

Civic Crowdfunding and community assets

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What is civic crowdfunding?

Where does it come from?

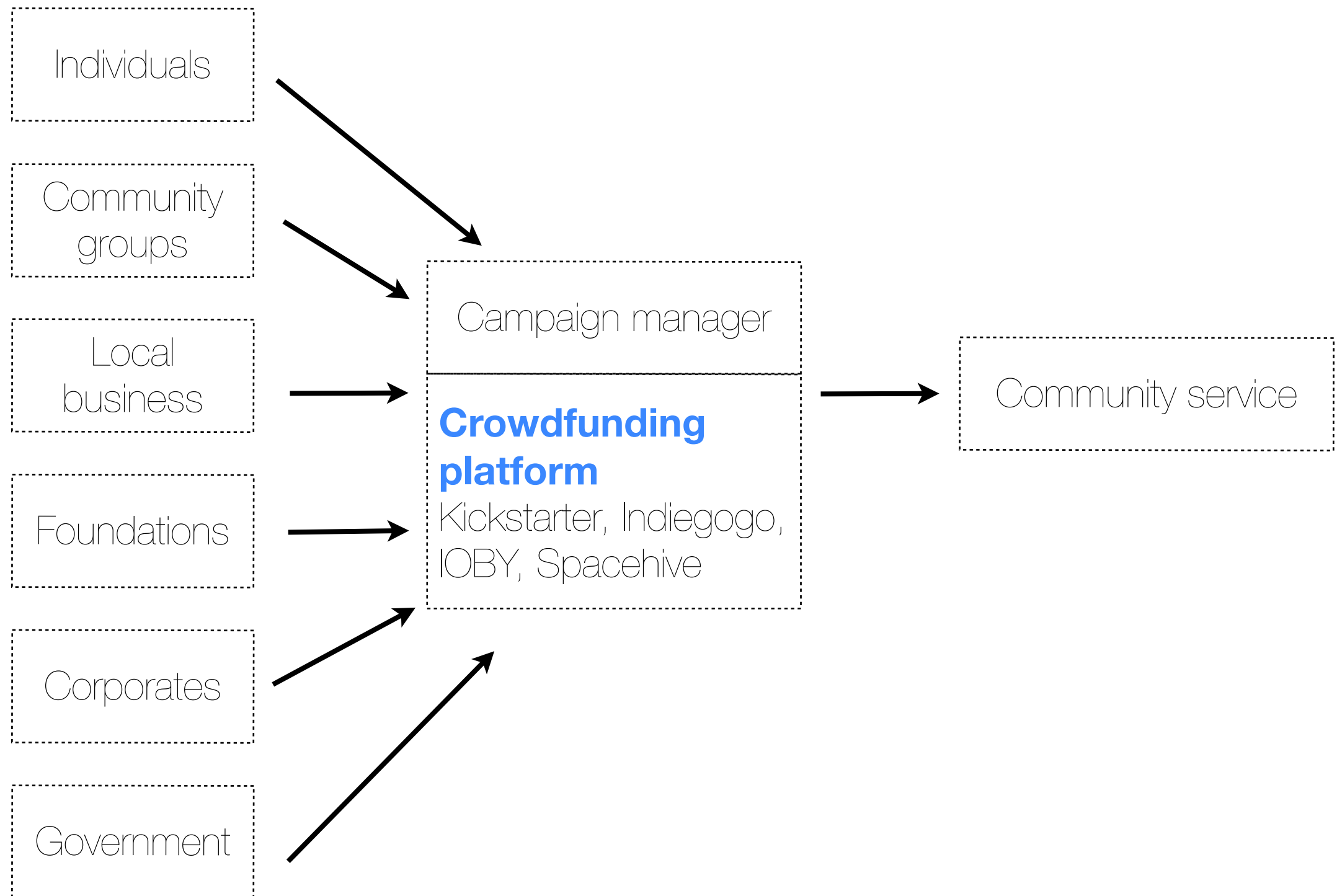
How are people using it now?

What are the opportunities and risks?

What do we know about success?

What role can civic organizations play?

What is civic crowdfunding?



What is civic crowdfunding?

Urgency and short time frame

Diverse range of sponsors

Pledges, not donations

Rewards

Symbolic ownership

Where does civic crowdfunding come from?

March-August 1885

Raised \$100,000

120,000 donors

Central collection point

Daily accounting of
donations

Populist rhetoric



How are people using civic crowdfunding?

To fill funding gaps: Glyn Coch

New activity center for a forgotten community

Raised £40,000 of £792k (\$1.2M) project

107 funders, including government, Tesco, Moondance Foundation

National press coverage, international donor base

Community-managed



How are people using civic crowdfunding?

To build services: Kansas City



Raised \$419,000 of
\$700,000 capital campaign

Launched July 3rd

1200 people, 4000 trips,
12,000+ miles

Multi-million dollar schemes
in other cities

How are people using civic crowdfunding?

To unlock PPP: New York

Using the DOT's Plaza program for public spaces

Two-year lease and contract

Match-funding from DOT

Chance to build new community bonds

IOBY recruiting projects from underserved areas



What are the opportunities and risks?

Build on existing community support
More, faster, cheaper (smaller)
Create a community around projects
Reach a new audience

How can we ensure fairness?
Does it favor better-off communities?
Sustainability needs to be baked in
Transparency and fulfillment

What makes crowdfunding successful?

A clear, simple ask

Pre-built support

Momentum and contagion

Exposure and attention

Endorsement and trust

Civic crowdfunding for civic organizations

Promoter



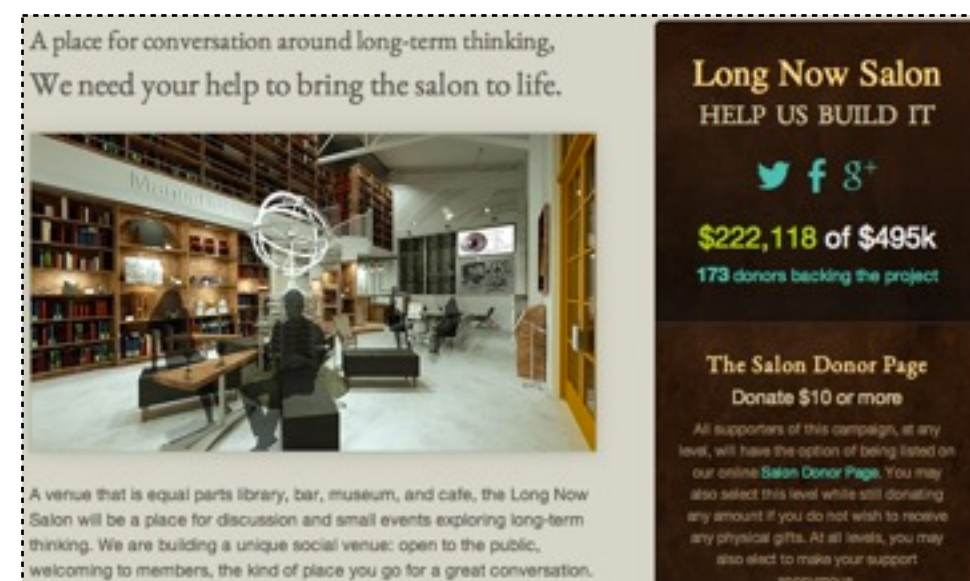
Curator



Facilitator



Platform



Where do we start with crowdfunding?

Start with your community

Stand on the shoulders of fundraising

A new tool, but not for long

