

## Where the product is going (status: live screenshot of local environment)

- “Backers-only” page, similar to ‘community ambassador program’ for people that have backed a project (“Backing” is a beginning, not an end)
- Longer-term, more community-oriented in nature (back something now, take recurring actions, get unexpected rewards in future)

The screenshot shows a project page on the Snowball platform. The header includes the Snowball logo and navigation links: 'Create a Project', '"Back" a Project', 'About Snowball', and 'Welcome Alex'. The main content area features a large, colorful illustration for the 'Noor Kids' coloring book. The illustration includes the text 'NOOR Kids', 'A Light For Little Muslims', '1st Book', and 'SCHOOL IS OUT FOR THE SUMMER!'. Below the illustration is a 'Community Discussion' section with a comment box and a 'Post to Facebook' button. To the right of the main content, there are two sidebars. The first sidebar, titled 'Actions to take', contains links to 'Leave a review' and 'Like our post'. The second sidebar, titled 'The Vision', contains text about the project's goals and a call to action: 'Get FREE coloring book by clicking "SHARE NOW" above'. At the bottom of the page, there is a link to 'Visit our website to see a FREE'.

**Community Page - Limited Edition Noor Kids Coloring book for FREE**

**Actions to take**  
We treat our users like owners. Here's what you can do to make our vision a reality (and get cool stuff in the process!)

- Leave a review
- Like our post

**The Vision**  
For a limited time, we are giving away a Noor Kids Coloring Book. We have a limited number available!

Noor Kids is a new book series for 3-8 year old Muslim children that was sponsored by Harvard Business School! In the challenging environment for Muslims in North America, Noor Kids seeks build confidence in our children's religious identity. Since launching, Noor Kids has already entered into the homes of nearly 1,000 children! Noor Kids has received raving customer reviews and has been covered by a number of blogs - Jannah Steps, Hijab Trendz, and American Muslim Mom.

**Get FREE coloring book by clicking "SHARE NOW" above**

**Visit our website to see a FREE**

**Community Discussion**

Add a comment...

Posting as Alex Frey (Change) **Comment**

☐ Post to Facebook

**Alex Frey** · Harvard University  
HOSTING a pot-luck dinner this Friday for members of the Noor Kids community! Who wants to come? Reply with the dish you can bring!  
Reply · Like · Unfollow Post · 2 hours ago

**Alex Frey** · Harvard University  
Noor Kids is an awesome cause! How did you guys all get

Brands can ask users to take one-click social actions (tied in to facebook/twitter for verification / analytics / ease of use) and reward them for them in ongoing fashion

“Backers” can connect with each other and the creator(s) via private message board (FB comments for now) to arrange events, etc