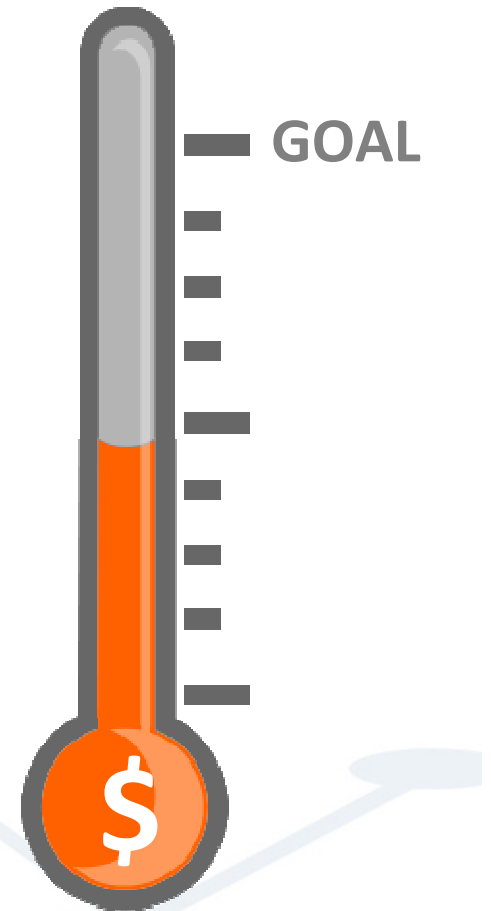


Anatomy of a  
**Grassroots**  
*Fundraising*  
*Campaign*



## Why Crowdsourcing at REVERB?

- ❖ Fundraising = Communications = Organizing
- ❖ Start with goal
  - How to find and connect w/ people
  - How to break through the noise
  - How create an army of advocates and expand your network



## What is Crowdsourcing?

- ❖ Trendy word for grassroots fundraising
- ❖ What's new?
  - Can reach more people
  - Created new culture of donating beyond Red Cross and political parties
- ❖ Does online platform matter?



**KICKSTARTER**

What is  
Kickstarter?

Discover  
great projects

Start  
a project

Search projects

Help Sign up Log in

## 3-D Ocean Farming: Saving Our Seas

by Bren Smith

Home Updates **3** Backers **734** Comments **27**

New York, NY Food

**Funded!** This project successfully raised its funding goal on Jul 20.



**734**

backers

**\$37,478**

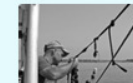
pledged of \$30,000 goal

**0**

seconds to go

Funding period

Jun 12, 2013 - Jul 20, 2013 (38 days)

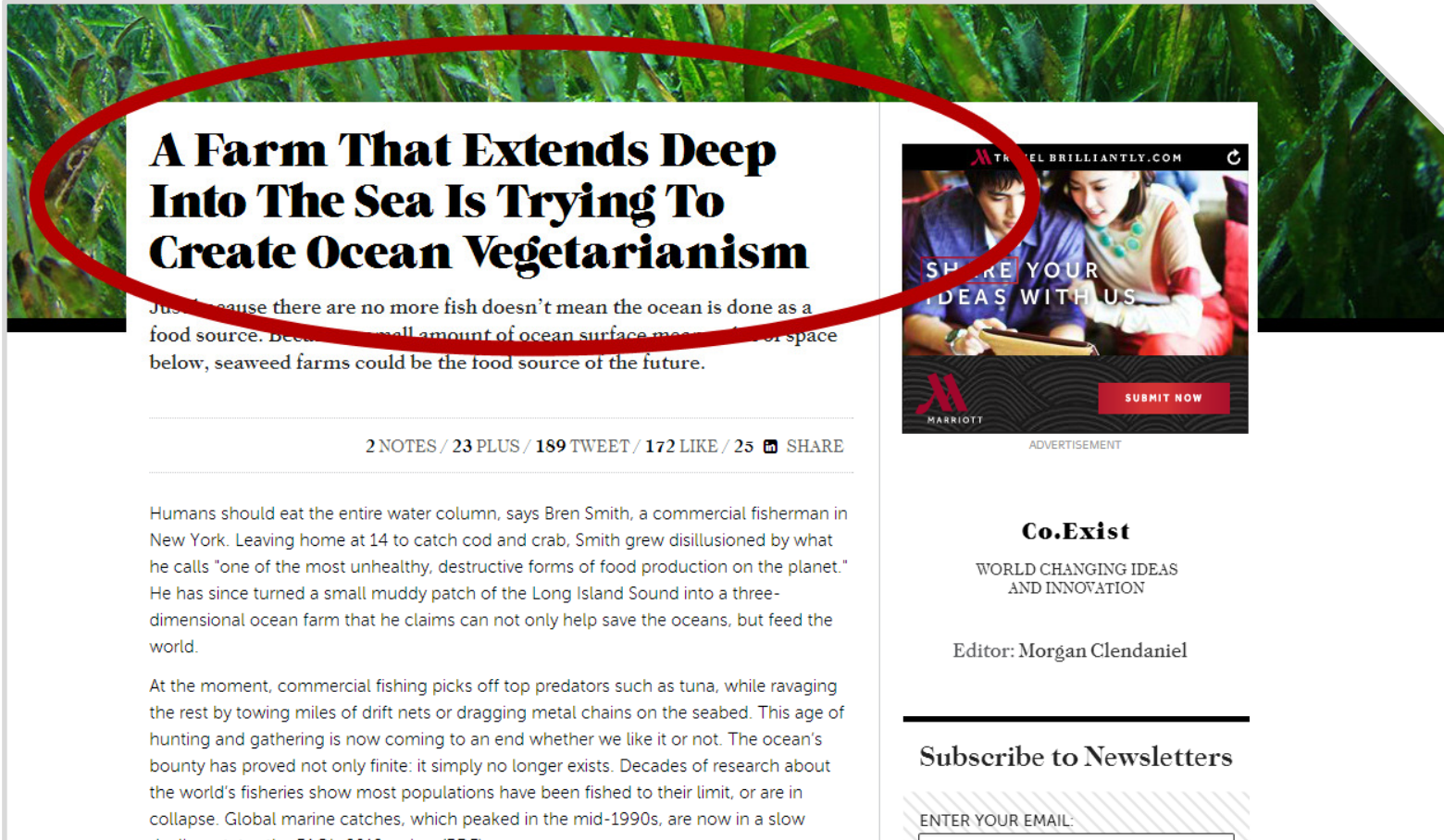


Project by

**Bren Smith**  
New York, NY



The screenshot shows the homepage of The New Yorker website. At the top left is the iconic cartoon of a man in a top hat. The title "THE NEW YORKER" is prominently displayed in the center. To the right, there is a subscription box with the text "EVERY ISSUE. EVERY STORY. EVERY DEVICE." and a "Subscribe" button. Below the title is a navigation bar with categories: SUBSCRIBE, MAGAZINE, NEWS, CULTURE, POLITICS, BOOKS, SCIENCE & TECH, BUSINESS, CARTOONS, and VIDEO. A secondary navigation bar includes links for ARCHIVE, PHOTO BOOTH, DAILY SHOUTS, CURRENCY, DAILY COMMENT, AMY DAVIDSON, JOHN CASSIDY, ANDY BOROWITZ, and SHOP. The main content area features an article titled "BOTTOMS UP SEAWED ON THE ROCKS" by Nicholas Schmidle, dated July 22, 2013. The article text begins with "Shortly after noon on a blustery Saturday, Bren Smith parked his Toyota in the bike lane of a leafy side street in the West Village. Smith, the owner of Thimble Island Oyster Company, had been up since 4 a.m., when he'd gone out on Long Island Sound to harvest kelp, oysters, and clams on his forty-acre plot. After exchanging words with a miffed cyclist, he unpacked an industrial cooler from the back". To the right of the article is a "WELCOME" section with a search bar and a list of "MOST POPULAR" articles. At the bottom right, there is an advertisement for "Let's Build a Smarter Planet" with the headline "Can every employee be your smartest employee?". A large red oval highlights the article title and author information.




## A Farm That Extends Deep Into The Sea Is Trying To Create Ocean Vegetarianism

Just because there are no more fish doesn't mean the ocean is done as a food source. Because a small amount of ocean surface means a lot of space below, seaweed farms could be the food source of the future.

2 NOTES / 23 PLUS / 189 TWEET / 172 LIKE / 25 SHARE

Humans should eat the entire water column, says Bren Smith, a commercial fisherman in New York. Leaving home at 14 to catch cod and crab, Smith grew disillusioned by what he calls "one of the most unhealthy, destructive forms of food production on the planet." He has since turned a small muddy patch of the Long Island Sound into a three-dimensional ocean farm that he claims can not only help save the oceans, but feed the world.

At the moment, commercial fishing picks off top predators such as tuna, while ravaging the rest by towing miles of drift nets or dragging metal chains on the seabed. This age of hunting and gathering is now coming to an end whether we like it or not. The ocean's bounty has proved not only finite: it simply no longer exists. Decades of research about the world's fisheries show most populations have been fished to their limit, or are in collapse. Global marine catches, which peaked in the mid-1990s, are now in a slow decline.



ADVERTISMENT

### Co.Exist

WORLD CHANGING IDEAS AND INNOVATION

Editor: Morgan Clendaniel

---

### Subscribe to Newsletters

ENTER YOUR EMAIL:



**CBS New York** 77°  
Search [ ] Sign Up for Newsletters  
Buy Tickets Order Food More LOGIN REGISTER

Home News Sports Best Of Health Video Audio Traffic Weather Places Travel Deals Autos Circulars  
News Home New York New Jersey Connecticut 2013 Elections Business Health Entertainment Photo Galleries Text Alerts

**MintX** Rodent Repellent Trash Bags **SMELLS FRESH AND KEEPS RACCOONS AWAY!** > Learn More

**NEWS**

**Long Island Sound Cash Crop Makes Its Way To Manhattan Tables**

It's Rich In Vitamins And Antioxidants, But It's Not What You Think It Is

June 20, 2013 11:38 PM

Share 12

**Filed Under**  
Health, LI News, Local, News, Seen On CBS 2HD, Syndicated Local, Syndication, Watch, Watch + Listen

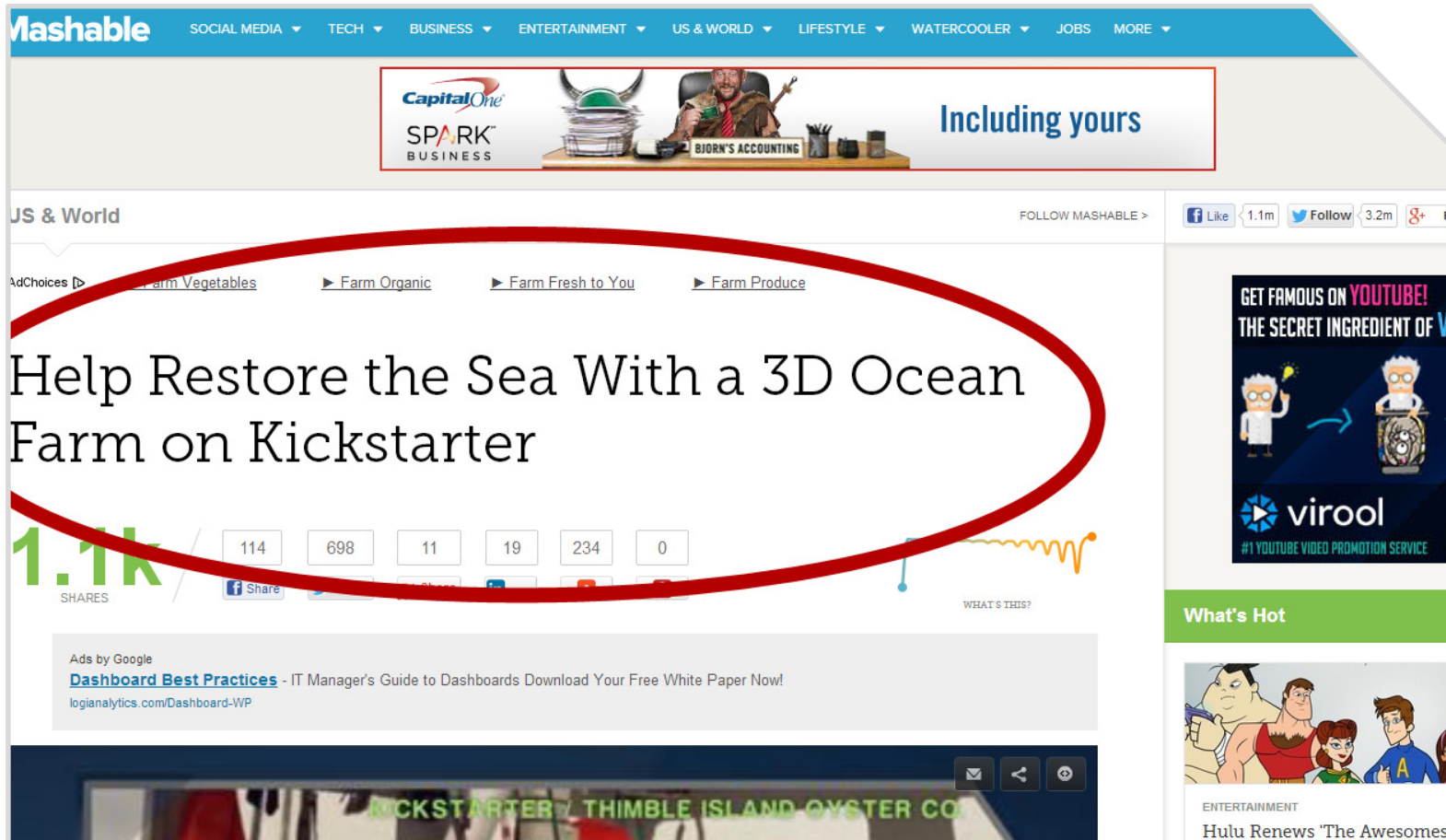
**Related Tags**  
antioxidant, biofuel, Charlie Yarish, Kelp, long island sound, Maurice DuBois, Superfood

**Related Information**

**Listen LIVE** powered by radio.com

**BROWSE VIRTUALLY. SAVE ACTUALLY.**  
That's just my two cents.  
See this week's flyer.  
**CBS LOCAL Offers**  
CBS New York

**DEAL OF THE DAY**  
75% off from 2-Cos

A screenshot of a Mashable article page. The page has a blue header with the Mashable logo and navigation links for Social Media, Tech, Business, Entertainment, US & World, Lifestyle, Watercooler, Jobs, and More. Below the header is a banner for Capital One SPARK Business with an image of a man at a desk and the text 'Including yours'. The main content area is titled 'US & World' and features a large red oval around the article title 'Help Restore the Sea With a 3D Ocean Farm on Kickstarter'. Below the title are social sharing buttons for Facebook, Twitter, LinkedIn, and YouTube, with a share count of 1.1k. A sidebar on the right contains a 'virool' advertisement and a 'What's Hot' section with a thumbnail for 'Hulu Renews The Awesomes'.

Mashable SOCIAL MEDIA TECH BUSINESS ENTERTAINMENT US & WORLD LIFESTYLE WATERCOOLER JOBS MORE

Capital One SPARK BUSINESS Including yours

US & World FOLLOW MASHABLE > Like 1.1m Follow 3.2m

AdChoices Farm Vegetables Farm Organic Farm Fresh to You Farm Produce

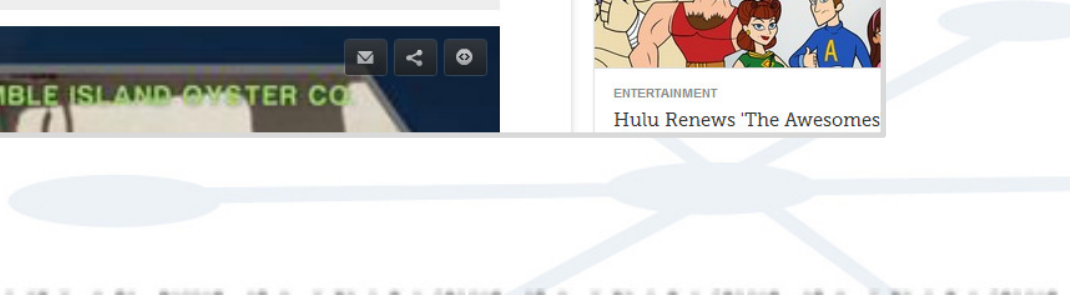
# Help Restore the Sea With a 3D Ocean Farm on Kickstarter

1.1k SHARES 114 698 11 19 234 0

Ad by Google [Dashboard Best Practices](#) - IT Manager's Guide to Dashboards Download Your Free White Paper Now! logianalytics.com/Dashboard-WP

What's Hot

ENTERTAINMENT Hulu Renews 'The Awesomes'





## Plan, Plan, Plan

- ❖ Mapping Networks
- ❖ Create the Toolbox
- ❖ Fundraising as Communications
- ❖ Integration



## Mapping Networks: Create the Army

- ❖ Who do you know; Who do they know; What are they good at?
- ❖ Requires long term commitment to data collection and documentation.
- ❖ Capture the person: Not just vitals—map relationships and skills.



## Fundraising Toolbox

❖ What communications tool to use for each person?

### 5 Tools



Email



Facebook



Twitter



Text



Offline

(Phone and in person)



❖ What's the frequency?

## Fundraising as Communications

- ❖ What does my army need to make their job easier?
- ❖ Create shareable that is:
  - 4 core kinds of shareables: videos, emails, infographics, tweets
  - Need it be compelling
  - Crafted for each platform





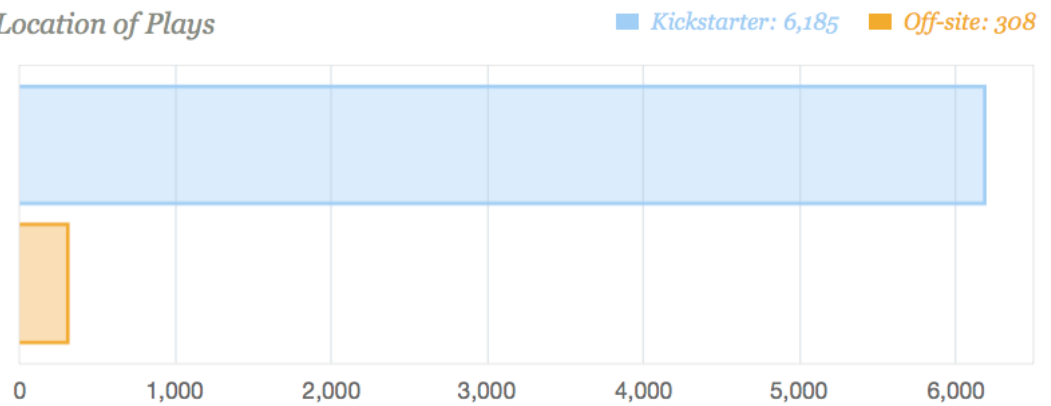
### Project Video Stats

#### Project Video Plays

**6,493**

51.92% of plays completed

#### Location of Plays





THE UNKNOWN UNIVERSE

### 3D Ocean Farming: Saving Our Seas

I've spent the last decade working as an oyster farmer in LI Sound. But after losing 80% of my oysters to Hurricane Sandy, the realities of climate change have forced me to adapt.

It's been a year of trial and error, but as a result, I've successfully developed a new **3D model of kelp and shellfish farming** designed to provide healthy, **local food** - while also **reducing overfishing, mitigating climate change** and **restoring ocean ecosystems**.

My model has attracted national attention, including from the **Wall Street Journal**, **NPR**, and **National Geographic**. And it's been a blast cooking up everything from kelp fettuccine to kelp ice cream, while developing seaweed fertilizer and biofuel.

Now I want to scale up to prove that my farm can help address some of the critical challenges our oceans face.




Support Our Kickstarter Campaign!

[www.kickstarter.com/profile/greenwave](http://www.kickstarter.com/profile/greenwave) »

 Share

 Tweet

 Forward to Friend

Watch: Portrait of an  
Ocean Farmer

**Sample Email**

Subject: Oysters, Kelp and Kickstarter

A friend of mine is raising funds on kickstarter to scale up his 3D ocean farm. It's a pretty awesome thing he's trying to do – raising seaweeds and shellfish to provide healthy, local food, while also reducing overfishing, mitigating climate change and restoring ocean ecosystems.

He's been cooking up everything from kelp fettuccine to kelp ice cream, while developing seaweed fertilizer and biofuel. Here's his story and a video about the farm:

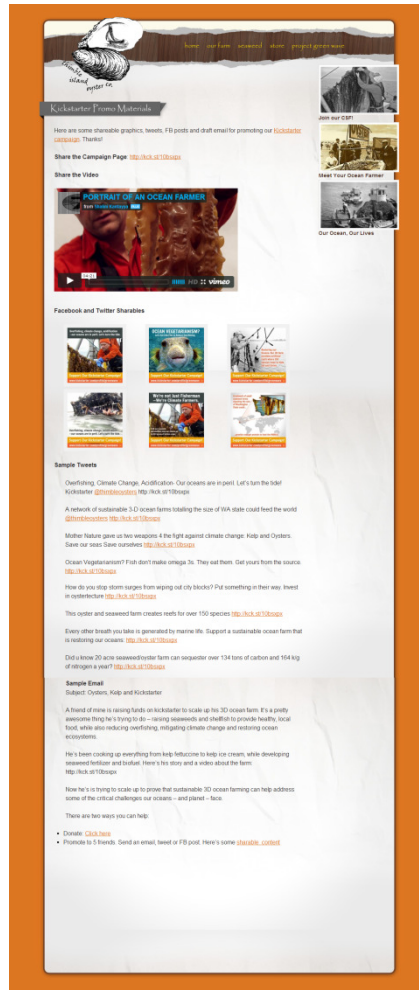
<http://kck.st/10bspx>

Now he's is trying to scale up to prove that sustainable 3D ocean farming can help address some of the critical challenges our oceans – and planet – face.

There are two ways you can help:

- Donate: [Click here](#)
- Promote to 5 friends. Send an email, tweet or FB post. Here's some [sharable content](#)





**Kickstarter Promo Materials**

Here are some shareable graphics, tweets, FB posts and draft email for promoting our **Kickstarter campaign**. Thank!

Share the Campaign Page <http://bit.ly/18Dgq9e>

Share the Video

**PORTRAIT OF AN OCEAN FARMER**

Facebook and Twitter Shareables

Sample Tweets

Overfishing, Climate Change, Acidification. Our oceans are in peril. Let's turn the tide! [Kickstarter @GreenWave](http://www.kickstarter.com/profile/greenwave) <http://bit.ly/18Dgq9e>

A network of sustainable 3D ocean farms the size of WA state could feed the world! <http://bit.ly/18Dgq9e>

Mother Nature gave us two weapons: A fish and a fight against climate change. Help and Oysters. Start our seas clear campaign <http://bit.ly/18Dgq9e>

Ocean Vegetarianism? Fish don't make omega-3s. They eat them. Get yours from the source <http://bit.ly/18Dgq9e>

How do you stop storm surges from wiping out city blocks? Put something in their way. Invest in oysterfrastructure <http://bit.ly/18Dgq9e>

This oyster and seaweed farm creates reefs for over 100 species <http://bit.ly/18Dgq9e>

Every other breath you take is generated by marine life. Support a sustainable ocean farm that is restoring our oceans <http://bit.ly/18Dgq9e>

Get a view 3D ocean seaweed/oyster farm (can sequester over 134 tons of carbon and 104 kg of nitrogen a year) <http://bit.ly/18Dgq9e>

Sample Email

Subject: Oysters, Kelp and Kickstarter

A friend of mine is raising funds on Kickstarter to scale up his 3D ocean farm. It's a pretty awesome thing he's trying to do—using seaweeds and oysters to provide healthy, local food, while also reducing overfishing, mitigating climate change and restoring ocean ecosystems.

He's been cooking up everything from kelp-infused ice to help ice cream, while developing seaweed-based animal feed. Here's his story and a video about the farm <http://bit.ly/18Dgq9e>

How he's trying to scale up to prove that sustainable 3D ocean farming can help address some of the critical challenges our oceans— and planet— face.

There are two ways you can help:

- Donate <http://bit.ly/18Dgq9e>
- Provide to 5 friends. Send an email, tweet or FB post. Here's some [shareable content](http://bit.ly/18Dgq9e)

**Overfishing, climate change, acidification  
—our oceans are in peril. Let's turn the tide.**



**Support Our Kickstarter Campaign!**  
[www.kickstarter.com/profile/greenwave](http://www.kickstarter.com/profile/greenwave) »

**OCEAN VEGETARIANISM?**  
Let's Eat Like Fish to Reduce Overfishing



**Support Our Kickstarter Campaign!**  
[www.kickstarter.com/profile/greenwave](http://www.kickstarter.com/profile/greenwave) »



**Restoring our Oceans: Our 3D farm provides artificial reefs where 150 species come to hide, eat and thrive.**

**Support Our Kickstarter Campaign!**  
[www.kickstarter.com/profile/greenwave](http://www.kickstarter.com/profile/greenwave) »

**A network of small seaweed farms equaling the size of Washington State could...**



**...provide enough protein to feed the WORLD.**

**Support Our Kickstarter Campaign!**  
[www.kickstarter.com/profile/greenwave](http://www.kickstarter.com/profile/greenwave) »



Overfishing, Climate Change, Acidification- Our oceans are in peril. Let's turn the tide!  
Kickstarter [@thimbleoysters](https://www.kickstarter.com/profile/thimbleoysters)  
<http://kck.st/10bsxpx>



A network of sustainable 3-D ocean farms totalling the size of WA state could feed the world  
[@thimbleoysters](https://www.kickstarter.com/profile/thimbleoysters)  
<http://kck.st/10bsxpx>



Mother Nature gave us two weapons 4 the fight against climate change: Kelp and Oysters. Save our seas Save ourselves <http://kck.st/10bsxpx>



Ocean Vegetarianism? Fish don't make omega 3s. They eat them. Get yours from the source.  
<http://kck.st/10bsxpx>





3D Ocean Farming? Imagine an ocean farm designed to restore rather than deplete our oceans – a farm growing local food but also biofuel and organic fertilizer. Support Thimble Island Oysters' kickstarter campaign to scale up their sustainable 3D farm – [Learn more here](http://kck.st/10bsxpx)<http://kck.st/10bsxpx>

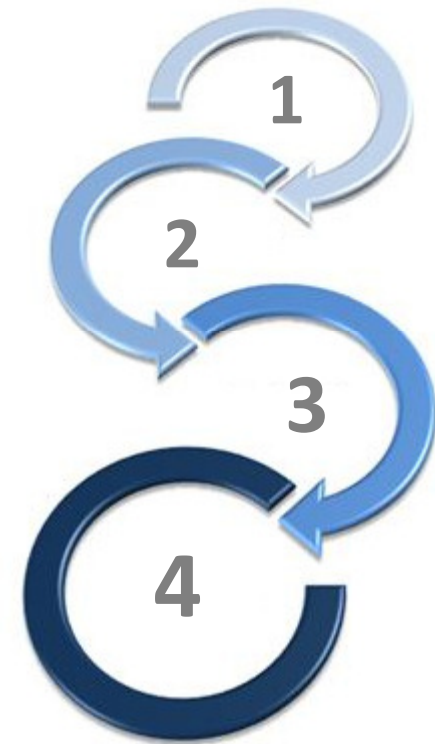




The screenshot shows the homepage of The New Yorker website. At the top left is the iconic cartoon of a man in a top hat. The title "THE NEW YORKER" is prominently displayed in the center. To the right, there is a subscription box with the text "EVERY ISSUE. EVERY STORY. EVERY DEVICE." and a "Subscribe" button. Below the title is a navigation bar with categories: SUBSCRIBE, MAGAZINE, NEWS, CULTURE, POLITICS, BOOKS, SCIENCE & TECH, BUSINESS, CARTOONS, and VIDEO. A secondary navigation bar includes links for ARCHIVE, PHOTO BOOTH, DAILY SHOUTS, CURRENCY, DAILY COMMENT, AMY DAVIDSON, JOHN CASSIDY, ANDY BOROWITZ, and SHOP. The main content area features an article titled "BOTTOMS UP SEAWEED ON THE ROCKS" by Nicholas Schmidle, dated July 22, 2013. The article text begins with "Shortly after noon on a blustery Saturday, Bren Smith parked his Toyota in the bike lane of a leafy side street in the West Village. Smith, the owner of Thimble Island Oyster Company, had been up since 4 a.m., when he'd gone out on Long Island Sound to harvest kelp, oysters, and clams on his forty-acre plot. After exchanging words with a miffed cyclist, he unpacked an industrial cooler from the back". To the right of the article is a "WELCOME" section with a search bar and a list of "MOST POPULAR" articles. At the bottom right, there is an advertisement for "Let's Build a Smarter Planet" with the headline "Can every employee be your smartest employee?". A large red oval highlights the article title and author information.

## Why All the Planning?

- ❖ First few days most important
  - Come out swinging
  - Way more likely to succeed if hit goal in first week
- ❖ Opens up time for personal touch—turn donors into promoters
- ❖ Capturing unexpected opportunities



## Integration

- ❖ How do all the pieces fit together?
- ❖ What's the narrative arc and pacing of your campaign?
- ❖ What tools are most effective donation vehicles?
  - Email vs Twitter vs Facebook



## Final Takeaways

- ❖ Importance of planning
- ❖ Collect and capture data to map network
- ❖ Develop communications strategy

