

Civic Crowdfunding and community assets

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What is civic crowdfunding?

Where does it come from?

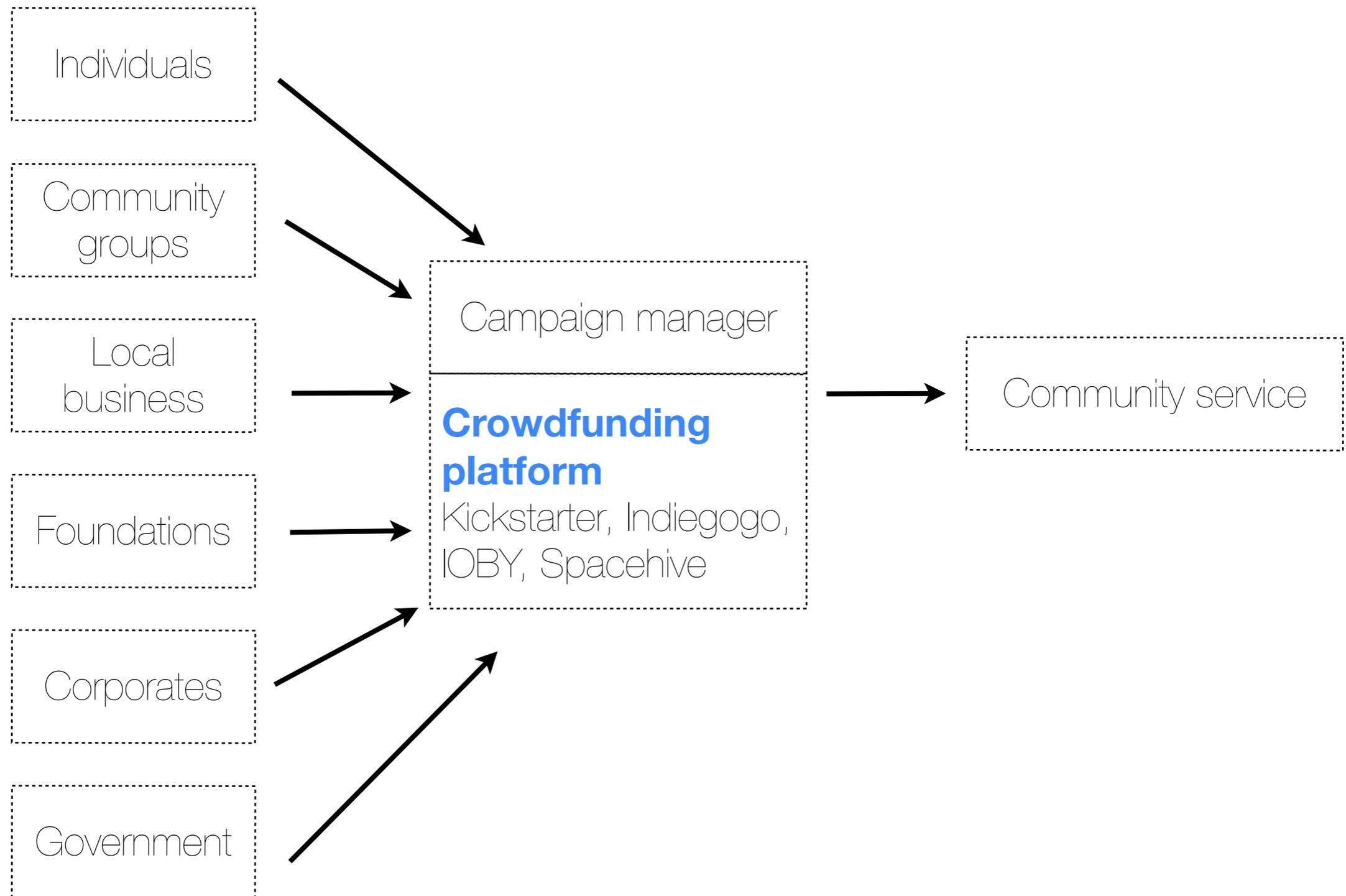
How are people using it now?

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

ONE HUNDRED THOUSAND DOLLARS

TRIUMPHANT COMPLETION OF THE WORLD'S FUND
FOR THE LIBERTY PEDESTAL.

Story of the Greatest Popular Subscription Ever Raised in America—How the Republic Was Saved from Lasting Disgrace—An Event for Patriotic Citizens to Rejoice Over—A Roll of Honor Bearing the Names of 120,000 Generous Patriots—The Flags of France and the American Union Floating in Sisterly Sympathy—Over \$2,300 Received Yesterday—The Grand Total Foots Up \$102,006.39—A Generous Lady Pays \$130 for the Washington Cent.



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

The screenshot shows a crowdfunding page on the website neighbor.ly. The project is titled "Sustain Kansas City B-cycle" and is described as a flexible bicycling project by BikeWalkKC in Kansas City. The page features a video player showing a row of bicycles. To the right of the video, it displays "28 Backers" and "\$419,298 So far, of \$700,000". Below this, it says "0 Seconds left". A green banner indicates "THIS PROJECT WAS PARTIALLY FUNDED ON OCTOBER 18, 2012". At the bottom, there is a call to action: "FOR \$10.00 OR MORE" with "12 BACKERS" and a description: "One week pass. \$15 value. Try us out with no strings attached." The page also includes social media sharing options for Like, Tweet, and embed, along with a URL: http://bit.ly/bikeshare-kc-neighborly.

Curator

The screenshot shows the homepage of Town Crowdfunder. At the top, there is a colorful banner with the words "high street" and "crowdfunder" in speech bubbles. Below the banner, the ATCM logo is visible, along with logos for Experian and the Department for Communities and Local Government. The main heading is "Town Crowdfunder" with a sub-heading "Association of Town Centre Management". The text below reads: "We love our high streets - but they've never been under more pressure. We want to flip this situation on its head - using crowd-funding to pump investment and creativity into the heart of our towns. This is an online hub for projects to help our high streets thrive." There are three featured project cards: "Make Mansfield YOUR hotspot!" (Nottinghamshire), "Grow an Entrepreneur for Tomorrow" (Buckinghamshire), and "Made In Stirling Pop Up Hotel" (Stirling). The page also includes social media links for Like and Tweet, and a "Follow @ATCMUK" button.

Facilitator

The graphic features a night view of a cityscape with a prominent tower. The text "LIVING INNOVATION ZONES" is displayed in large, bold, yellow and white letters. To the right, there is a stylized logo consisting of the letters "L" and "Z" in yellow and white.

Owner

The graphic is a fundraising page for the Long Now Salon. It features a photograph of a library interior with bookshelves and a globe. The text at the top reads: "A place for conversation around long-term thinking. We need your help to bring the salon to life." Below the photo, it says "Long Now Salon HELP US BUILD IT" and shows a fundraising goal of "\$222,118 of \$495k" with "173 donors backing the project". At the bottom, there is a section titled "The Salon Donor Page" with the text "Donate \$10 or more" and a description: "All supporters of this campaign, at any level, will have the option of being listed on our online Salon Donor Page. You may also select this level while still donating any amount if you do not wish to receive any physical gifts. At all levels, you may also elect to make your support anonymous."

Where do we start with crowdfunding?

Start with your community

Stand on the shoulders of fundraising

A new tool, but not for long

