

Giving people the motivation to help out in their communities

PledgeBank

Benefits

Proven track record motivating a broad range of social, environmental and democratic activities, i.e. donating blood, planting trees; cleaning up their areas; starting new community & campaign groups.

Can be **branded to support specific local authority initiatives**, (ie local sports or environmental drives).

Each local authority installation is **part of a global network** of integrated PledgeBanks

Email alerts for new pledges in local areas

Integration with other systems, such as **BBC Action Network**

How does it work?

PledgeBank is about reassuring people that they won't be alone if they decide to do something altruistic for their community. It works by letting people make pledges of the form **"I will do something, but only if 10 other people will do it too"**.

Launched in June 2005 it had a remarkable first 6 months, picking up over 30,000 signatures on more than 1000 pledges, and has achieved goals including getting over 100 people to give blood and creating sustainable funding streams for new and pre-existing community groups in the UK and the US.

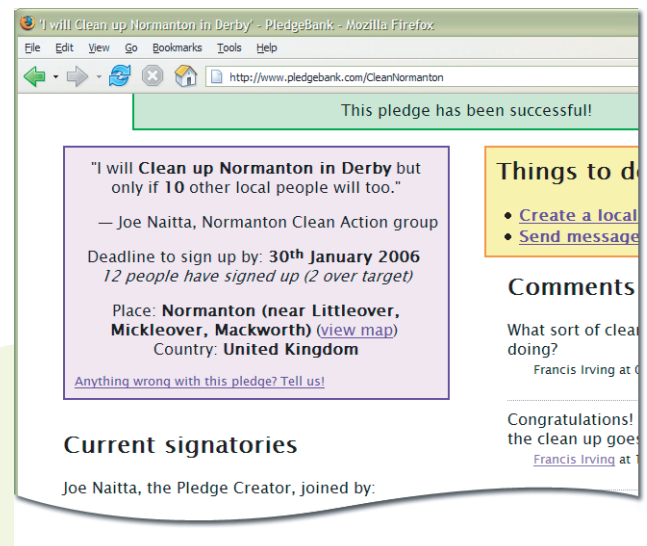
How do you know people keep their pledges?



The screenshot shows a PledgeBank page for a pledge in Brixton. The pledge text is: "I will setup a mailing list to discuss simple improvements to reduce crack and heroin dealing in Brixton but only if 25 other local people, including 1 Police Officer and 1 Councillor, will sign up to it." The pledge was made by Richard, Resident of Brixton. The deadline to sign up is 11th October 2005, and 39 people have signed up (14 over target). The postcode area is SW9 and the country is United Kingdom. The page also shows a section for current signatories.

PledgeBank relies on a calculation about human psychology. Instead of tying our users into un-enforceable contracts, we built the site to push already motivated people into action.

To test whether this had been the correct assessment of the way people think, we asked successful pledge creators who'd asked for money in their pledges how much they actually got. The worst result was 50%, the best about 150%, most achieving about 70–80% of what they'd asked for.



The screenshot shows a PledgeBank page for a pledge in Normanton. The pledge text is: "I will Clean up Normanton in Derby but only if 10 other local people will too." The pledge was made by Joe Naitta, Normanton Clean Action group. The deadline to sign up is 30th January 2006, and 12 people have signed up (2 over target). The place is Normanton (near Littleover, Mickleover, Mackworth) and the country is United Kingdom. The page also shows a section for current signatories.