

How non-profits and social enterprises win in crowdfunding

Chuffed.org & Connecting Up

@Chuffed | @pparaman



Agenda

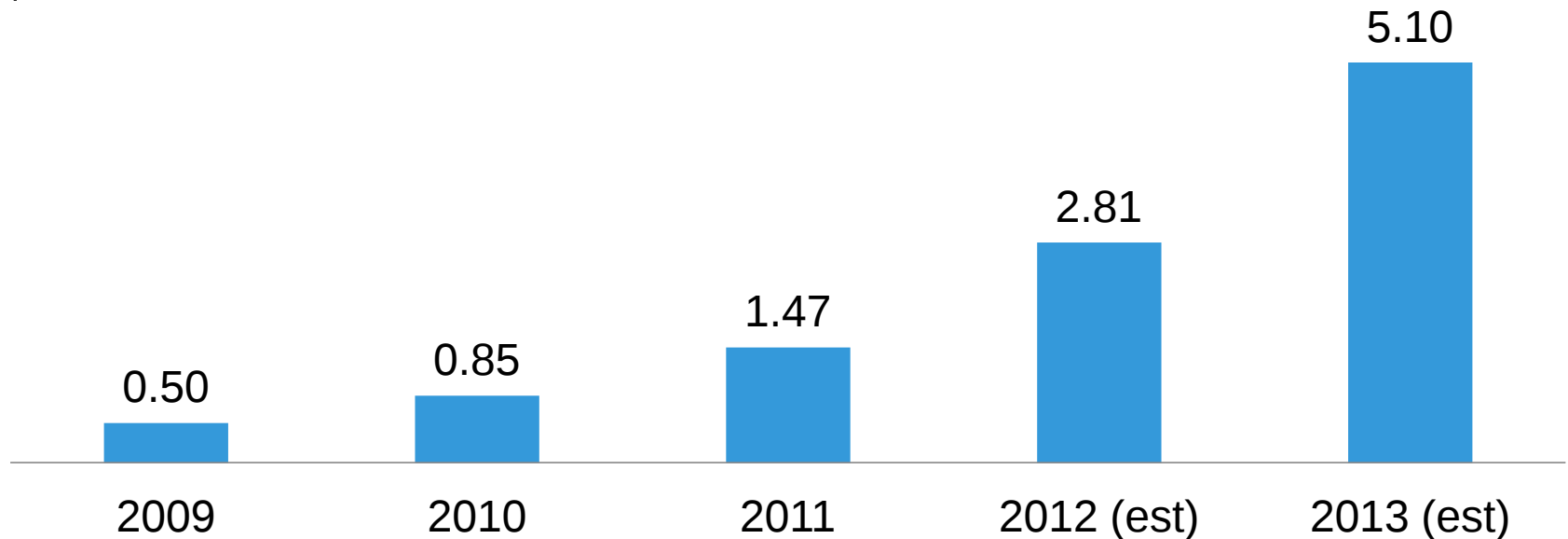
- **Context:** Why is everyone talking about crowdfunding and where does it sit?
- **A story:** How one guy raised \$15,000 in 50 hours with no email list
- **Dissection:** Why did the campaign work? And what are the lessons for your campaign?
- **Questions:** How can we help?



Crowdfunding is booming. The World Bank estimates the global market has about a \$96bn potential

Estimated size of the crowdfunding industry

\$bn

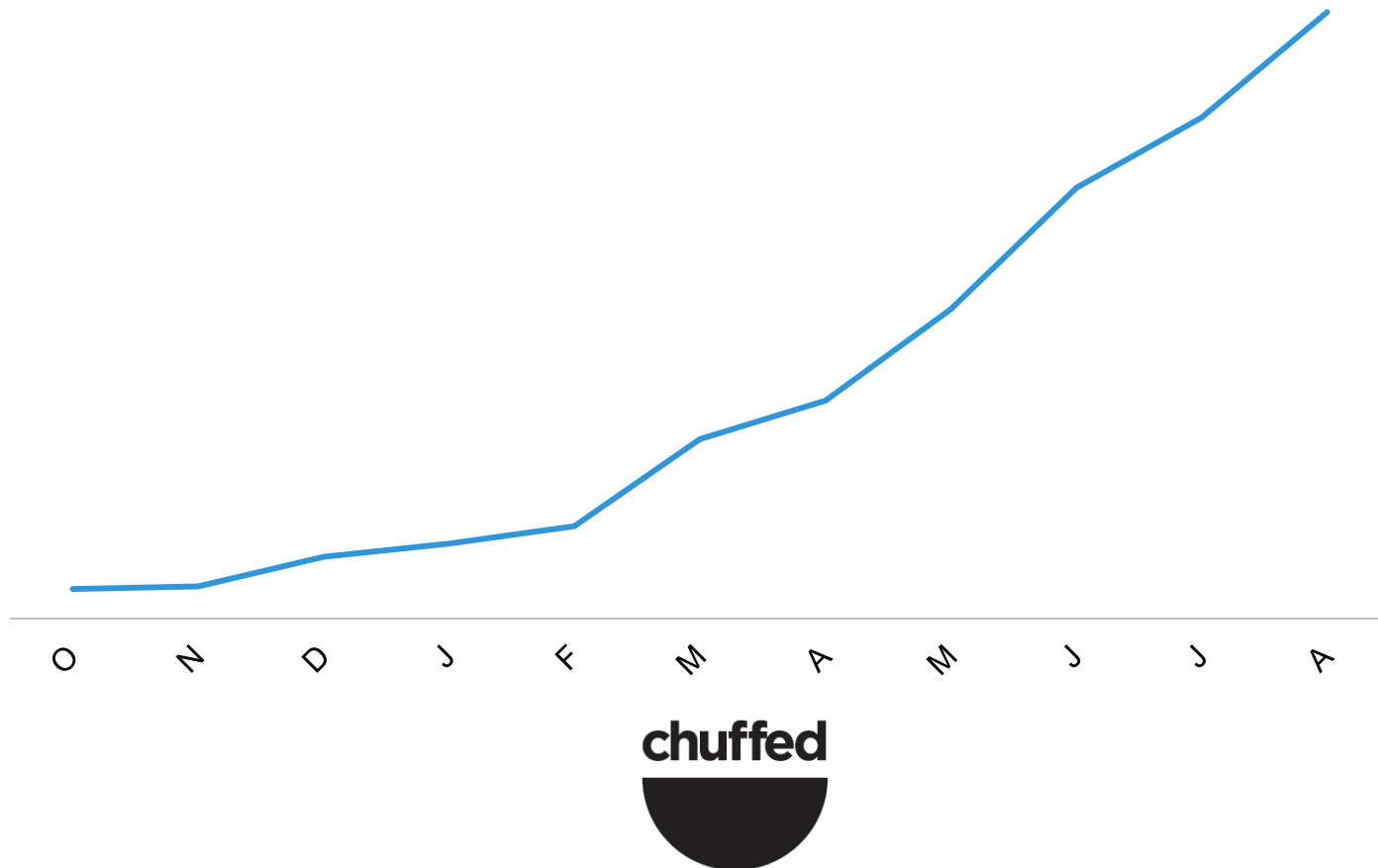


Source: Masssolutions, includes donation, pledge, debt, equity-based platforms



In the Australian charity sector, it's been booming too

Cumulative amount raised through Chuffed



Where does crowdfunding sit?

High Net
Worth

Corporate

Trusts/
Foundations

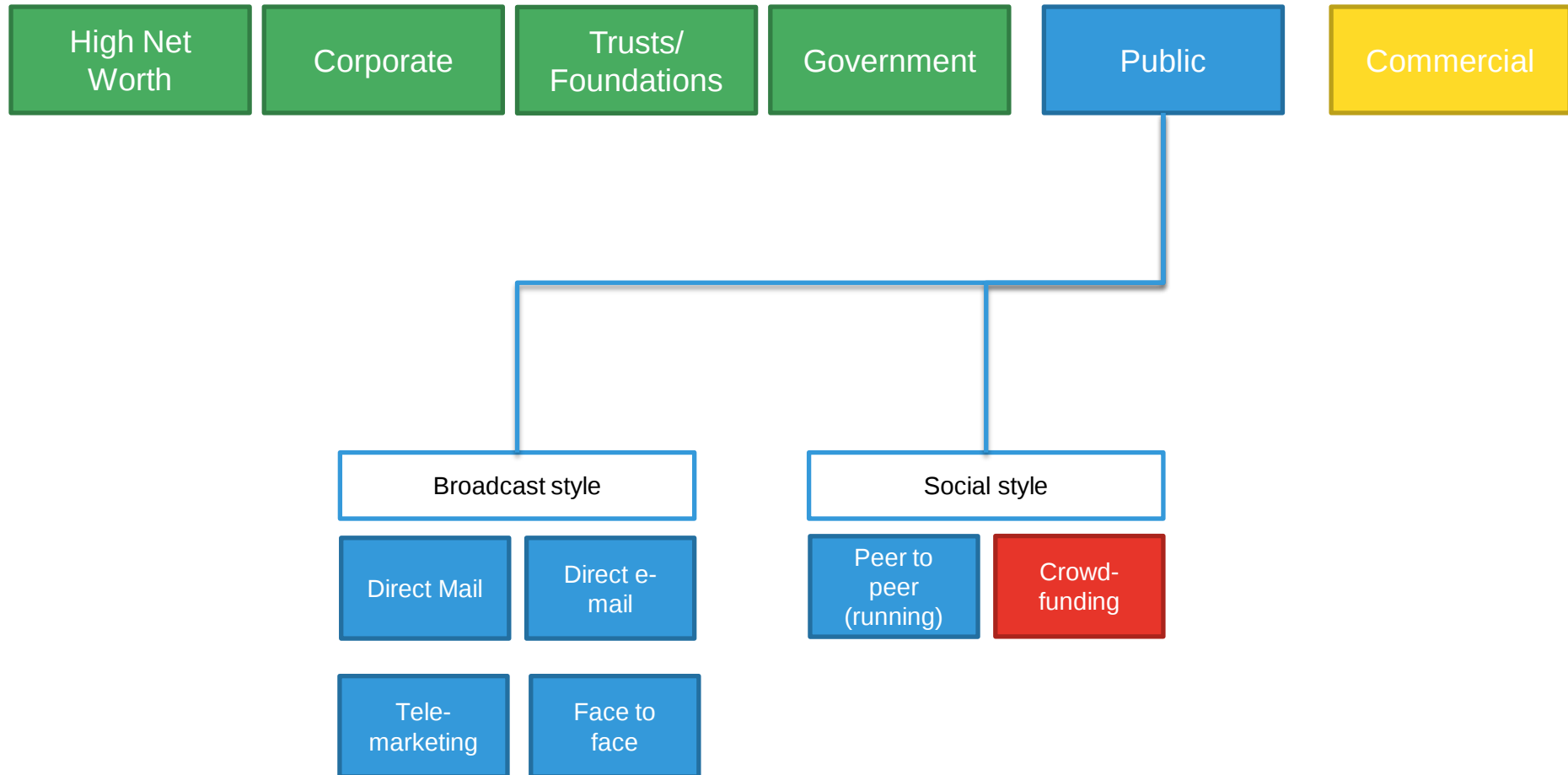
Government

Public

Commercial

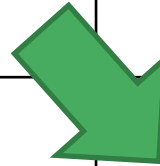


Where does crowdfunding sit?



Crowdfunding isn't the same as direct email (though email is important)

		What you sell	
		Organisation	People and Projects
How you sell it	Broadcast	"Trust us, we're the Cancer Council"	"Support Jan to dig a well in India"
	Social	"Jack is running the marathon to support Alzheimers"	CROWDFUNDING



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There are two ways of winning in crowdfunding

1. Large pre-engaged
audience

2. Creating something
that people want to talk
about

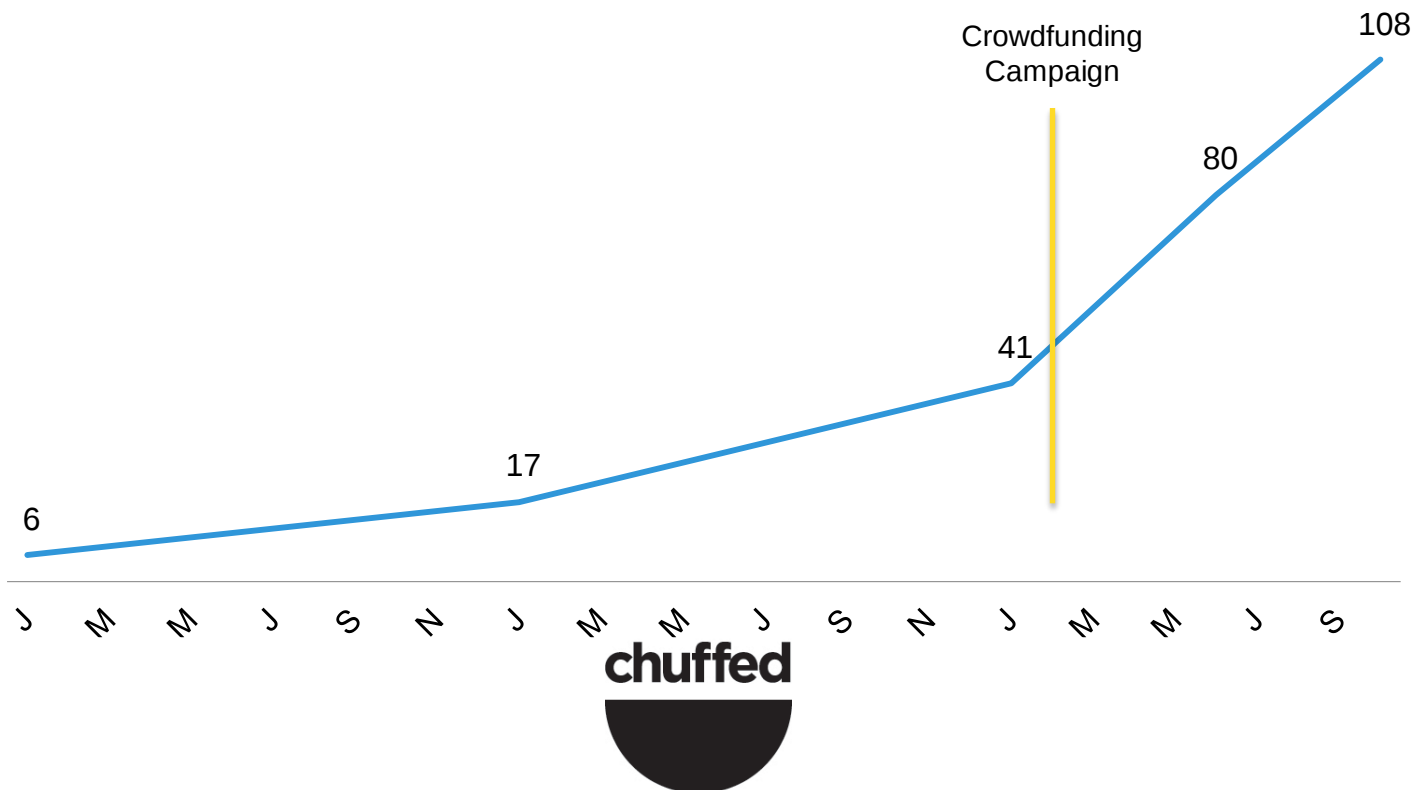


Edgar's Mission spent 2 years actively building their online audience prior to their campaign

1. Large pre-engaged audience

Edgar's Mission's Facebook likes

Thousands



We'll spend most of the time focusing on how to run a campaign without a large online audience

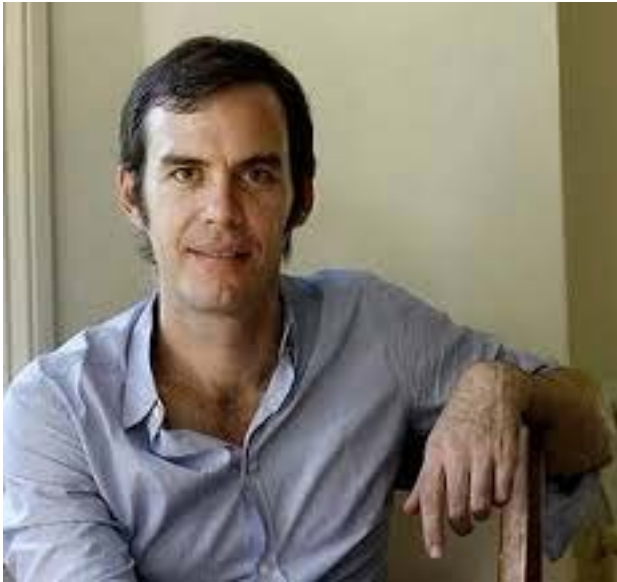
1. Large pre-engaged audience

2. Creating something that people want to talk about



The setup

MEET ROB



- Full-time engineer
- Runs a volunteer-based soup kitchen in King's Cross, Sydney
- The mission: Raise \$15,000 to build a rooftop garden for refugees who have nothing to do for 4-5 years while they're processed



The result

WHAT ROB DID



St Canice's Site Plan

- Hit \$15,000 in 50 hours (and went on to raise \$30,000 in 20 days)
- Media in Sydney Morning Herald Good Food, ABC Radio, 7:30 Report
- ABC Celebrity Costa Georgiadis cold-volunteered to be part of the campaign



Here's how he did it

TACTIC 1: MULTIPLY YOURSELF WITH FOOT SOLDIERS

*“By myself, I could maybe raise \$1,000
but with ten of me, we’ll clean up”*



Here's how he did it

THE BATTLE PLAN

Step 1: Recruit your soldiers (3-4 weeks out)

Step 2: Make your soldiers feel like they're inside the tent (2 weeks out)

Step 3: Launch hard or go home

Step 4: Keep the momentum going with frequent milestone updates



Your job as the campaign leader is to involve, motivate your troops while making it easy for them to share

INVOLVE & MOTIVATE
THEM

***“This is their campaign as
much as it is yours”***

MAKE IT EASY FOR THEM

“But they need to be led”



And if you do a good job, you'll be surprised what they do

SMOOTHIE DAY!



**friday 6.12.13
8-9am
ground level
50 marshall st**

*ohhh can't get enough
of yo smooth baby*

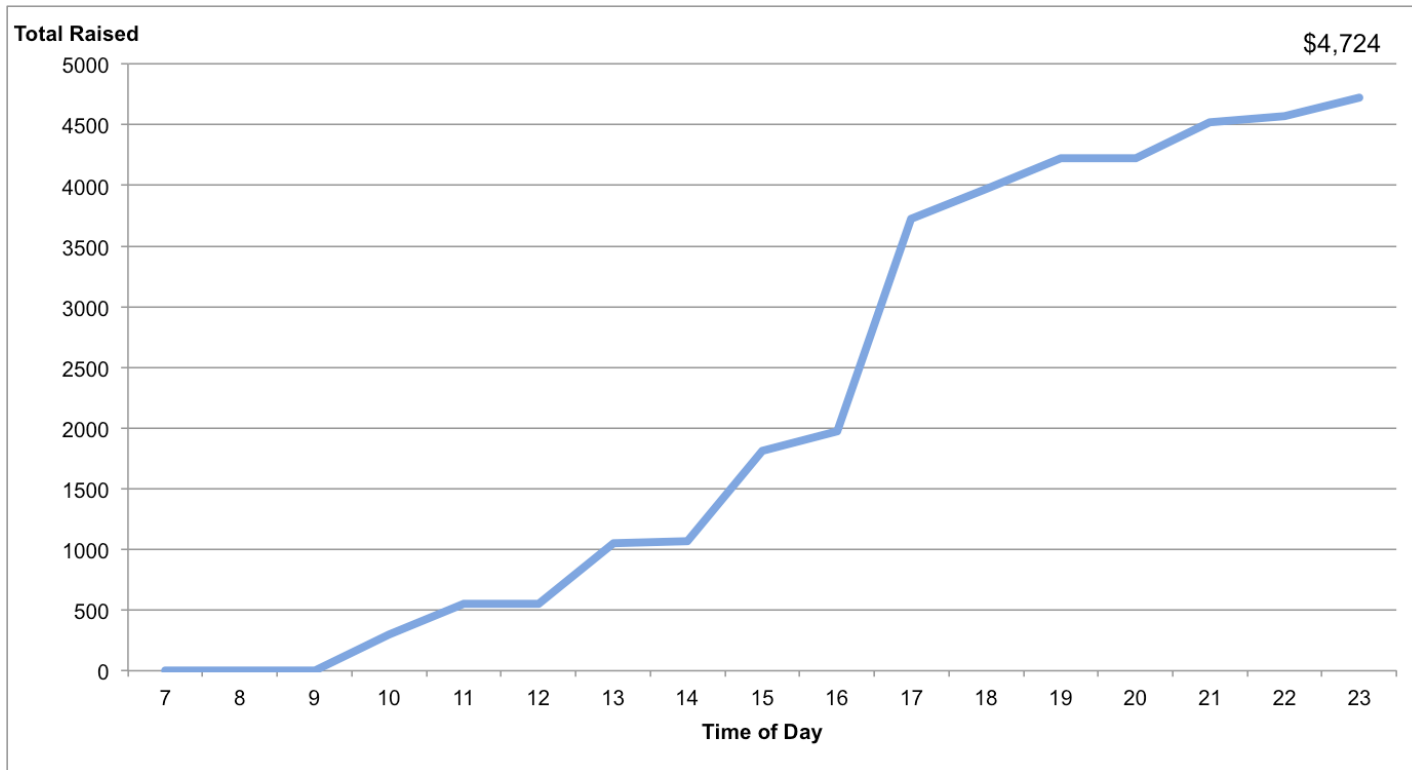
Be smoother than Barry White and help raise money for St Canice's rooftop garden for refugees. Herbs and veges grown in the garden will be used by Inside Out Organic Soup Kitchen to feed the people that need it most. For more information on the project ask Nikita, Frances or Nicky.



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Here's how he did it

THE SOLDIERS ATTACK



Here's how he did it

TACTIC 2: LEVERAGE PEOPLE WHO CARE ABOUT THE SAME THINGS



Wednesday 4 December 2013

Dear Rob Caslick

HELP TO BUILD A GARDEN OF OPPORTUNITIES FOR REFUGEES AND ASYLUM SEEKERS IN KINGS CROSS.

For the last four years we've been supporting Rob Caslick's [Inside Out Soup Kitchen](#) and the Young Mothers Cooking Classes. The idea of building a rooftop garden is a wonderful extension of the soup kitchen which is run from the St Canice's Church kitchen at Rushcutters Bay.

We strongly urge you to donate and help build something truly productive.

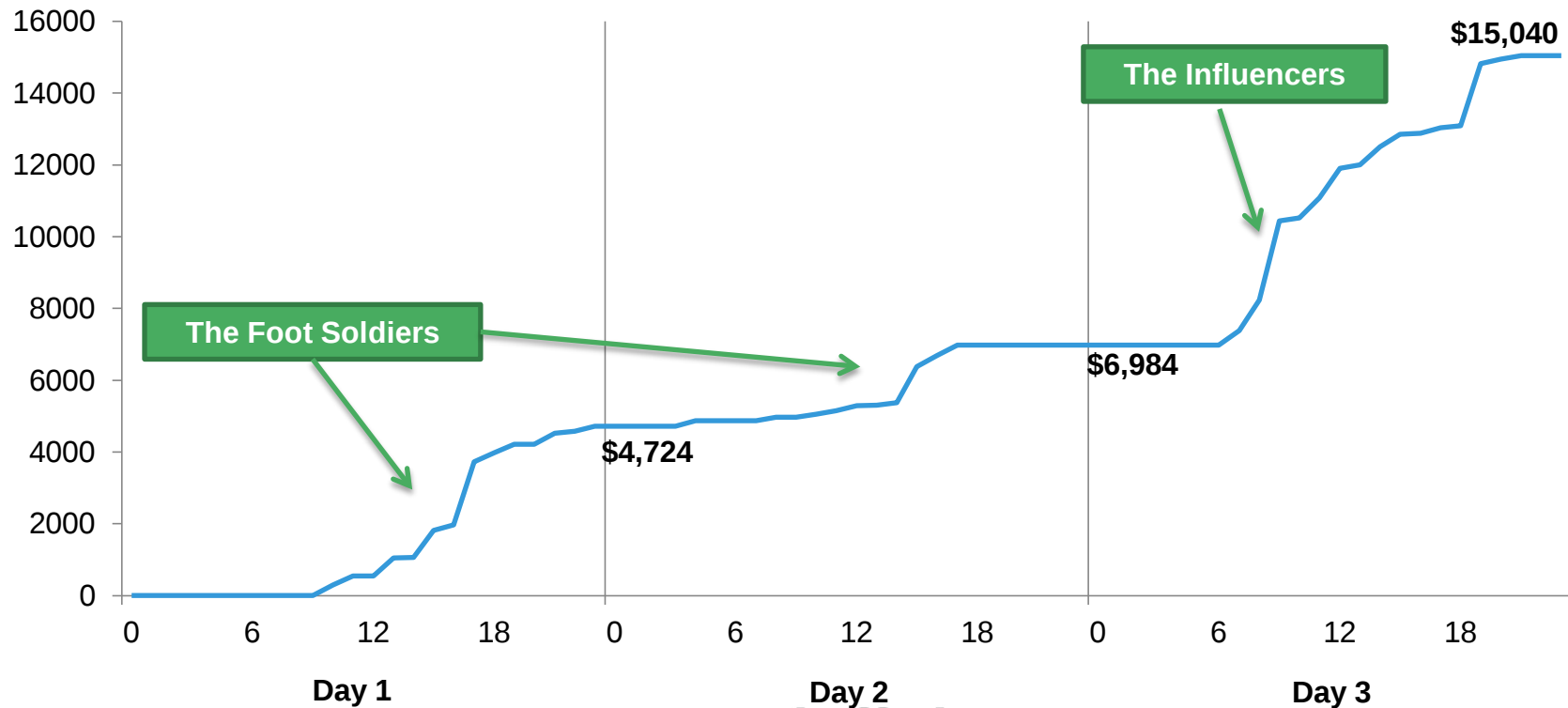
Go to [The Rooftop Garden](#) to help.

Help us build a garden of opportunities for refugee's and asylum seekers in Kings Cross, Sydney.



Here's how he did it

BRING ON THE CAVALRY



Here's how he did it

TACTIC 3: BE RESPONSIVE TO MEDIA OPPORTUNITIES



Melanie Hansche
@MelHansche



Following

What a worthy cause - building a rooftop community garden for refugees in Sydney. Check it out! chuffed.org/project/rgkx/

← Reply ↻ Retweet ★ Favorite ≡ Buffer ... More 📧 HootSuite

5:35 PM - 3 Dec 2013



Mandy Griffiths
@mandygriffiths



Following

Crowdfunding at its best
chuffed.org/project/rgkx/?... via
@ChuffedAU

← Reply ↻ Retweet ★ Favorite ≡ Buffer ... More 📧 HootSuite

5:24 PM - 9 Dec 2013



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Why did it work?

1. NARROW TARGET AUDIENCE

2. 'REMARKABLE' CAMPAIGN

3. PLAY TO THE DYNAMICS



Our top tips

TIP 1: Choose a narrow target audience and design a campaign around them (including market testing it with them)





Our top tips

TIP 2: Frame your campaign in a way that's easy to talk about and then make it easy for people to talk about it



Our top tips

TIP 3: Play all your cards in the first couple of days (or the last couple) and keep people updated



All or nothing
or keep what
you raise?

What makes
a good
project?

Perks?

QUESTIONS?

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