

believes being fully community-supported will better represent their vision of the world.

For Shareable, success is very much about their impact on the world. This is true for Neal, but also for everyone who works for Shareable. “We attract passionate people,” Neal said. At times, that means employees work so hard they burn out. Neal tries to stress to the Shareable team that another part of success is having fun and taking care of yourself while you do something you love. “A central part of human beings is that we long to be on a great adventure with people we love,” he said. “We are a species who look over the horizon and imagine and create new worlds, but we also seek the comfort of hearth and home.”

and reach far more people. Shareable has catalyzed three hundred different events reaching over twenty thousand people since implementing this strategy three years ago. Going forward, Shareable is focusing the network on creating and distributing content meant to spur local action. For instance, Shareable will publish a new CC-licensed book in 2017 filled with ideas for their network to implement.

Neal says Shareable stumbled upon this strategy, but it seems to perfectly encapsulate just how the commons is supposed to work. Rather than a one-size-fits-all approach, Shareable puts the tools out there for people take the ideas and adapt them to their own communities.

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In 2013, Shareable ran its first crowdfunding campaign to launch their Sharing Cities Network. Neal said at first they were on pace to fail spectacularly. They called in their advisers in a panic and asked for help. The advice they received was simple—“Sit your ass in a chair and start making calls.” That’s exactly what they did, and they ended up reaching their \$50,000 goal. Neal said the campaign helped them reach new people, but the vast majority of backers were people in their existing base.

For Neal, this symbolized how so much of success comes down to relationships. Over time, Shareable has invested time and energy into the relationships they have forged with their readers and supporters. They have also invested resources into building relationships *between* their readers and supporters.

Shareable began hosting events in 2010. These events were designed to bring the sharing community together. But over time they realized they could reach far more people if they helped their readers to host their own events. “If we wanted to go big on a conference, there was a huge risk and huge staffing needs, plus only a fraction of our community could travel to the event,” Neal said. Enabling others to create their own events around the globe allowed them to scale up their work more effectively