

Crowdfunding Re-imagined

DEEPLY ROOTED DANCE THEATER | COMMUNITY-MINDED INSIGHTS



Meet the Team

COMMUNITY-MINDED INSIGHTS



AMRO SHANSHAL

OMRON

ASHANSHAL@UCHICAGO.EDU



ALIYA ZHDANOV

West Monroe Partners

AZHDANOV@UCHICAGO.EDU



ARPIT PARIHAR

Boston Consulting Group

ARPITPARIHAR07@UCHICAGO.EDU



FERNANDO FORERO

EY/Nextant

FFORERO@UCHICAGO.EDU



YUE WU

China International Capital

YUEWU20@UCHICAGO.EDU

Deeply Rooted Dance Theater is launching a campaign to fund the next generation of dance

Established in 1996, Deeply Rooted Dance Theater is a dance company specializing in modern, classical, American, and African-American dance and storytelling.

Vision

Deeply Rooted cultivates a creative community dedicated to **nurturing** artists, advancing dance **education**, fostering **collaboration**, supporting human **relationships**, and sharing common **values**.

Activities

- Performances in Chicago & New York Cities
- International showcases
- Educational programs

Past Fundraising Activities

- Stand-alone donation drives
- Ongoing operations through Kindful

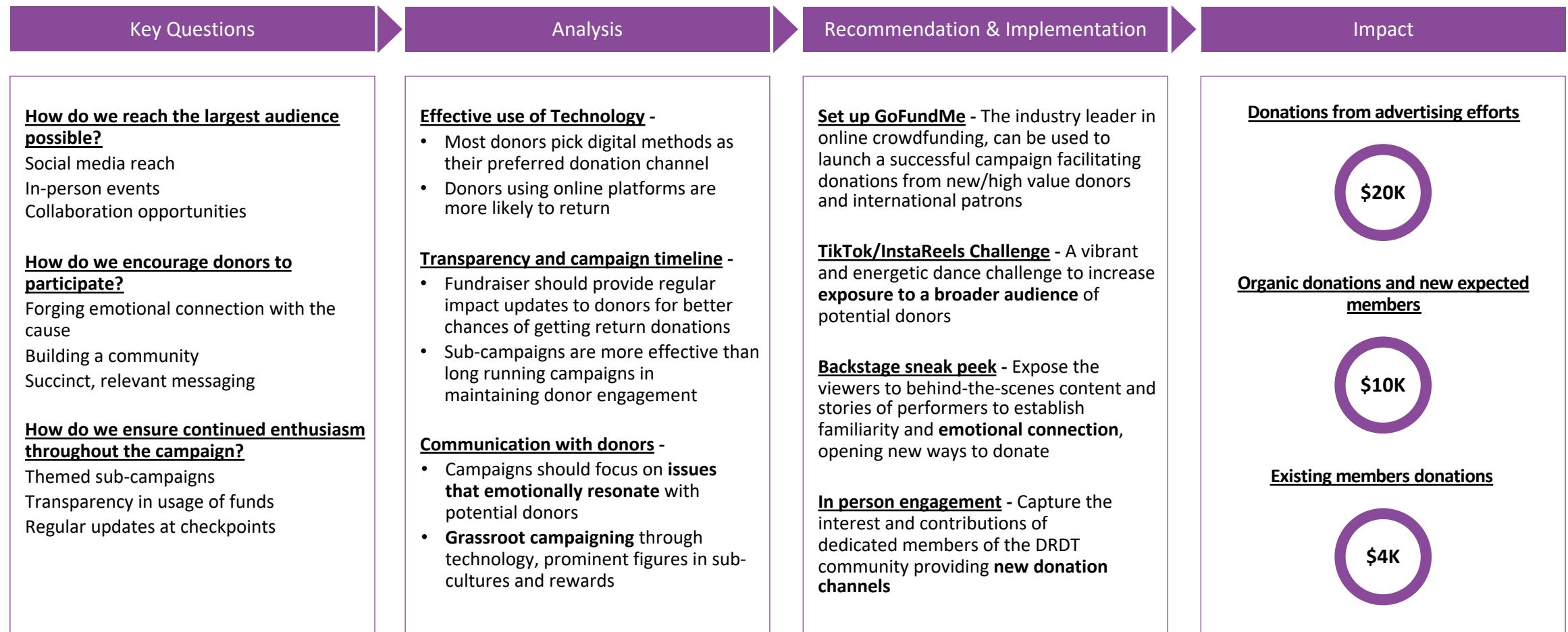
Problem Statement

Deeply Rooted Dance Theater is seeking to raise at least **\$25,000** in a crowdfunding campaign lasting from May through December of 2021, celebrating its 25th anniversary as a dance company.

Guidelines

- Up to \$5,000 in marketing spend
- Emphasis on small donations from the community over larger donations from company sponsorships
- Campaign strategy must include opportunities to maintain momentum *throughout* the campaign, instead of bursts at the beginning & end
- Potential for a multi-channel approach, including new media such as TikTok

Executive Summary



Digital Fundraising is key in driving Non-Profit Revenue

Relevant facts on donation campaigns and donors' behavior



1 First-time donors to small campaigns are much more likely to return than donors to large campaigns



Local donors are generally more likely to return



Early donors tend to be local and late donors tend to be distant



Donors expressing commitment to online platforms through generous donation amounts are more likely to return



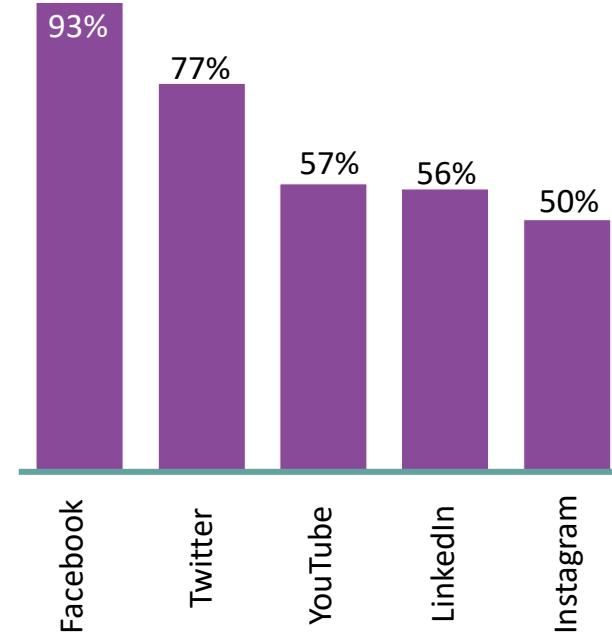
Timely communication of donation impact is very strongly correlated with donor return



Machine Learning techniques can be used to identify returning donors

Almost all are active on different social media platforms

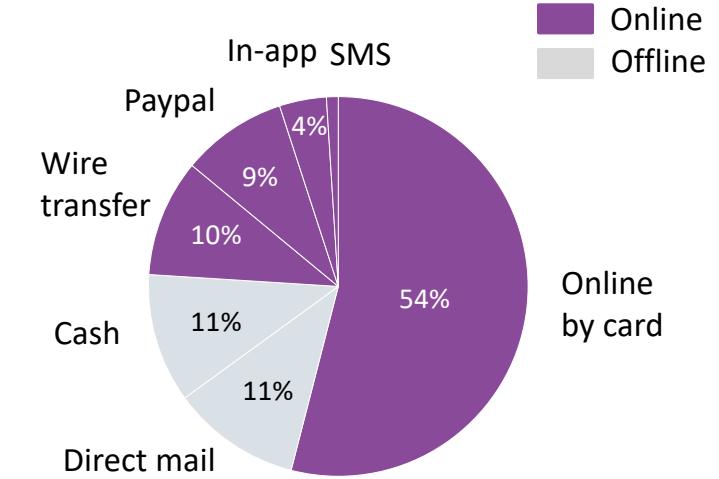
Social media activity
Sample size = 4,908 NGOs



71% of NGOs believe social media is effective for online fundraising... But only 32% have a formal written social media plan

Donors show a strong preference towards digital

Social media activity
Sample size = 6,057 individual donors



78% of donors selected a digital method as their preferred donation channel

82% of NGOs rate email but only 63% send email updates and fundraising appeals to donors updates as a fundraising tool

Source: Global NGO Technology Report

Problem Statement

Analysis

Recommendation

Implementation

Impact

A successful crowdfunding campaign connects with a broader audience of donors using technology in an efficient way by communicating goals and impact

Key elements for an effective crowdfunding campaign



Effective use of technology

- ✓ Platforms must be **highly accessible** / usable on both traditional and mobile technologies
- ✓ Websites should provide all **key information** clearly and make donor action convenient



Communication with donors

- ✓ Campaigns should focus on **issues that emotionally resonate** with potential donors
- ✓ Donors want to **understand, clearly and specifically, the impact** of the donation
- ✓ **Grassroot campaigning**, through technology, prominent figures in sub-cultures and rewards



Transparency and campaign timeline

- ✓ Platforms should provide **regular impact** updates to donors
- ✓ Create **sub-campaigns** with different specific objectives to maintain donors engaged
- ✓ Successful campaigns last **30 days or less**

Successful crowdfunding campaigns implementing industry good practices

Kira



KIRA successful campaign focused on telling a story of specific mothers to resonate deeply with donors and communicating efficiently the goal of donations

This summer 2,000 new students will become Tech Divas by participating in **SUMMER OF CODE 2013 - THE REMIX**. Our goal is to raise \$100,000 in 45 days to:

1. Bring our Summer of CODE Program to 10 new cities from July- September 2013
2. Provide seed capital to build 7 chapters across the nation and 1 in South Africa
3. Fund a web series about the Summer of CODE 2013 adventure to capture our journey over the summer and beyond as we impact lives across the globe.

Please join us in our mission to expand the Black Girls CODE experience to students across the country and change the face of technology- 1GirlAtATime?



Invest in our children's future! Raise \$100,000 to Educate 2,000 Girls with Black Girls CODE.

Black girls CODE raised \$114,840 USD on a crowd funding campaign with very specific and actionable objectives



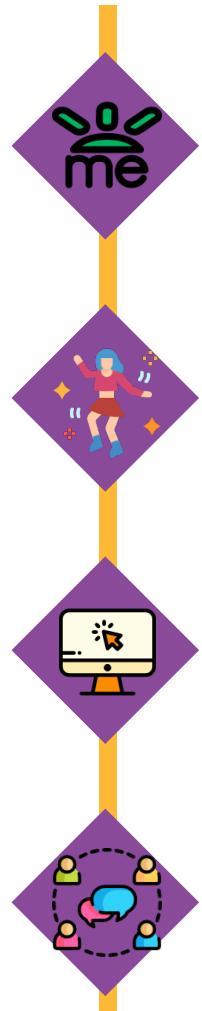
Barack Obama Utilized a donation-based crowdfunding strategy to target small donors

★ **Rewards** – The campaign had several sub-campaigns based on rewards (i.e Dinner with George Clooney)

★ **Figures in sub-cultures** – Non generic emails were sent to the campaigns database by relevant figures (i.e Kal Penn, Indian-American actor appealing to younger audience)

★ **Technology convenience** – The campaign leveraged SMS to reach a bigger audience (i.e “to contribute \$10 to Obama for America, text GIVE to 62262.” The numbers spell out “OBAMA.”)

We recommend implementing four key strategies to ensure campaign success



GoFundMe

The **industry leader** in online crowdfunding and can be used to launch a successful campaign facilitating donations from **new/high value donors**

TikTok/InstaReels Challenge

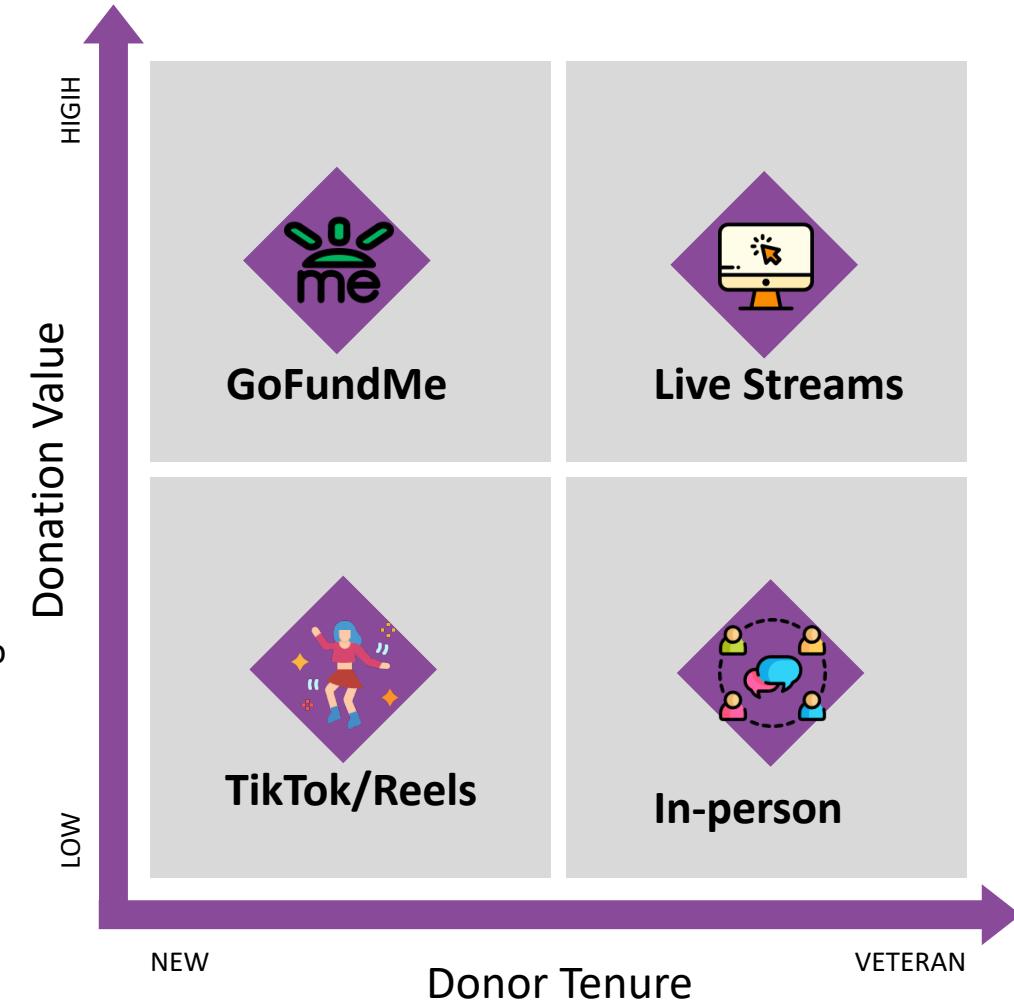
#DanceForDeeplyRooted: A vibrant and energetic dance challenge to increase exposure to a broader audience of potential donors

Live Streams

Taking advantage of direct-to-fan interaction platforms with **convenient** ways to donate during the different presentations

In person engagement

Capture the interest and contributions of dedicated members of the DRDT community providing **new donation channels**



Centralize donations through GoFundMe

Overview

Description:

- GoFundMe is the industry leader in online crowdfunding and can be used to launch a long-running campaign, **divided into sub campaigns** with their own themes and milestones to sustain interest over the duration of the fundraiser
 - It has international appeal and provides avenues to get donations from international donors, even outside DRDT's current patrons and audience. This creates visibility towards the cause, and grows DRDT's circle of influence, which will benefit future campaigns
 - The fundraiser attracts audience from all walks of life, and marketing efforts can be targeted towards high value customers to get bigger donations at the onset and gain momentum

Reference case:

- On January 6, 2021, **San José Dance Theatre** was shocked to find that their costume storage facility had been robbed
 - 185 donors contributed to the cause, and the campaign was shared 855 times
 - The theatre met their initial goal of raising \$14,500 in 4 months, and is still receiving donations

Resources needed:

- 5-6 hours/week from social media coordinators
 - 2-3 hours/week from campaign managers



Success Criteria

Technology

GFM is available on mobile, and has all major digital payment channels



Messaging

The fundraiser landing page allows for a story with a video to drive the message of the campaign home



Transparency

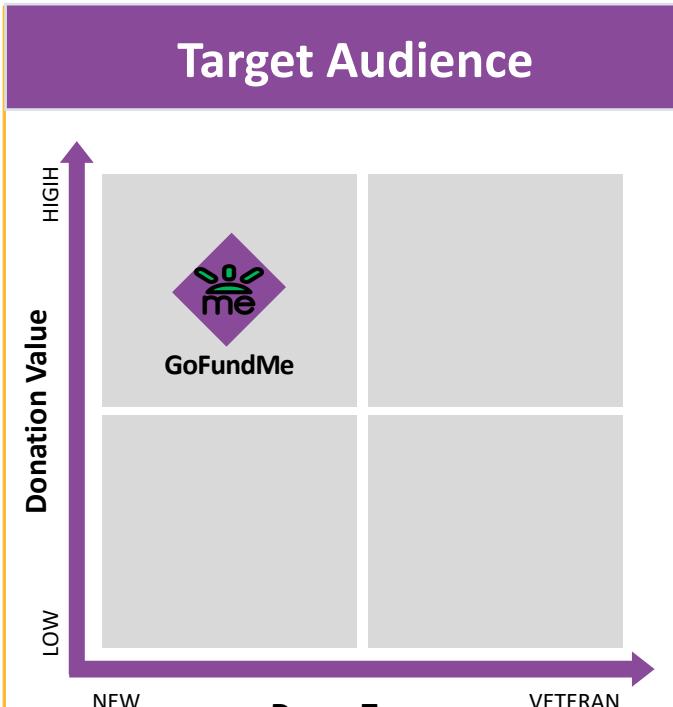
Donors can be tracked, thanked and updated from within the platform. Easy to communicate milestones



Risks

Risk: Waning interest in the campaign over time

Mitigation: Breaking the campaign down into sub-campaigns, and setting milestones to maintain interest



Engage new audience through TikTok and Instagram Reels

Overview

Description:

- Launch a Dance Challenge on TikTok and Instagram Reels where users will participate in the challenge, promote it and donate to Deeply Rooted. The challenge will start by having one choreographer perform and post 15-30 second video to Deeply Rooted Dance pages with hashtag #DanceFor25kDeeplyRooted
- Choreographers, dancers, instructors and students will do the challenge and post it to their own pages. Participants will do video dance challenge, post it with hashtag #DanceFor25kDeeplyRooted and tag @DeeplyRootedDance. In addition, participants should tag 3-5 friends to spread the challenge and can donate \$2-5 using simple ways like PayPal, Venmo, Cash App, Zelle and SMS
- Promotion will occur through 1) DRDT's main account reposting best submissions weekly 2) DRDT's Public Relations team working to promote through local news & radio and 3) Cross-posting content to Snapchat, LinkedIn, Facebook, Twitter and YouTube

Reference case:

- The United Nation's International Fund for Agricultural Development (IFAD) launched the world's largest dance challenge to help people in rural areas of Africa and other developing countries
- IFAD's #DanceForChange campaign resulted in 33k+ videos created that generated around 107M views

Resources Needed:

- 2-3 hours/week from social media coordinators
- 5-6 hours from campaign managers during planning phase



Success Criteria

Technology

TikTok and Instagram Reels algorithm with effective mentions and hash tagging will boost the videos and promote the challenge



Messaging

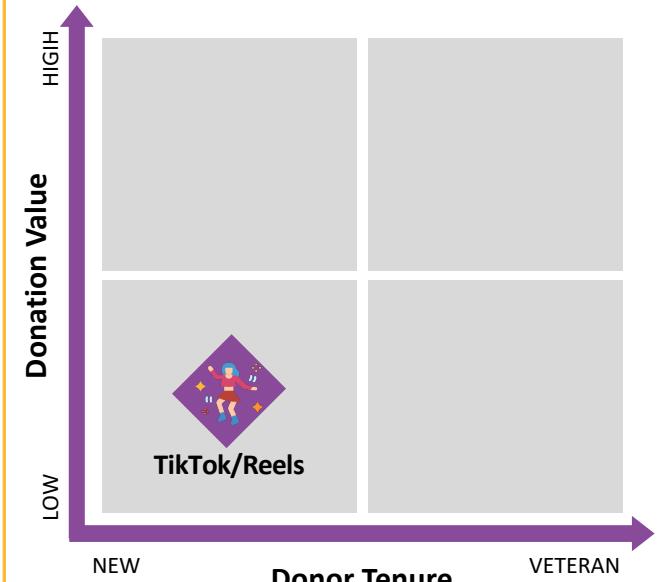
Dance should be energetic and vibrant. @DeeplyRootedDance account will contain key info



Transparency

Donors can be tracked, thanked and updated after they donate on financial platforms

Target Audience



Risks

Risk: Low algorithm traction; lack of participants

Mitigation: Promote event on all social media, TV, Radio and in person and use choreographers/students

Livestream “sneak peek” performances

Overview

Description:

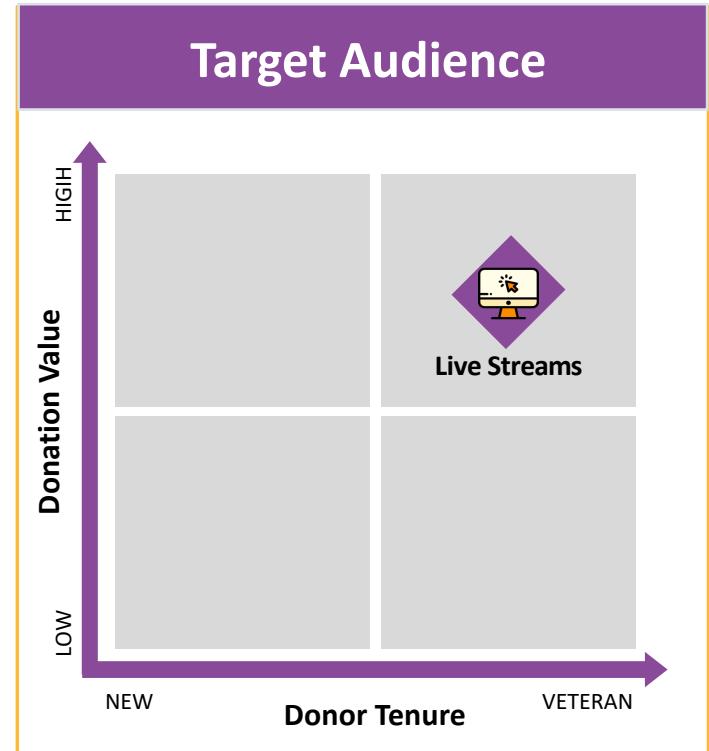
- DRDT should broadcast their backstage stories and rehearsals every 25 days over Twitch, YouTube and Facebook live, which could help achieve 3 purposes:
 - Open more avenues for donations during the live stream
 - Artists can showcase their progress over the streams and tell fans their story and how it pertains to their art. Viewers can interact with the choreographers after the performance to dig deeper into the philosophy and spirituality of the piece. This creates an emotional connection between the performers and viewers, and establishes familiarity
 - Attract more audience for actual performances and increase their likelihood of coming to the show
- Partner with universities to notify students before livestreams to get more traffic

Reference case:

- In April 2021, One World: Together At Home, the star-studded benefit concert, raised \$128 million for Covid relief beneficiaries
- The event drew hundreds of thousands to a six-hour concert livestream and nearly 21 million viewers across the 26 networks on which a two-hour show aired live

Resources needed:

- 2-3 hours/week from social media coordinators to publicize upcoming streams and university partnership establishment
- 4-5 hours/month from performers and choreographers to prepare stories



Success Criteria

Technology

Livestream performance system which can scale the performance activity and put on both local shows and international tours



Messaging

Philosophy about the dancing Curtain call list for all the past donors and funding raising achievements



Transparency

Update on past funding activities and funds allocation at the end of each of the performance

Risks

Risk: Timezone incompatibility; technical problems

Mitigation: Test runs ahead of time & recordings posted to YouTube

Collect micro-donations from the community

Overview

Description:

- Engage the existing DRDT community by creating opportunities to “top up” payments with a donation. For example, Mature HOT Women classes are usually \$25/class. Attendees could be given the option to add a \$1-5 donation with purchase. This would become a standard part of class, and an easy opportunity for continuous donations throughout the campaign
- This strategy could also be extended to all performances, including online ticket sales for virtual and in-person events. The intent is to capture the interest and contributions of dedicated members of the DRDT community who are already involved with events

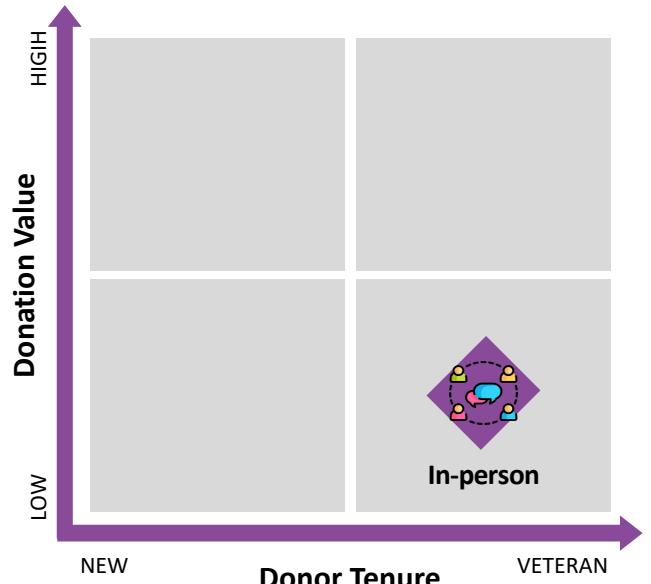
Reference case:

- The RoundUp App is a startup focused specifically on helping non-profits benefit from "round up" donations
- RoundUp reports that the average user donates \$15-20/month with an 80% retention rate

Resources needed:

- 5-10 hours of upfront coordination, including a plan for updating ticket sales platforms
- 1 hour per week moving forward to ensure donations are tracked and collected

Target Audience



Success Criteria

Technology



Venmo & Ticketing Platforms to be configured for donation options aligned with in-person events.



Communication

Short, positive messaging around continued support for future events



Transparency

One time per interaction (class purchase, ticket purchase).

Risks

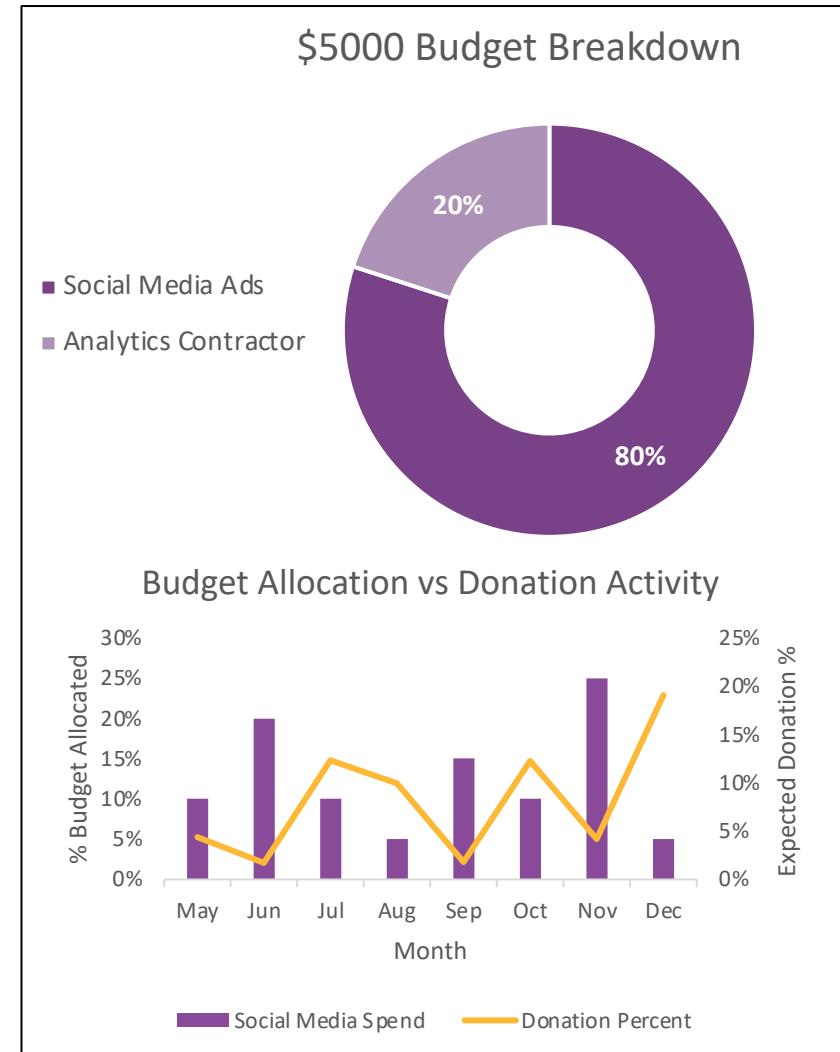
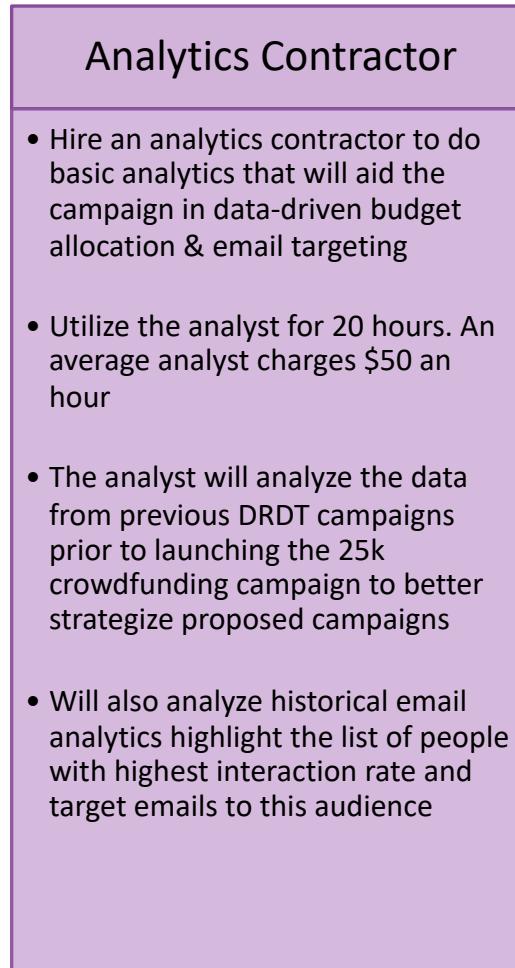
Risk: Donation fatigue from attendees

Mitigation: Minimal intrusion in messaging – simple ask as part of the purchasing process makes it routine instead of invasive.

We propose a structured detailed timeline for implementation

	May	June	July	August	September	October	November	December
DRDT			<ul style="list-style-type: none"> SDI Performances 	<ul style="list-style-type: none"> A Deeply Rooted Evening for Chicago's Healing 	<ul style="list-style-type: none"> Deeply25: BlackEdition Chicago Preview 	<ul style="list-style-type: none"> A Deeply Rooted Celebration of Lonnie Bunch 	<ul style="list-style-type: none"> Roots & Wings 	
GofundMe	Planning & Launch 3 weeks		"Seize the Summer" Sub-Campaign		"FALLing in Love with Dance" Sub-Campaign		"HoliDANCE" Sub-Campaign	
TikTok & Reels	Planning & Launch 3 weeks					Weekly Dancer Spotlights		
Livestreams	Planning & Launch 4 weeks				Dance in Progress Livestreams – every 25 days			
Round Up	Launch 1 week				Continuous Donation Collection			

DRDT can lean on its existing audience to spread the word and stay on budget.

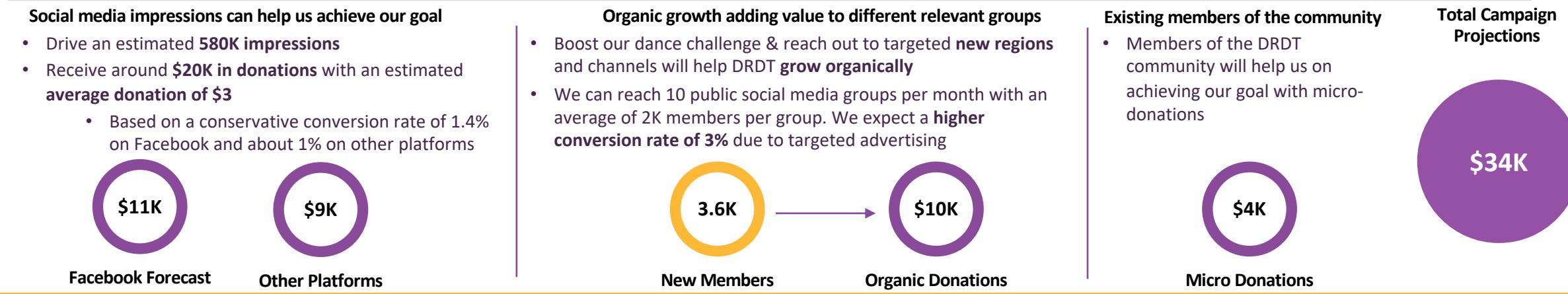


Sources: Facebook, TikTok, influencermarketinghub.com, wordstream.com, blog.hubspot.com

The 25th Anniversary Campaign will go far beyond just raising funds

AWARENESS A broader following	COLLABORATION Access to new organizations & people	COMMUNITY Pursuing connection	LONGEVITY Planning for the 50 th Anniversary
A new social media strategy to attract a global audience	Opportunities to work with new organizations & create new synergies	Growing and engaging with the community	Retaining new and existing members of the community
<ul style="list-style-type: none"> New platform like GoFundMe will increase awareness of users of the platform Expanding to other social media platforms and new regions will bring a new audience to DRDT Broadcasting backstage on live streaming platforms Twitch will connect DRDT to the global dance community 	<ul style="list-style-type: none"> Partnership with GoFundMe and other crowdfunding platforms can help boost donations Promote campaigns on TV/Radio through Public Relations Specialists Be more efficient on targeting donors by using data as a tool (collaborating with data scientists freelance) 	<ul style="list-style-type: none"> Grow our community by offering new experiences like live broadcasts Interact with the community with dance challenges, encouraging them to learn and be more connected with DRDT Community building around promoting the campaign Existing community will help share content of the campaign 	<ul style="list-style-type: none"> Larger social media following expecting a higher retention rate Deeper ties to donors, who will continue to attend performances and join educational events Constantly sending updates to donors after the campaign

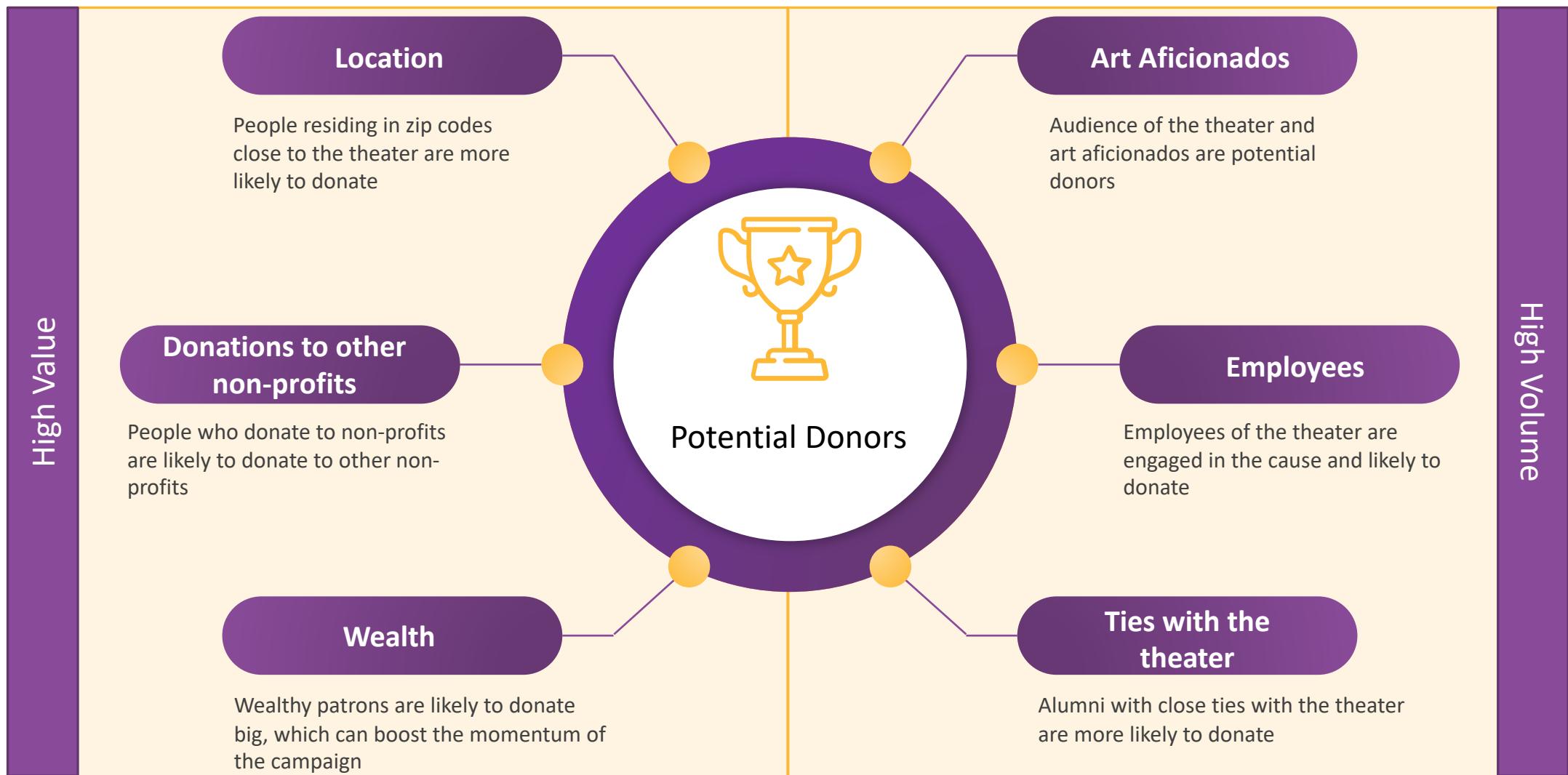
The campaign expects to raise **\$34,000** broken out into following:



Appendix



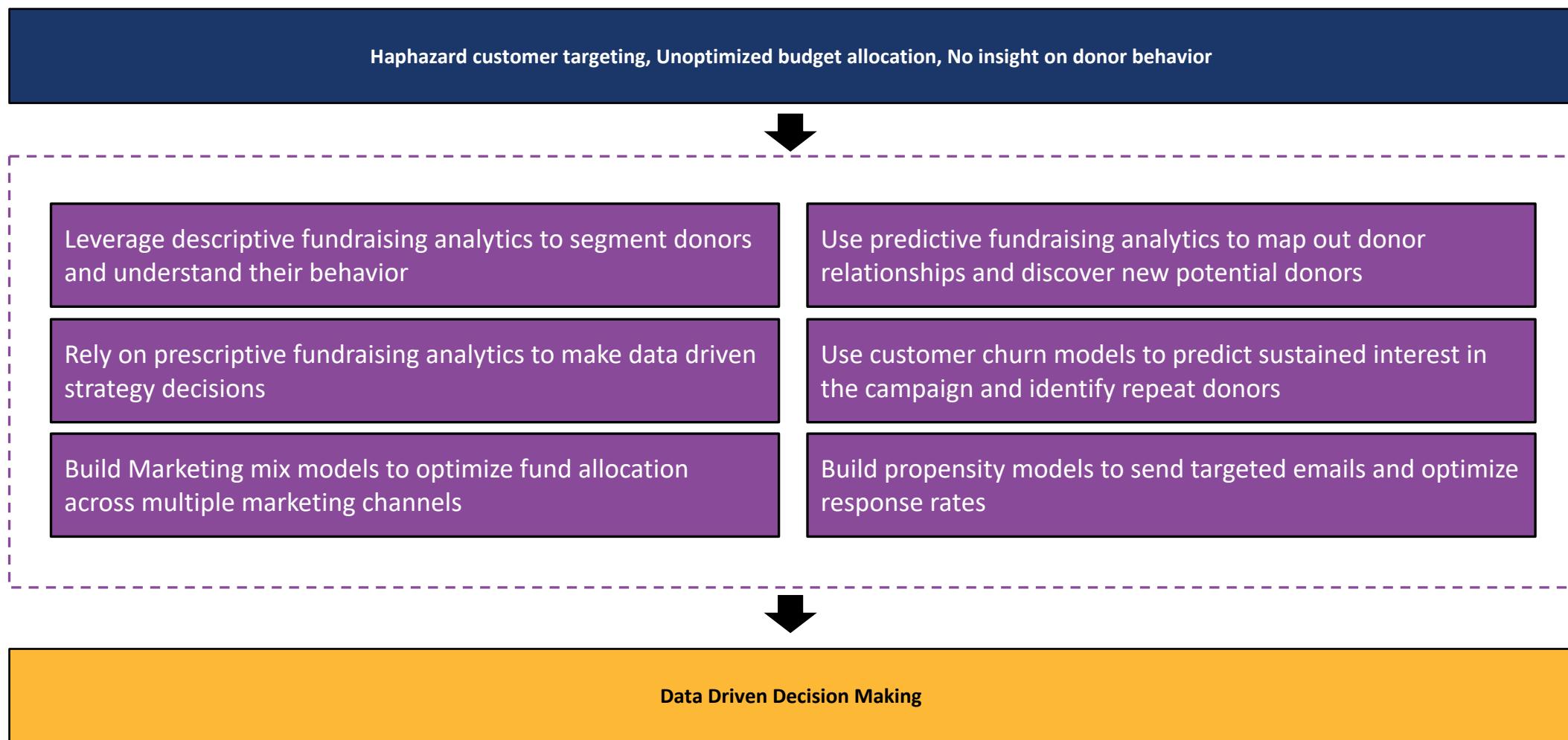
Identification of potential donors is key to effective targeting



Return donors exhibit different behavior than one-time donors

Findings	Recommendations
First-time donors to small campaigns are much more likely to return than donors to large campaigns	Campaign should be broken down into smaller sub-campaigns to maintain interest
Local donors are generally more likely to return	Pin codes around the theater locations should be targeted for return donors
Early donors tend to be local and late donors tend to be distant	Marketing should be narrow at the start of the campaign, wide towards the end
Donors expressing commitment to online platforms through generous donation amounts are more likely to return	Donors with bigger donations through online platforms like GoFundMe should be approached again towards the latter end of the campaign
Timely communication of donation impact is very strongly correlated with donor return	Milestones in the campaign should be communicated with the donor base
Machine Learning techniques can be used to identify returning donors	Analyze historical data to build churn models, and identify potential return donors

DRDT can use data from previous campaigns and data science to streamline fundraising activities

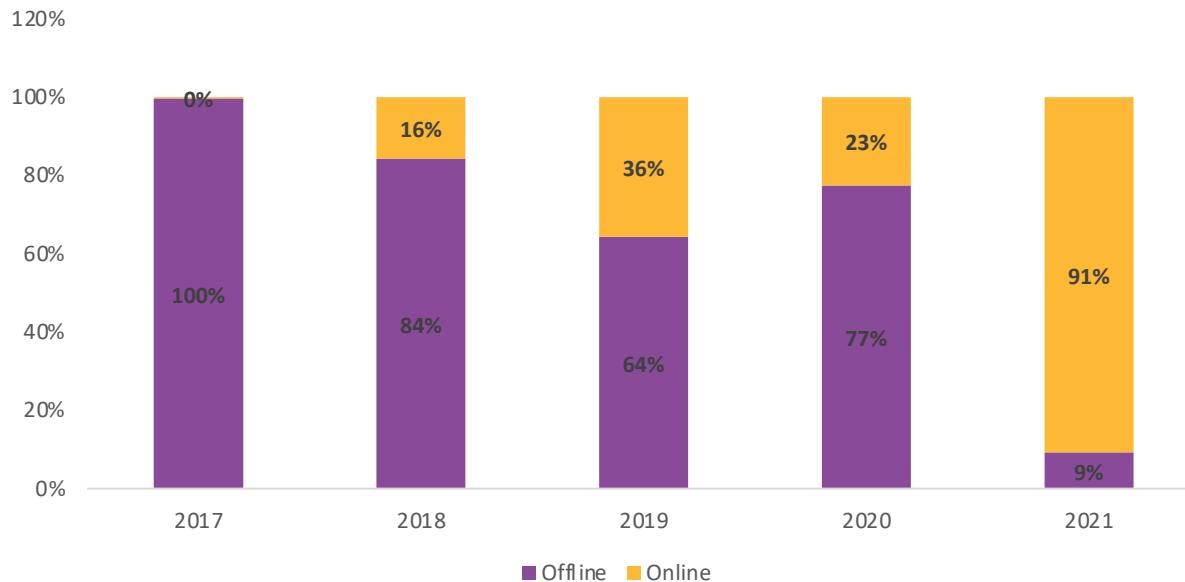


Popular crowdfunding platforms can be used to reach a broader audience

GoFundMe	Twitch + Tiltify	Facebook Live and Ads
<ul style="list-style-type: none">On January 6, 2021, San José Dance Theatre was shocked to find that their costume storage facility had been robbed185 donors contributed to the cause, and the campaign was shared 855 timesThe theatre met their initial goal of raising \$14,500 in 4 months, and is still receiving donations	<ul style="list-style-type: none">88bitmusic (aka, Trevor) is an original music and video game albums performer on TwitchTrevor surpassed his goal of raising \$36,000 for St. Jude PLAY LIVE, and raised \$110,005.11 USD	<ul style="list-style-type: none">LIVESTRONG found that participants who connected their fundraisers to Facebook raised an average of \$121participants who didn't have a chance to connect their Fundraising Page raised an average of \$6479% of participants who connected their Fundraising Page raised money for LIVESTRONGOnly 27% of participants not given the opportunity to connect their Fundraising Page raised money
<ul style="list-style-type: none">GoFundMe is free, and easy to set up:<ul style="list-style-type: none">Set your fundraiser goalTell your storyAdd a picture or videoPlatform is available on mobile, and has digital payment channelsFundraisers are sharable through social media, emails and text messagesDonors can be thanked and updated from within the platform	<ul style="list-style-type: none">Tiltify allows partnering with Twitch streamers streaming for a causeDRDT performances can be streamed over twitch and connected with tiltify to get real-time donations and keep track of the donorsTwitch has international audience, and can reach otherwise unapproachable audience	<ul style="list-style-type: none">Like Twitch, Facebook live can also be used to stream live performances and get real-time donationsFacebook ads platform has a robust bidding system which can be optimized for money or for impressionsFB Ads can be used to promote existing fundraising pagesOnce potential donors are identified, Facebook allows ads targeted towards the selected cohort

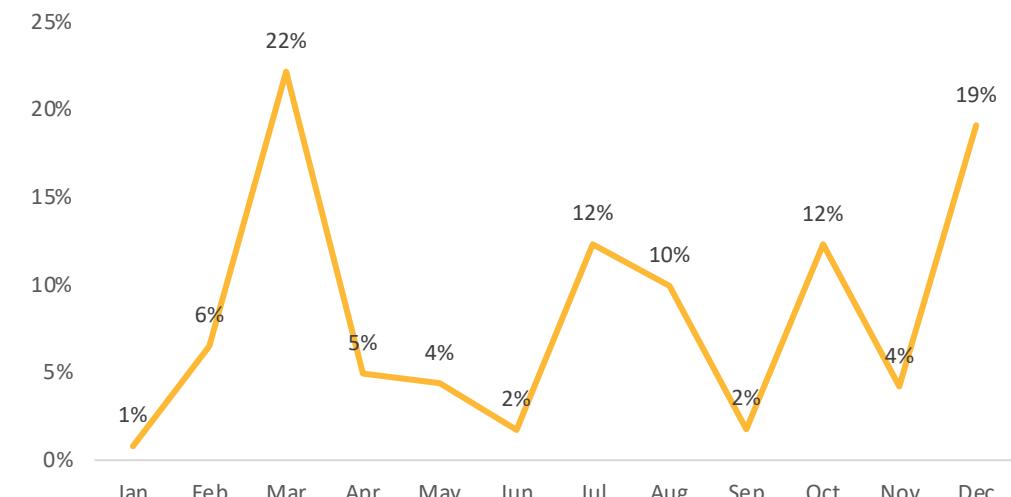
Online payments have been preferred in the recent years, March and December see most donation activity based on historic data

Online vs Offline Payments per Year



Preference towards digital channels has grown in the recent years

Percent Donations By Month



March and December has the highest share of donation