

iobry

ioby



=

opposite of NIMBY



SMALL SCALE PROJECTS

**resident-led
resident-designed
resident-funded
resident-implemented**



SHORT TERM

Deliver resources directly to the grassroots for immediate results

LONG TERM

**Build fundraising capacity,
connect neighbors,
support long-term change**



CROWD-RESOURCING

=

resource organizing

+

crowd-funding





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

-Georgia Southworth
Jackson Heights Green Alliance
Queens, New York



What is Crowdfunding?



What is Crowdfunding?

- Lots of small donations
- Single Project
- Online



BUGS Garden Starter!

Help us grow up to the "garden" in our name!

SHARE THIS PROJECT

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$6,505



project leader

Susan Tenner

location

500 19th street
Brooklyn (Windsor Terrace)

latest update

Thank you!

\$6,505

RAISED SO FAR

\$0

STILL NEEDED

funded!

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

the project

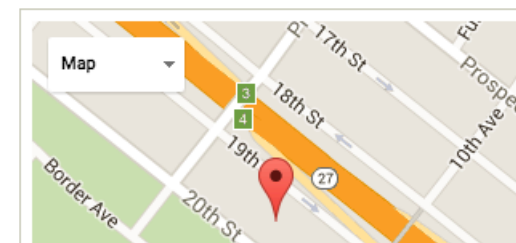
Help us grow up to the "garden" in our name!

The **Brooklyn Urban Garden Charter School (BUGS)** is raising money to help create an entrance garden to serve as an outdoor classroom for our brand new school of middle school students.



Located at 500 Nineteenth Street Brooklyn, NY 11215, our school serves a highly diverse group of urban students and is co-located within

where it's at



Case Study: The Swag Project



SWAG Project



STATUS: COMPLETED, ACCEPTING VOLUNTEERS

SHARE THIS PROJECT

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$4.155

[latest update](#) 

funded!

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

EDUCATING AND COMMUNITY BUILDING

Last year we interacted with over 500 students from our two partner schools, and over 150 additional teen and college volunteers from across Newark, New Jersey, and New York.

Peshine Avenue School Students Planting at SWAG Project Farm

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

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

STATUS: UNDERWAY, ACCEPTING VOLUNTEERS

SHARE THIS PROJECT

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$6.189

[latest update](#) 

\$6,189
RAISED SO FAR

\$0
STILL NEEDED

funded!

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

EDUCATING AND COMMUNITY BUILDING THROUGH URBAN AGRICULTURE

We have an abundant small farm, run a weekly farmer's market, provide multiple educational outreach programs to the surrounding schools, and serve as a community event hub. We focus on nutrition and hands-on farm projects that introduce people to healthy fresh foods. In the last season alone we grew (and sold or gave away) over 3,500 lbs. of organic fruits and vegetables!

In 2014 we introduced over 750 local students to urban food growing and interacted with over 150

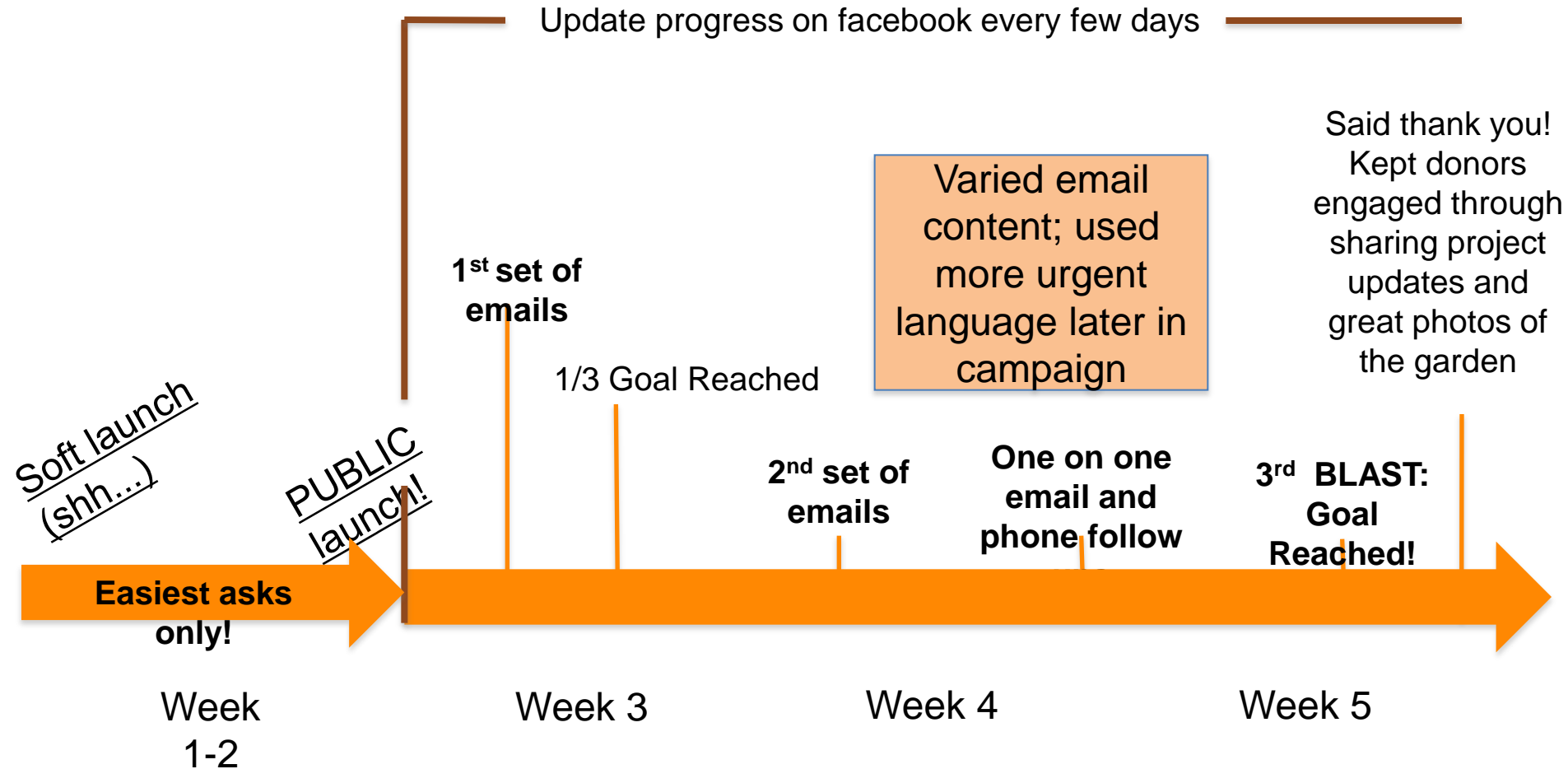
SWAG Project is an urban farm, food justice and community building project in the South Ward of Newark. [See full profile »](#)

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

We are always looking for Farm and Market volunteers. Want to come learn about urban farming and help plant, water, weed? Our



SWAG Campaign Plan



SWAG Project

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 [f](#) [t](#) [v](#) [p](#)

OVERVIEW BUDGET UPDATES DONORS NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$4,155

project leader
SWAG Project

location

\$4,300
RAISED SO FAR

\$0
STILL NEEDED

PHASE 1

73 DONORS

\$4,300 RAISED

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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 [f](#) [t](#) [v](#) [p](#)

OVERVIEW BUDGET UPDATES DONORS NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$6,189

project leader
SWAG Project

location
343 Meeker Ave.
New Jersey (South Ward, Weequahic
Neighborhood)

\$6,189
RAISED SO FAR

\$0
STILL NEEDED

PHASE 2

107 DONORS

\$6,189 RAISED

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Best practices:

- Broke project into phases
- Built urgency as deadline neared
- Said THANK YOU
- Cultivated donors in between campaigns







Case Study: A Truck for the Trees





A Truck for the Trees!

The money raised will allow us to transport volunteers, tools, plants and compost to numerous gardens and tree pits throughout the Watershed.

SHARE THIS PROJECT    

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$27,230



project leader

GowanusCanalCon...

location

Salt Lot, 2 Second Avenue
Brooklyn (Gowanus)

latest update

Thank you to our donors!

\$28,200

RAISED SO FAR

\$0

STILL NEEDED

funded!

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

the project



volunteers needed!

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

Volunteers may join the GCC for our monthly Clean & Green and Compost Windrow Build activities. Clean & Green programs include several exciting projects such as turning compost, plant propagation, binswale and street



	PROMOTION	TYPE	ASK	CHANCE	PROSPECTS
3/30/15					
3/31/15	Volunteer Coord Outreach - NS	Direct Email	\$35	5%	75
4/1/15	Board Outreach - AP	Direct Email	\$100	10%	10
4/2/15	Member Email - AS	Generic Email	\$35	1%	355
4/3/15	Volunteer Coord Network (30 VCs ask 5 people)	In Person	\$35	50%	150
4/4/15	Volunteer Coord Network (30 VCs ask 30 people each)	Direct Email	\$35	5%	900
4/5/15	Volunteer Coord Network (30 VCs ask 5 people)	Direct Email	\$100	5%	150
4/6/15	Volunteer Coord Network (30 VCs ask 2 people)	In Person	\$100	50%	60
4/7/15	Board Outreach - AS	Direct Email	\$100	10%	10
4/8/15	Rally at Volunteer Comm Meeting - NS	In Person	\$35	50%	30
4/9/15	Volunteer Coord Outreach - NS	Direct Email	\$35	5%	75
4/10/15	Volunteer Coord Network (20 VCs ask 5 people)	In Person	\$35	50%	100
4/11/15	Volunteer Coord Network (20 VCs ask 30 people each)	Direct Email	\$35	5%	600
4/12/15	Volunteer Coord Network (20 VCs ask 5 people)	Direct Email	\$100	5%	100
4/13/15	Volunteer Coord Network (20 VCs ask 2 people)	In Person	\$100	50%	40
4/14/15	IG/Twitter Post - NW	IG/Twitter	\$20	1%	1156
4/15/15	Partner Outreach - AP, CP	Direct Email	\$35	5%	50
4/16/15	EBlast - NW	Mass Email	\$35	1%	3745
4/17/15	IG/Twitter Post - NW	IG/Twitter	\$20	1%	1156



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4/11/15	Volunteer Coord Network (20 VCs ask 30 people each)				
4/12/15	Volunteer Coord Network (20 VCs ask 5 people)				
4/13/15	Volunteer Coord Network (20 VCs ask 2 people)				
4/14/15	IG/Twitter Post - NW				
4/15/15	Partner Outreach - AP, CP				
4/16/15	EBlast - NW				
4/17/15	IG/Twitter Post - NW				

Responsibilities

95 Volunteer Coordinators

	5 In-Person \$35 Asks
	2 In-Person \$100 Asks
	30 Email \$35 Asks
	5 Email \$100 Asks

10 Board Members

	5 In-Person \$100 Asks
	10 In-Person \$50 Asks
	20 Email \$50 Asks



Wildflower Planter Installation, May 16, 2015

POSTED 06/02/2015 - 12:15PM

Volunteer Coordinators Jason Mortara and Jessica Dalrymple with Jessica's tiny Nissan.



Riverkeeper Sweep, May 9, 2015

POSTED 06/02/2015 - 12:00PM

GCC Staffer Natasia Sidarta and Volunteer Tree Steward Bc U-Haul van filled with tools and our BBQ grill.



Another typical load of essential volunteer supplies such as grill in the back of a borrowed pick-up truck.



Our project featured on ioby's national blog!

POSTED 07/24/2015 - 12:18PM

[Click here to read our story!](#)

AWESOME PROJECT: Gowanus Canal Conservancy does a LOT of schlepping, could really use a truck!

by ioby

July 14, 2015

If you live anywhere near Brooklyn's Gowanus Canal, you NEED to know about the amazing work being done by the [Gowanus Canal Conservancy \(OCC\)](#) – and STAT. They're powering ahead against all odds, greening, protecting, planting, and reviving a Brooklyn watershed and neighborhood that's been plagued by severe toxic overload for decades. Did you know that the Gowanus Canal is a federal Superfund site? That means that the government has decided it's so toxic – thanks to decades of unregulated industrial and sewage dumping (it was turned from creeks to a channel in 1870) – that a major cleanup effort, overseen by the federal EPA, is required. In the meantime, alarming signs along the banks themselves still warn passersby not to even think about going near the water.



[Students from I.S. 259 pose after replanting bioswales.]

The OCC makes its open-air headquarters right on the banks of the sludgy canal, across the way from a gas plant and a concrete plant, in the fenced-in land around a salt lot (the Department of Sanitation keeps a ginormous pile of salt there in winter, along with the plows that spread it around on streets during the icy months) at a dead-end on Second Avenue. It's a high-stimulus, "eco-industrial situation," as [OCC Executive Director Andrew Berman](#) heads into it. The OCC maintains a small, unattended station

recent blog posts

[In the News: Streets – our largest public spaces – are more dangerous for some](#)

[AWESOME PROJECT: Veggies for all! Medford's popular community garden is FULL. Help build out the new one!](#)

[Inside Story: What Occupy Sandy's disaster relief model taught me about organizing to meet our neighborhoods' greatest needs](#)

[AWESOME PROJECT: Gowanus Canal Conservancy does a LOT of schlepping, could really use a truck!](#)

[Learn from a Leader: How to renovate a neighborhood basketball court](#)

blog archives

blog archives

Select Month

our twitter feed

Just \$57 more will buy James a lawnmower & keep Carnes Garden a source of neighborhood pride!
<http://t.co/zc08se18Dk9> <http://t.co/bFz1ZMGiQC> about 12 minutes ago

Streets—our largest public spaces—are more dangerous for communities of color <http://t.co/0agq8L00Sy> about 20 hours ago

Just How Well Do Street Murals Calm Traffic?
<http://t.co/AeOy3nWnYe> 02:45:18 PM July 23, 2015

RT @MikelLydon: Love basketball (like me) + recent mapping of Brooklyn's 172 courts? Check out Project Blackboard! <https://t.co/p20600mwY3> @t... 02:30:28 PM July 23, 2015

Wanna make your community more walkable? Does the

Check out our video!

POSTED 06/15/2015 - 4:04PM



Help Gowanus Canal Conservancy Do Its Work from Brian Dentz on Vimeo.



Thank you to our donors!

POSTED 07/24/2015 - 12:19PM



To our amazing network -
THANK YOU!!!

We're so excited to get on
the road and steward our
Watershed!

See you at the next Clean & Green

AP *Natasia Sidel*
Chris



Best practices:

- VERY concrete project goal
- Used what they had—a great volunteer base
- Completed prospect chart; made a detailed plan
- Shared fun, engaging content



Seven Habits of Highly Successful ioby Campaigns

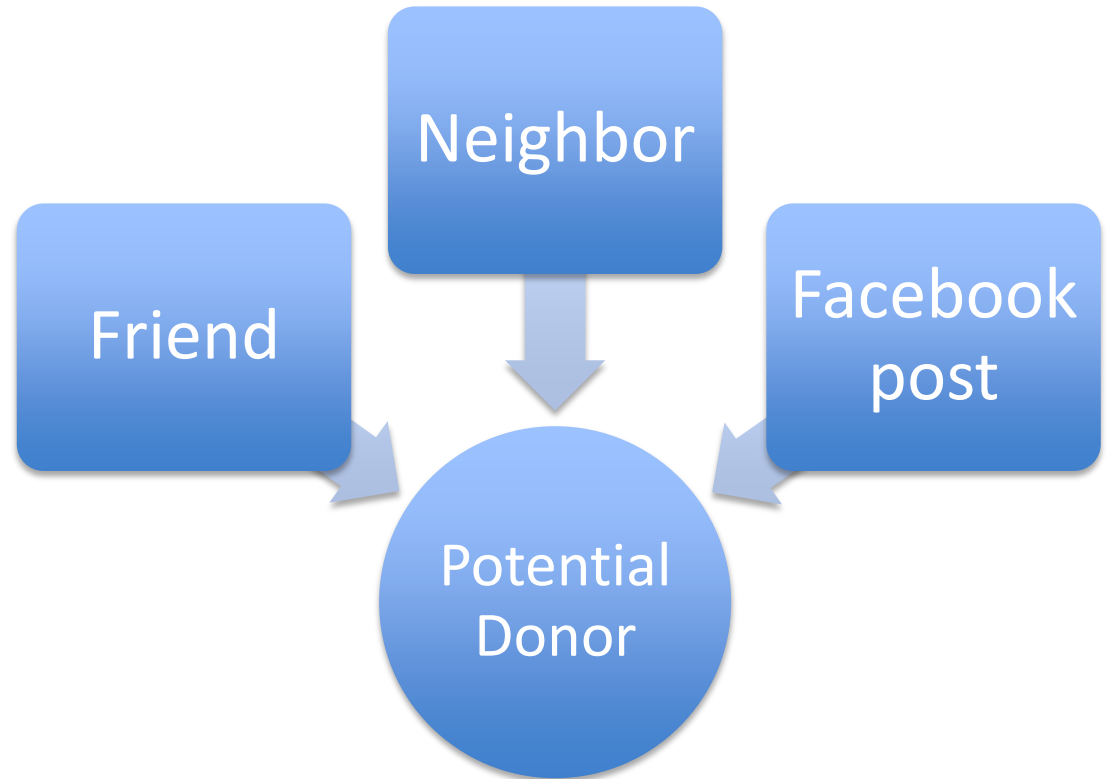


Habit 1: Build a Strong & Diverse Fundraising Team



Build a Strong & Diverse Fundraising Team

3rd
Time's A
Charm



Habit 2: Be Specific



Habit 3: Set a Smart Target



Habit 3: Set a Smart Target

Why do people give?

- Because of a relationship to the asker
- Because of a relationship to the cause
- Because a cause is local and/or urgent



Habit 3: Set a Smart Target

Why do people give?

Because they are asked!



Habit 3: Set a Smart Target



Effectiveness for Engaging	Method	Effectiveness for Asking
Awesome!	Face to Face	50%
Amazing!	Personal Phone Call	25%
Good	Personal Email	5%
Weak	Generic Email	1%
Weak	Direct Mail	1%
Great!	Facebook	<1%
Great!	Twitter	<1%



Sample Prospect Chart

Gift Amount	Number of Prospects	Method of Asking	Percent Likelihood They'll Give	Total
\$1,000	2	Face to Face	50%	\$1,000
\$500	10	Face to Face	50%	\$2,500
\$100	20	Phone Call	25%	\$500
\$50	450	Personal Email	5%	\$1,125
\$35	600	Personal Email	5%	\$1,050
				\$6,175



Why Your Team Matters

- Your target: **\$10,000**
- Your prospect chart:

Gift Amount	Number of Prospects	Method of Asking	Percent Likelihood They'll Give	Total
\$1,000	2	Face to Face	50%	\$1,000
\$500	10	Face to Face	50%	\$2,500
\$100	20	Phone Call	25%	\$500
\$50	450	Personal Email	5%	\$1,125
\$35	600	Personal Email	5%	\$1,050
				\$6,175



Habit 4: Know Your Donors



Know Your Donors

Prospecting ABCs

- Able to give
- Bought into your mission
- Connected to you



New Base?

30-50 prospects for each team member

- Segment according to relationships and ability to give
- Think about who might give in other ways (volunteer, in-kind)
- Identify your easiest asks and separate them from the rest of the list



Know Your Donors

Existing Base?

- **List segmentation**
- **70% of your donors:**
 - 90%: The ones who you are already cultivating
 - 10%: The ones you have not yet spoken to about this project
- **other 30% of your donors = new donors**



Know Your Donors

Individual vs. Organization



Know Your Donors

Tailor to your audience



Habit 5: Tell a Story that Sticks



Tell A Story That Sticks

- Make it relevant and memorable
- Make your donors BRAG



Sticky Stories have

1. Authority
2. Focus
3. Significance
4. Drama



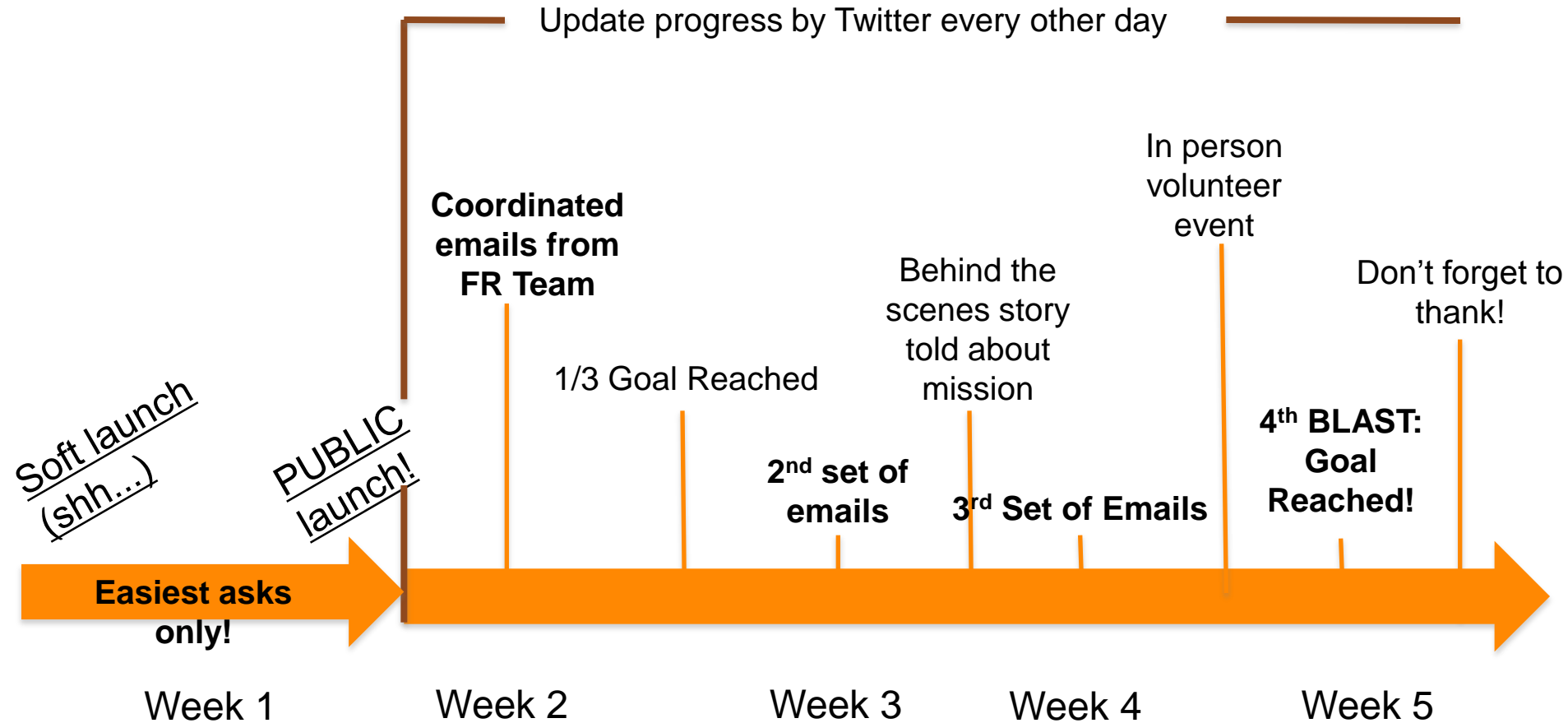
Habit 6: Shout Your Deadline from the Rooftops



Habit 7: Plan More, Work Less



Making your plan



What does ioby offer?

- a) 1-on-1 coaching
- b) New donors AND new volunteers
- c) Flexible finish policy
- d) Access to donor contact info
- e) Low fees



Got an idea to crowdfund?

Post a project anytime at:

ioby.org/idea

david@ioby.org

