fence are visible in the background.

How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds



Funder



How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds



Funder

Train and assist leaders



How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds



Funder

Train and assist leaders



ioby



How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds



Funder

Train and assist leaders



ioby

Fundraise and Friendraise



How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds



Funder

Train and assist leaders



ioby

Fundraise and Friendraise



Leader



How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds



Funder

Train and assist leaders



ioby

Fundraise and Friendraise



Leader

Implement projects



How it works:

Solicit Ideas



ioby+Outreach Partners

Commit matching funds



Funder

Train and assist leaders



ioby

Fundraise and Friendraise



Leader

Implement projects



Leader (+ Implementation Partner)

How it works:

Solicit Ideas



ioby + Outreach Partners

Commit matching funds



Funder

Train and assist leaders



ioby

Fundraise and Friendraise



Leader

Implement projects



Leader (+ Implementation Partner)



CRITERIA:
Positively impact public health
Engage residents
Implemented before May 2017

A photograph of two young children in a sandbox. One child, wearing a green helmet and a blue and yellow striped shirt, is using a shovel to dig. The other child, wearing an orange shirt and grey pants, is also digging with a shovel. The sandbox is filled with dark brown sand, and there are some roots visible. In the background, there is a black metal fence and some greenery.

Deadline to apply - Aug 1st

Joby Secrets of Crowdfunding

Success webinar for participants -

Aug 10th, 12:30-1:30

Campaign preparation time - Aug
10-22nd

Campaign pages due - Aug 22nd

Joby Campaign Essentials

webinar for participants - Aug
24th, 12:30-1pm



Fundraising (quiet 'soft launch'
phase) - Aug 24th-Sept 7th

Fundraising (public launch) -
Sept 7th-Sept 30th

Early October - Funds
disbursed to participants





GOALS:
Inspire Action
Leverage match funding
Provide structure and support
Capacity building for local leaders
Make headlines!

ioby.org/healthy

Ethany Uttech

ethany@ioby.org

