PATH OF THE CHEERING CROWD
Developing a Crowdfunding Campaign

This Path guides you in creating a successful crowdfunding campaign for your projects. Crowdfunding is a relatively new strategy of raising funds from a large number of donors (or investors). It usually relies strongly on social media and communication within networks. Crowdfunding can be much more than a fundraising tool – it is also a way to raise awareness for your cause and reshape and strengthen relationships with your support community.

WHO SHOULD GET INVOLVED?

Everyone in the team should be present for this planning session. It may also be helpful to involve communication experts and partners with experience in crowdfunding.

AT THE END OF THIS SESSION YOU WILL HAVE:

- *A shared objective and a defined approach for your crowdfunding campaign.*

- *A profile of the most important supporters your campaign needs to address.*

- *A clear and compelling message illustrated in stories.*

- *A communication strategy for the campaign.*

PREPARATION

Someone in the room should be familiar with crowd-funding practices and everyone should check out a couple of crowdfunding platforms and project examples to gain an idea of how crowdfunding can look in practice.

MATERIALS

- Markers
- Flip Chart
- Large Pin Board
- Moderation Cards
- Post-it Notes
- Talking Piece
- Figures (1 green & 1 red per person) or Colorful Sticky Dots
- Projector / Screen and Computer
- Internet

TOOLS

Method Cards:
Action Planning for Next Steps (02)
Storytelling: Creating a Narrative for the Organization (06)
Individual Donor Analysis for Sustainable Funding (30)
Circle Practice to Engage in Focused Dialogue (47)
Network Mapping (48)
Appreciative Inquiry Interview (50)
Fast Idea Generator (52)

Background Papers:
Fast Idea Generator Overview (34)
Rewarding Ideas (35)
Value Based Organizations (36)

Worksheets:
Action Plan (02)
Donor Persona (16)
Crowdfunding Gameplan (26)

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TOOLS FOR CITIZENS

ORIENTATION 60MIN

HOST / PREPARATION GROUP: Introduce Path and day program.

First round and discussion: Focusing on the Theme
Share experiences and information regarding crowdfunding and define why you need or want to engage in it.

Review Value Based Organizations (36) ▪▧
Use Circle Practice to Engage in Focused Dialogue (47) ▪▨ to explore common ground:
Which aspects of the model relate to your initiative or organization and what does this mean for the relationships you want to develop with your supporters? How will you connect crowd-funding practices with your value-based system?

INPUT TO PATH CANVAS: Common ground on your rationale and approach to crowdfunding.

GROUNDWORK 120MIN

Deep Dive Analysis

- Conduct a Network Mapping (48) ▪▨ to visualize your network of supporters. Work with specific detail in the "individual supporter" field.

- Select three individual stakeholder groups/types that you assess to have high potential as crowdfunding supporters (everyone can place three sticky dots or a figure to signify the highest potential supporters).

- Conduct an Individual Donor Analysis for Sustainable Funding (30) ▪▨ for the three highest rated groups.

INPUT TO PATH CANVAS: Short persona-profiles of 3 possible crowdfunding supporters.

SUMMIT 90MIN

Finding the Pitch

- In Pairs or Triads, conduct Appreciative Inquiry Interview (50) ▪▨ to collect stories of the meaningful impact of your work.

- Identify which of these stories have high potential to serve as crowdfunding anchors.

- Decide on the featuring project of the campaign and outline a story which highlights this project to use as part of your campaign pitch.

INPUT TO PATH CANVAS: Story outline to pitch the intended crowdfunding project.

OUTLOOK 120MIN

Building a Crowdfunding Strategy
- Use Crowdfunding Gameplan (26) ▪▦ to work through your crowdfunding approach.

- Use Rewarding Ideas (35) ▪▧ to find fun and engaging rewards for the people who will support your crowdfunding campaign.

- Where new creative approaches are needed, use Fast Idea Generator (52) ▪▨ to promote structured and constructive brainstorming.

INPUT TO PATH CANVAS: Campaign strategy milestones.

ACTION PLAN 30MIN

Anchoring the Agreements
Use Action Planning for Next Steps (02) ▪▨ to anchor the timeline and designate follow up steps in concrete agreements.

INPUT TO PATH CANVAS:
Agreements and next steps.

CLOSING 30MIN

Final round / Check Out