



FINANCING DAM REMOVAL

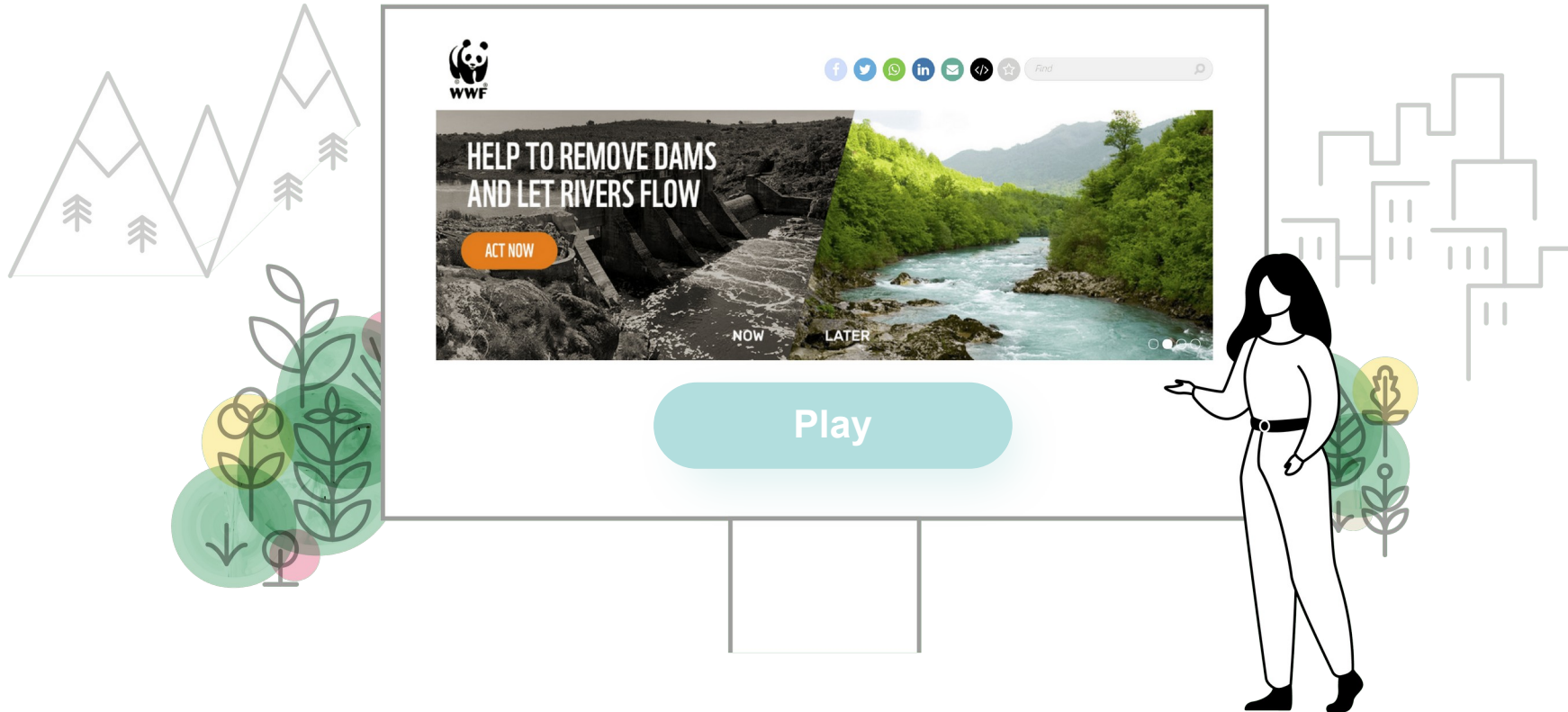
Carmen Arufe, WWF Netherlands



Crowdfunding is one campaign
where we solicit contributions from
the *crowd*

Social crowdfunding or peer to peer crowdfunding brings it even further, when *the crowd* takes on a more active role and become fundraisers themselves requesting donations from their own individual friends, families and extended networks.

SaveTheRiverToday.com

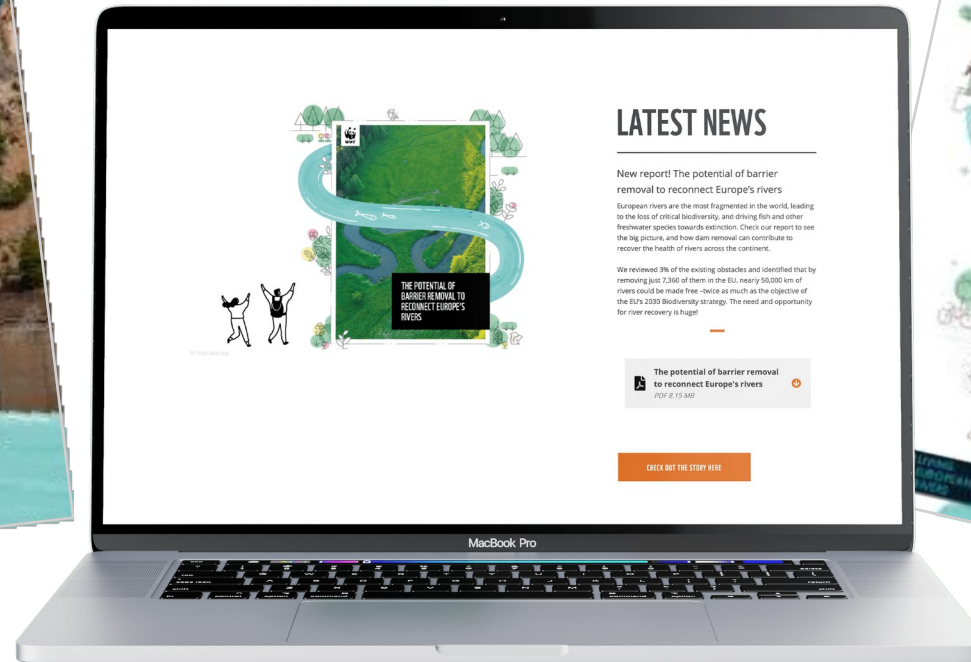




BUT THIS OLD AND USELESS BARRIER
IS BLOCKING IT

#RiversUnlocked

RiversUnlocked.com



The life of a crowdfunding campaign



And, finally, the launching day comes...



Mary is a subscriber of several NGOs. She has gotten an email with the campaign and decided to donate €50.



Mary then shares the campaign on her social media and **Tom, Mike and Lena** donate each €25.



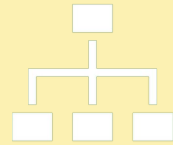
Tom decides to not only donate €50 himself, but to also **create his own campaign page** just by clicking a button, and invite his friends and family to donate instead of buying him birthday gifts. He collects an additional €300.



Tom's campaign catches the attention of her buddy **Sasha**, who happens to be an influencer **with a network of over 50K followers**, she too gets excited with the cause and creates her own campaign. Pretty quick there are €1,000 on the pot.

Quickbronze, an outdoors beach sports **company** who our NGO's corporate department reached out to last month, decides to participate in a 'save the sand' fundraiser and organizes a game between teams where the one who raises the most funds, gets to see their boss sing a karaoke song. Quickgold offers to match the amount of the winning team. The winning team raises €1,500, the company matches. A total of €3.000 is added to the dam removal pot

20 local schools, who were contacted by us a few months back, plan several riverside learning each student contributes 1€. A total of €5.000 students participate

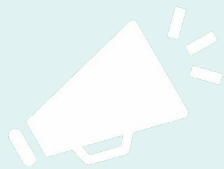


A few of **our most dedicated volunteers** have been helping our followers set up their own crowdfunding pages They gather 3.000€

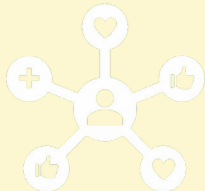
A couple **local foundations**, *Show me the Money for Nature* and *Riverlicious*, approached by our fundraising department, have agreed to support the cause, they both contribute €2,000, making it a total of €4,000

One of our **big donors**, Rebecca Lovely decides to run her annual online fundraising gala with a dam removal theme, called 'unlock rivers, free life'. Over the course of the evening she manages to raise €5.000

We keep communicating the progress, thanking and promoting relentlessly



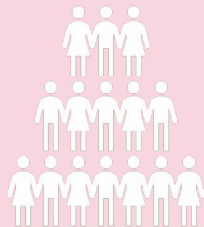
Media starts to pick up and the press starts to talk about it, from newspapers to tv channels. News are being shared left and right



Relevant people donate and support our campaign: community leaders, celebrities, scientists, politicians, sportsmen, businessmen, writers, artists, ...



We are steadily growing our social media follower base



We are monitoring web and social media traffic to understand people better for future actions



Friends of our big donors decide to reach out to us and ask about joining us



New companies hear about our initiative and get in touch to ask for potential future partnerships



New foundations looking for innovative projects knock on our door to propose a meeting

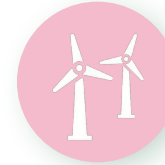


Meanwhile social media has taken a life of its own.

Individual donations from €15 to €100 keep flowing in.



Beer Runners for Rivers Club, the French Cool Fishermen and the Kayaking Rain or Shine associations join forces to spread the voice among their members, raising together over €2.000



Some **local governments**, as well as tourism and business boards, support our initiative



Our **member and subscribers** base, who had received the campaigns info through email and newsletter, see a reminder and decide to act on it. We get an extra €850



Another **company**, *Aerogenerators Rule*, not only donates but promote donations among clients and vendors. They provide the cause an extra €1.500



Mission accomplished!

Not only are we way above our fundraising goal but we have made relevant contacts and increased our supporters in all directions



Ideas to give our network so they start a crowdfunding campaign

As a present for their birthday

To celebrate the memory of someone by raising money for a cause they cared about

To raise awareness using their next sporting feat (running a marathon, swimming across a channel)

As part of a game or challenge (I'll grow a beard, shave my head, sing or dance online, ...).

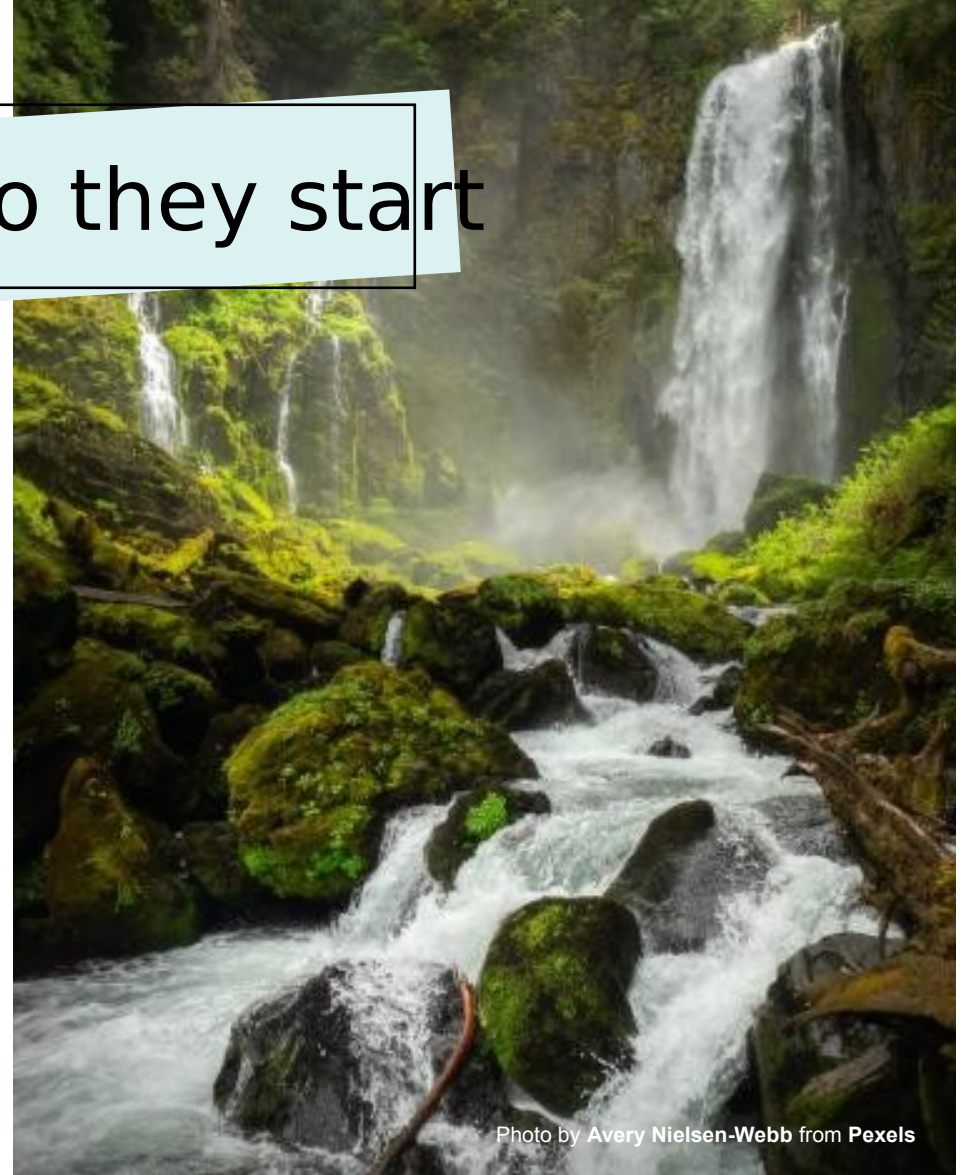


Photo by Avery Nielsen-Webb from Pexels

Why crowdfunding is THE way to go?

Trust factor

It's not only us asking you for funds, but your family, friends, colleagues, companies and groups you trust...

Vast reach potential

Quantity, quality, variety and speed

A great cost / benefit ratio

compared to traditional fundraising mechanisms (campaigns, events, etc)

Added value

Increased social awareness, new contacts, open opportunities with new partners and funders

Who should be involved internally

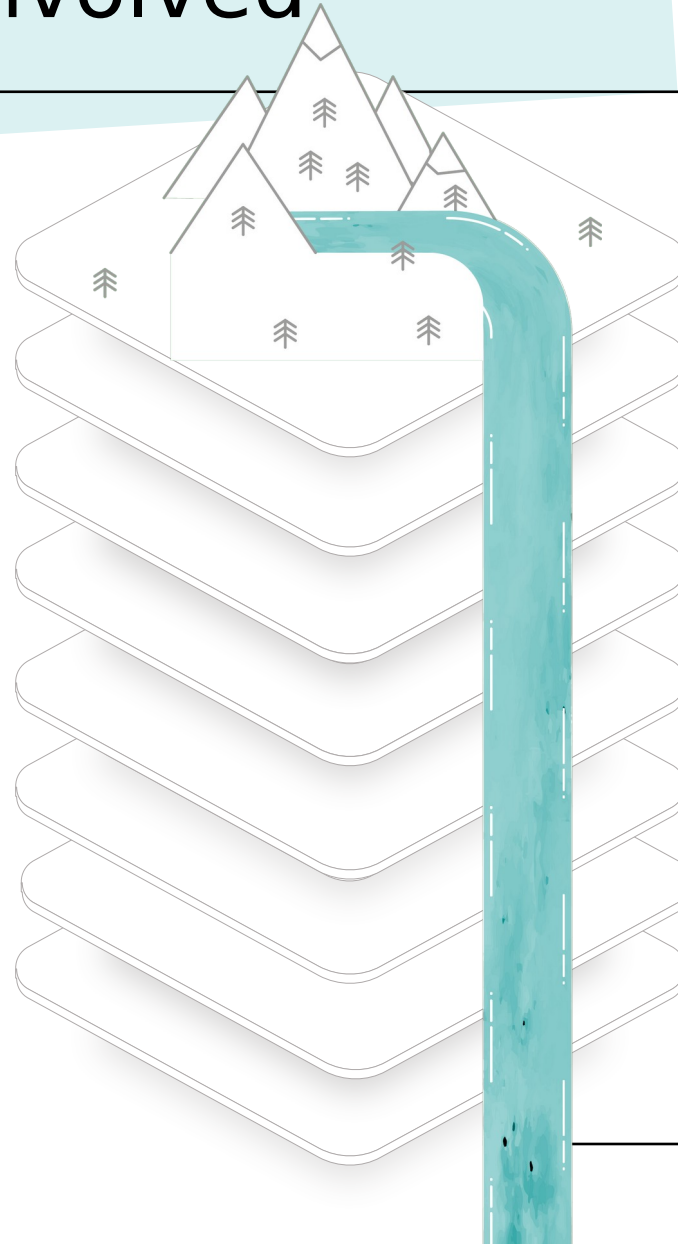
(Varies depending on type of entity)

Communications ○

Corporate Relations ○

Finance ○

Other relevant departments ○



.....○ Conservation

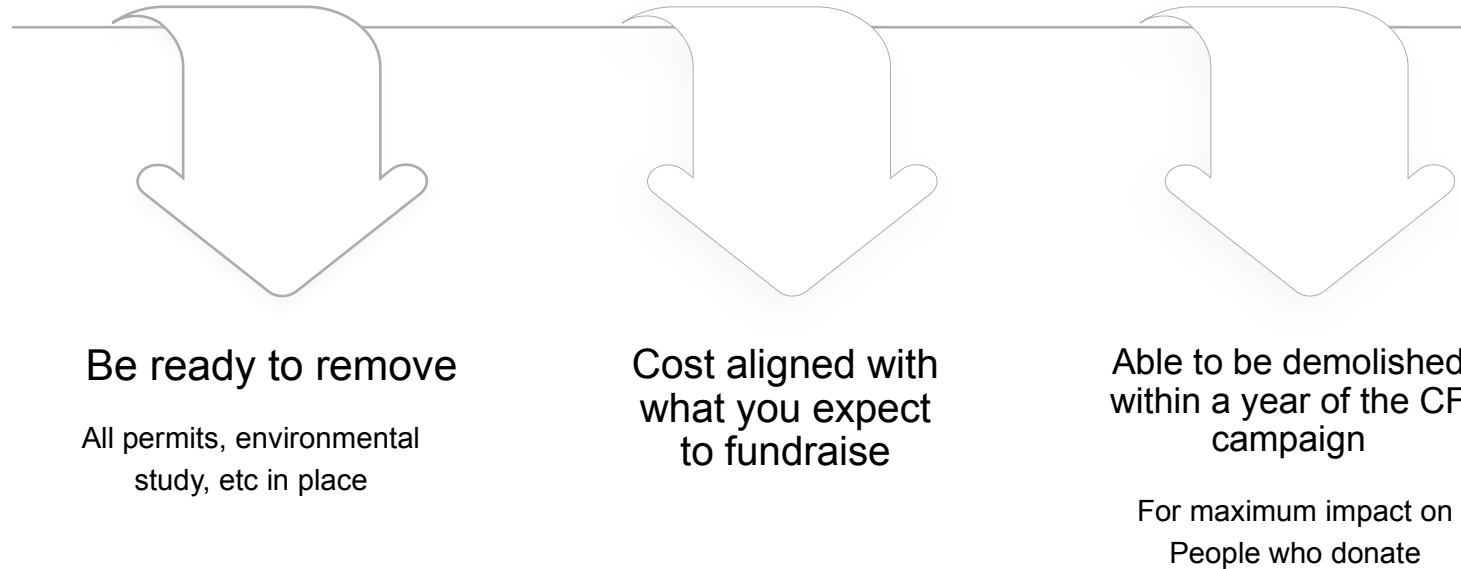
.....○ Fundraising / Members

.....○ Partnerships

.....○ CSR

Choosing the perfect dam

Dams to be used for crowdfunding should follow three simple rules.



Ways to do it

Live Online crowdfunding You need to have many resources in place and pre agreed donations. It requires more preparation since you need to keep your audience engaged and entertained with educational and fun activities.

Flash crowdfunding One day, One week, One month... You collect as many donations as possible during a certain period of time. The urgency is what makes it engaging.

Long term crowdfunding A campaign that lasts longer, several months to a year, with different selected moments where the fundraising takes the spotlight. It can be a mix of online and presential, with stans on river events, meetings, fairs, etc



Photo by Johannes Rapprich from Pexels

How to engage donors before/during the campaigning

Facilitate donating and sharing: payment options, photos, videos, etc

Never forget public recognition: mention, thank

Keep posting how the crowdfunding is going: milestones, bar

Use a reward system (a chat with the leader, a walk along the river, a piece of the dam

Encourage participants to talk about their personal reasons

Share the donors messages, photos, etc

Step by Step - Crowdfunding timeline

- Decide if you will work alone or partner up with others.
- Identify the dam you wish to remove and its cost, permits, prior studies, etc.
- Decide start and end date for the action.
- Map your network: classify in terms of who will be the advocate or ambassador of your cause, who can just spread the word, and who can actually donate and make others donate.
- Select your internal team and distribute the work.
- Prepare all materials.
- Upload the info on your crowdfunding peer to peer platform.
- Reach out to your network and offer them ideas, materials and support.
- Launch the campaign.
- Follow up, update, thank, remind.
- Monitor social media, report press clipping, evaluate KPI
- Fulfill rewards, thank all participants, update on the dam removal work and later on river restoration status.

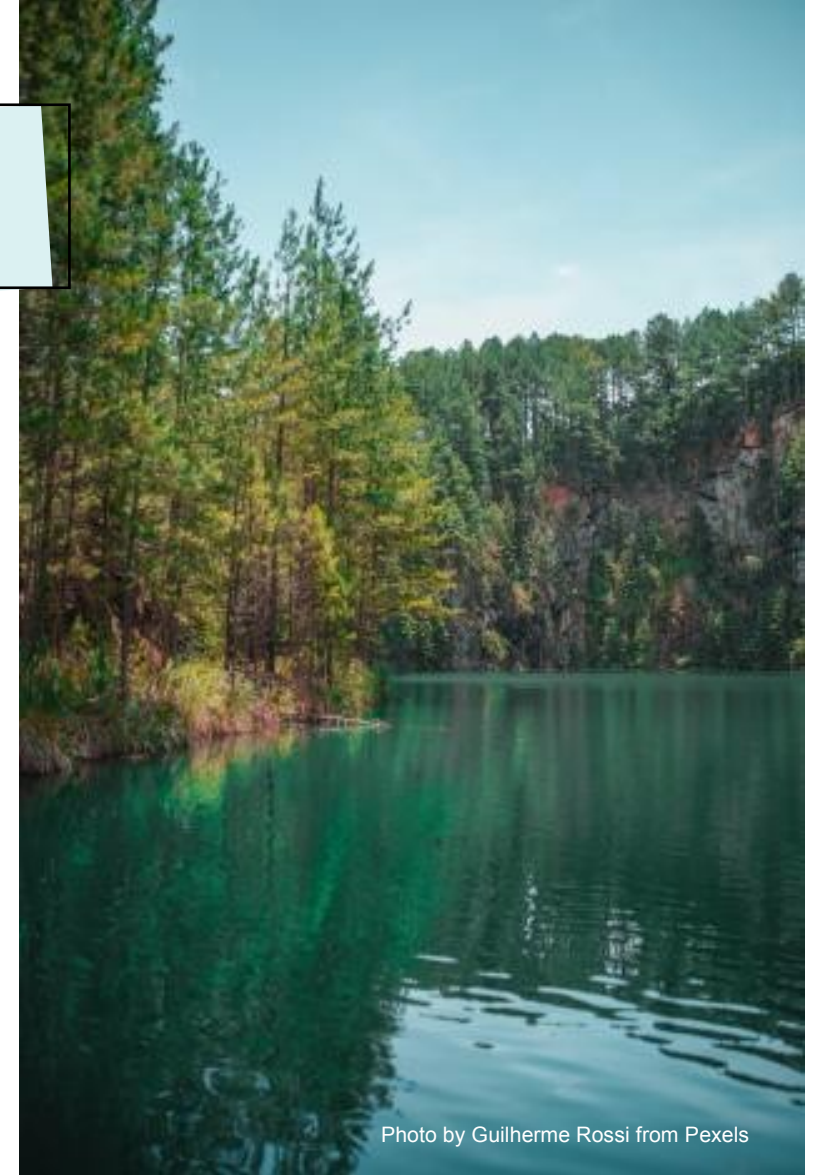


Photo by Guilherme Rossi from Pexels

Some Good crowdfunding platforms

Different crowdfunding platforms charge different fees. Most crowdfunding platforms charge a baseline processing fee and/or a percentage of donations.

Legal and tax implications also vary when contributions have been made outside your country

Check **here** for some interesting platforms



Thank you for watching

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