

The logo for iobuy is rendered in white on an orange background. The letters are lowercase and stylized. The 'i' has a solid circular dot above it. The 'o' is a simple circle with a thin line extending from its center towards the top-left. The 'b' has a vertical stem and a rounded bottom. The 'y' has a vertical stem and a tail that curves downwards and to the right.

More than just crowdfunding. Community-led positive change.

# In this webinar:



- Who is ioby and how we can collaborate?
- How do you really crowdfund?
- Announcing! 2023 Healthy Food, Healthy Lives Match Program at [ioby.org/NYHealth](https://ioby.org/NYHealth)
- Story Time with a previous participant in a New York Health Foundation ioby match program.



**We didn't want to wait for that big magical grant. We wanted to roll up our sleeves and get to it. ioby allowed us to do that—jump in and get started.**

**Danny Glover**



“You don’t need to be an endowed foundation to invest in an idea. Everyone can weigh in and vote with their credit card for the change they personally want to be part of in the world. It's a feeling of collective responsibility, or collective ownership, or joy. Grow that feeling!”

Susan Tenner, Brooklyn Urban Garden School,  
Executive Director, co-founder, and ioby project  
leader, Brooklyn, NY



“Crowdfunding was actually building community for us. It was really spreading the word about our project in ways that just getting a grant wouldn’t have. So all sorts of people felt invested and involved; it was a way to build more community, which was really amazing.”

Emily Carlson, Art in the Garden, Pittsburgh, PA

**Whether this project succeeds or not, when everyone sees that we're inching towards something that is communal, the examples that we set are the initial steps that we need to create a better world for all of us.**

Alexis Mena, Grow Brownsville



**1**

You have a great idea for your neighborhood, but need money, volunteers, or other support to make it happen.



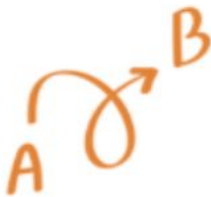
**2**

Share your great idea with ioby.



**3**

We'll help coach you on crowdfunding strategies that work, create a plan that fits your project, and build a donation page that tells your story.



**4**

Your donors can visit your page, learn about your project, give tax deductible donations or sign up to volunteer—all with the click of a button.



**5**

As you fundraise, we'll send you tips and help you hit milestones to reach your goal.



**6**

If you get stuck, we're there to help you get unstuck.



**7**

When you reach your goal, we'll send you the money you raised so you can get good done in your neighborhood!





# ioby's crowdfunding fee

# 3%

donation processing fee  
(Applies to all projects)



# ioby's fiscal sponsorship fee

# 5%

ONLY applies to projects who are  
not a part of a 501(c)3 or do not  
already have a fiscal sponsor



## By the numbers

### ALL-TIME IMPACT

**\$18,650,374**

Total raised nationwide

**3,474**

Projects  
supported

**28,769**

Neighborhood  
leaders trained

**\$50**

Median donation  
size

## 2022 IMPACT



**\$2,370,424**

Total raised nationwide

**382**

Projects supported

**1,811**

Neighborhood leaders trained

**4,850**

Total hours of coaching & support provided

**160**

Projects fiscally sponsored by ioby

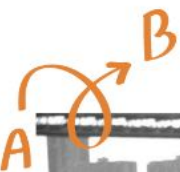


**65%**

Black, Indigenous, and People of Color (BIPOC)-led projects



# Healthy communities toolkit







The Bronx Salad, a coalition of neighbors and organizations in the Bronx, crowdfunded over **\$5,000** through the Healthy Neighborhood's Challenge to encourage healthful eating.









# Farming for our Community!

Help the Wyckoff Farmhouse team cultivate our 3,000 square-feet of growing space to provide produce for our local community in East Flatbush and Brownsville.

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## project leader

Melissa B

## location

5816 Clarendon Road  
(East Flatbush and Brownsville)

## latest update

Final Stretch: Bouquet Giveaway for for our next 10 donors of \$40 or more

PROJECT DEADLINE:  
May 31, 2020

TOTAL FUNDING NEEDED: \$21,340

**\$22,049**

RAISED SO FAR

**\$0**

STILL NEEDED

## the project

The Wyckoff House Museum's Farming for Our Community project will



# Solar-Powered Irrigation for Phoenix Community Garden

Help us sustainably water the garden and grow veggies for you!

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PROJECT DEADLINE:  
December 22, 2019



## project leader

David S

## location

Phoenix Community Garden  
(Ocean Hill-Brownsville)

## latest update

No updates yet.

TOTAL FUNDING NEEDED: \$11,657

**\$11,657**

RAISED SO FAR

**\$0**

STILL NEEDED



# ioby Crowdfunding 101

*TL;DR: They can't say yes unless you ask!*

# Who's on your team?



Teams are more likely to meet and exceed their goal.

Donors give because of their relationships with:

- The person who is asking.
- The place.
- The issue they've experienced.







## Your prospect chart:

- Identify who you'll ask.
- Plan how you'll ask.
- Estimate how much you'll ask.

# Your Prospect Chart



Method of Asking	Likelihood that they'll give	Ask amount	Number of Prospects	Total to expect
In-Person Conversation	50%	\$70	6	\$210
Phone Conversation	25%	\$40	15	\$150
Direct Personal Email	5%	\$35	50	\$88
Mass Email	1%	\$35	50	\$75
Paper Mail	1%	\$0	0	\$0
Facebook	0.5%	\$20	1000	\$100
Twitter	0.5%	\$20	300	\$30
			<b>Total Campaign Target</b>	<b>\$653</b>



# Your Story: Be Specific



Instead of a general: “Please support our project.”

Connect, visualize, build urgency, & ask a specific dollar amount:

1. “We believe in training our students for next generation jobs,
2. and so, we are all pitching in to fund a coding summer camp.
3. **Will you join us with \$40 donation today to support our students?**
4. I can tell you more about what the camp will look like.”



**Hey Dominique. I noticed that cars speed *way* too fast in our neighborhood, and it isn't safe for our kids to bike or play. I started a crowdfunding campaign to install planters to slow down traffic—could you give \$25 to make the neighborhood safer for kids?**

# What to do with 'No'



**Are they asking questions?**

The pathway to a yes!

**Unsure on how much?**

Give examples from peer donors!

**An ally but not a donor?**

Text a few friends!

**Just not bought in?**

Ask what they want to see next time!



## Make these four pushes

We recommend four communication “pushes” during your campaign: **The Announcement**, **The Celebration**, **The Urgency Builder** and **The Last Chance**.



1. The Announcement



2. The Celebration



3. The Urgency  
Builder



4. The Last Chance

## ! Know the truth about social media!

There's a common myth that in order to have a successful crowdfunding campaign, all you need to do is post to social media, then sit back and watch the money roll in. Before crafting a social media strategy, be sure you are aware of its limitations.



Social media is great for:

**Building buzz.** If donors hear about the campaign from multiple sources, they will perceive that the campaign is successful, and will be more likely to donate.

**Storytelling.** Get the project story out there and see who reacts. Then, follow up with social media contacts and make a direct fundraising ask.

**Thanking donors.** Double impact! First, the donor will feel appreciated with your public expression of gratitude. Second, you will reach new networks of potential donors by tagging a donor in your thank you post.



Social media is not so great for:

**Asking for donations.** You can expect less than 1% of your social media followers to donate, so it's best if you focus your time and energy on making direct asks.

**Remember:**

*They can't say yes unless you ask!*



“Crowdfunding is a way of saying, 'This matters to me.' It's kind of like pushing the train a little bit so it can get rolling. It lets others know that there's enough people that care that they're willing to dig into their pocket to try and make it happen.”

Ivette Bledsoe, Firefly Trail Inc., Athens, GA

ioby 2023 New York State  
**Healthy Food, Healthy Lives  
Match Program**

**[ioby.org/NYHealth](https://ioby.org/NYHealth)**

Please type questions in the chat



# How does it work? You'll get:



- ioby resources and guidance to crowdfund.
- A one-on-one ioby crowdfunding coach to teach you.
- Donations will be doubled instantly.  
(**Up to \$1,000 per donor**; up to \$5,000 per group.)
- Fiscal sponsorship to groups that are not a 501c3.

# Eligibility:



- For projects led by individuals: **Eligibility is limited to New York state residents who identify as (BIPOC):** Black, Indigenous, or People of Color.
- For projects led by an organization: **Eligibility is limited to groups whose executive leadership identifies as BIPOC** and is a resident of New York state. Organizations might be an informal group of volunteers, a school, a place of worship, or a nonprofit.

# Eligibility:



Primarily fund the implementation of a public-benefiting project that occurs within New York State & addresses:

**neighborhood-level challenges related to healthy food access and nutrition**, including: food production, distribution, education, access, and justice.

*\*Operational support is not eligible.*

# Eligibility:



- Nonprofit 501c3 organizations are only eligible if the **annual budget is smaller than \$500,000.**
- Be led by an individual resident, informal group, school, place of worship, or nonprofit organization from within Sacramento.
- Finish crowdfunding and cash-out by **November 30, 2023** at the latest.

**[ioby.org/NYHealth](https://ioby.org/NYHealth)**

*[Matches@ioby.org](mailto:Matches@ioby.org)*

# Highland Clubhouse

Community space to create a healthier Highland neighborhood

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#### project leader

Krista E

#### location

111 Grove Ave.  
(Highland/North End)

#### latest update

No updates yet.

PROJECT DEADLINE:

January 25, 2019

TOTAL FUNDING NEEDED: \$9,800

**\$9,800**

RAISED SO FAR

**\$0**

STILL NEEDED



## the project

The goal of this project is to create a community space where neighbors of all ages are welcomed for activities and education. The Wish House will be an incubator for connection, bringing together residents and community partners to host programming that will benefit the community. The Wish House is about fulfilling the wishes and dreams of residents in the North End by equipping and empowering them with the tools needed to achieve their potential. The demographic desired in this area would be residents of the North End, however programming will be open and available to residents citywide.

**\$10**

Supplies

**\$30**

Paint

**\$50**

Labor