

Community Renewal Crowdfunding Proposal
Rejuvenating West Kingston: A Call to Action!
or
Rejuvenating West Kingston: Let's Do This!

1. Description of Crowdfunding

- a. The purpose of the Community Renewal Crowdfunding Campaign is to fund pilot programs in inner-city communities in West Kingston, Jamaica to ensure a safe and secure environment that has the ability to implement and manage new investments for the benefit of all Jamaicans. The goal is to engage the Jamaican Diaspora in this funding campaign, and involve them in addressing entrenched socioeconomic problems that characterize inner city communities in Jamaica. The primary function of the programs will be to empower Jamaican residents to achieve their optimum potential while having the ability to contribute to the attainment of vision 2030 goals which is, 'Jamaica, the place of choice to work, raise families and do business'. This can be achieved by partnering with five key NGOs to facilitate improved community development. The crowdfunding campaign will support programs which target the main development challenges as indicated by community profiles throughout West Kingston - such as low skill level, high adult and youth unemployment, and teenage pregnancy. While there are many focal areas of the different interventions in West Kingston, there is no particular or sufficient focus on youth, despite the challenges faced by this group. As such, this crowdfunding campaign significantly includes youth development, to address the larger social problems. This will entail, among other things:
 - i. **Skills training;**
 - ii. **Mentorship, apprenticeship, job placement; and,**
 - iii. **Institutional building and support.**
- b. Crowdfunding raises money by multiple donors to fund a new venture or project. It is typically done via the Internet through one of many crowdfunding platforms. The platforms usually charge a percentage of each donation toward transaction fees and a flat rate fee for using the platform. The platform itself will not make or break a campaign - less than 10% of traffic to a campaign page depends on its listing platform.
- c. **Benefits**
 - i. **Monetary Gains**
 - ii. **Profile** - raising the profile of "Community Renewal" so the local & Diaspora community is aware of its existence and needs
 - iii. **Audience engagement** – creating a forum where project management can engage with Diaspora. Audience can follow progress through updates from the creators and can share feedback via comment features on the Community Renewal crowdfunding page

d. **Fixed versus Flexible Funding**

- i. Fixed or “all or nothing” funding refers to having a finite end goal to the campaign. In this case, if the outcome is not reached by the
- ii. Predetermined end date, the campaign is required to return all funds raised. i.e. If your goal is \$5,000 and you only raise \$4,500 by the end of the campaign, then you refund all pledges raised.
- iii. Flexible funding means all pledges are kept whether the total goal is met or not.

2. What Are Existing Crowdfunding Campaigns?

a. **Mobile Cause** (<https://www.mobilecause.com/>)

- i. Cloud based fundraising, with 0% transaction fees, makes it easy for donors, volunteers and staff to give and stay connected via online, mobile and social media. All plans include strategy support from fundraising experts, turnkey merchant services, and free mobile credit card reader. Simple and easy to set-up. Need database of mobile numbers to make campaign successful.
- ii. Has a text to donate function
 1. Text messages have a 99% open rate, which is much higher than any other form of media outreach
- iii. Fees
 1. 0% transaction fees
 2. Flat 2.35% processing for all credit/debit donations
 3. Subscriptions are annually based - you must request a price quote
- iv. Used by: Salvation Army & Children’s Miracle Network. Seems to be most beneficial for nonprofits.

b. **Indiegogo**

- i. Known for its flexibility, broad approach, & early start in the crowdfunding industry
- ii. Offers flexible or fixed funding
- iii. Fees
 1. Flexible - flat 5% platform fee regardless of it hit hits goal
 2. Fixed - flat 5% platform fee only if campaign hits goal
 3. Transaction fees for every campaign contribution processed via credit card will have a flat transaction fee of 3% plus 30 cents

c. **Kickstarter**

- i. Kickstarter has 13 project categories: Art, Comics, Dance, Design, Fashion, Film & Video, Food, Games, Music, Photography, Publishing, Technology, and Theater
- ii. You cannot raise money for causes - **funds must go into creation of a product**
- iii. Fixed funding only

- iv. Fees
 - 1. 5% if you reach your final goal
 - 2. Payment processing fees from their partner Stripe that is between 3-5%
- d. **GoFundMe**
 - i. According to GoFundMe, most people use the platform to raise money for themselves or loved ones during life's important moments, including medical expenses, education costs, volunteer programs, youth sports, funerals & memorials - even animals & pets.
 - ii. Flexible funding only
 - iii. Fees
 - 1. 5% fee from each donation you receive
 - 2. 2.9% plus 30 cents payment processing fee, WePay, from each donation

3. Key Diaspora Engagement and Partnership Opportunities

- a. The best strategy is for UNDP to partner with existing NGO's and leverage their experience and contact lists to involve the Diaspora in contributing and engaging in a large-scale crowdfunding campaign. The very nature of the activities requires a multi-agency approach. The recommended partner organizations are: Jamaica Business Development Corporation (JBDC), Farm Up Jamaica, ASHE, Plant and Paint Jamaica, YUTE (Youth Upliftment Through Employment). These organizations would be the 'face' of the campaign, under the guidance of UNDP. The project management team would include a board of directors with at least two members from each organization; notable high-level business owners and/or CEO's from the Jamaican Diaspora; and representatives from Jamaican government, Private Sector, and UNDP. In turn, the BOD would create internal committee members from each organization to operate the campaign. The different committee members would be assigned to run the social media, the crowdfunding campaign, media outreach, marketing campaign, and general project management.
- b. **Partnerships** – Proceeds would be divided equally amongst each organization (20% each). UNDP has the option of choosing only one of the suggested partners below and donate 100% of the funds raised to the organization.
 - i. **Jamaica Business Development Corporation (JBDC)**
<http://www.jbdc.net/>
 - 1. A leading player in the provision of business support services for Jamaican businesses. Providing business and technical support services across the spectrum, from guiding business start-ups to a wide range of consultancy advice for established businesses. Advisors and Consultants who have experienced real-life business management.

ii. **Youth Upliftment Through Employment (YUTE)**

<http://www.yutejamaica.com/>

1. Coordinated by a Jamaican private sector-led coalition, YUTE is a holistic programme designed to empower young people in troubled communities. It focuses on some of the root causes of violence and unemployment among young people through an aggressive 2-year programmatic approach. The Y.U.T.E programme is currently being implemented in eight Kingston communities by:
 - a. Improving their employability through mentorship and skills; Providing opportunities for gainful employment – work experience and real jobs

iii. **ASHE**

<http://www.theashecompany.org/>

1. Is a 23 year-old non-governmental, internationally acclaimed edutainment and theatre arts company committed to the preservation and renewal of the Jamaican/Afro-Caribbean culture. It utilizes “Edutainment” (educating while entertaining) - entertainment, community transformation, youth empowerment and social development projects. Ashe consists of a full-time cast of professional artistes.

iv. **Farm Up Jamaica**

<http://farmupjamaica.org/>

1. A non-profit organization formed to assist Jamaican farmers in the cultivation of organic food and reduce the importation of conventional inorganic and GMO foods; changing the dynamic from import to export will help balance the economy; donations act as a subsidy to offset some of the upfront costs associated with farming – provides training & tools not blind handouts.

v. **Paint Jamaica**

No website, just FB: <https://www.facebook.com/paintjamaica>

They do have one fundraiser online right now:

<https://www.crowdrise.com/PAINTJAMAICABACKWITHABANG/fundraiser/paintja>

1. Paint Jamaica is art & social intervention on Kingston's streets, uplifting communities through democratic street art. The artists create murals in unexpected places and in unexpected ways, with the objective to:
 - a. Transform the visual spaces, shed light and bring more pride to marginalized neighbourhoods. The community inspires all murals: they interview and connect with local residents and hear what they have to say. Their words inspire the artists.

- b. Demonstrate the rich creative energy that exists in Jamaica.
- c. **CONCERT:** To supplement and boost the crowdfunding campaign, UNDP could host a concert in West Kingston where the profits from ticket sales go toward the previously mentioned partnerships. This would also raise awareness for the campaign and generate huge media coverage within Jamaica and internationally. i.e. chosen Diaspora committee members to be interviewed on programs outside of Jamaica such as CaribNation TV in Washington, DC.
 - i. **“National Heroes Day West Kingston Community Renewal Concert”**
 - 1. Concert held on **October 19th, 2015** to celebrate National Heroes Day. This is widely celebrated as a day when Jamaicans give thanks and praises to National Heroes, those who fought for freedom against slavery, those who fought for Universal Adult Suffrage and the birth of independent Jamaica.
 - 2. The **first step** would be to partner with Shaggy and/or Chronixx as concert headliners and ambassadors of the cause. Outreach to Jamaican Diaspora through videos of the ambassadors supporting the cause via the crowdfunding campaign and social media.
 - a. **Shaggy:** Jamaican Reggae artist who moved to the U.S. at 18, but is now in his 40’s and currently resides between Jamaica and Miami, FL; birthplace is Kingston.
 - b. **Chronixx:** Jamaican Reggae artist in his 20’s was a part of the “reggae revival”; his lyrical content revolves around anti-war, romantic declarations, and resiliency; born in Spanish Town & attended St. Catherine’s High School.
 - 3. The crowdfunding campaign would need to front some concert costs to be reimbursed.

4. Coordinated Approach to UNDP Crowdfunding Campaign

- a. **How to facilitate a successful campaign**
 - i. Create crowdfunding campaign page. Make sure you include the “who, what, when and where” of the campaign.
 - ii. Title of campaign: **Rejuvenating West Kingston: A Call to Action! or Rejuvenating West Kingston: Let’s Do This!**
 - iii. Confirm five NGO partnerships for donations and what financial goals need to be met. Or choose one NGO partner for the campaign.
 - iv. Create Board of Directors and Committees

- v. Create database of Jamaican Diaspora and consolidate list of contacts from the NGO partners: mobile phone numbers and email addresses.
 - vi. Create social media platforms for campaign
 - vii. Create content. Pictures, Videos, creative and appealing messages, concert hype. Give the media something to publish.
 - viii. Produce videos for crowdfunding that are informative with an engaging human aspect. The most important element of your campaign page is the video. Campaigns that have videos on average raise 114% more than those that don't. Convince the Diaspora to donate to the community renewal campaign by using the 'Voices of the People'. Please see attached videos in email which can be edited and used for the campaign.
 - 1. The video needs a strong introduction that will pull viewers in so they watch the entire clip
 - ix. Consider **rewards** that could be given to donors. Perks should be unique, well thought out, and logical for the project you want to crowdfund.

Suggestions:

 - 1. Personalized thank you letters from notable Jamaicans
 - 2. Autographed photos of notable Jamaicans
 - 3. Pictures of Jamaican youth and a short letter i.e. For a donation of \$200 or more you will receive a photo of and letter from the little boy or girl who this funding is directly affecting etc.
 - 4. An invitation to join Shaggy or Chronixx as a meet and greet or on stage at the concert (different levels of donations i.e. \$2500 for meet and greet; \$10k and up for going on stage at the concert; \$20k for lunch with the stars, etc.)
 - 5. Gift Certificates from restaurants or stores
 - x. Crowdfunding page should be updated 2 - 3 times per week with fresh videos and/or pictures with appealing messages
 - xi. Campaign will be more effective if it is linked to social media accounts that already have a following
 - xii. Consistently promote campaign through UNDP and partner organization's social media platforms to spread the campaign message, following, and donations.
- b. Supporter Engagement**
- i. Notable Investors**
 - 1. Retrieve emails, addresses, and cell phone numbers of Jamaican Diaspora 2015 conference attendees. Ask them to donate first so campaign builds credibility.
 - 2. Confirm monetary pledges in advance before site goes live so it will have immediate support at its launch. (About 20%-30% of goal - legitimizes the cause).
 - 3. Send personalized emails to potential notable supporters with a link to donate.

4. Ask notable Jamaicans to perhaps give quote on why the cause is worthwhile. Crowdfunding campaigns that have well-known contributors/backers get up to six times the community engagement on their fundraising effort as those who do not.
- ii. **Planned Marketing and Outreach**
1. The crowdfunding site needs to be promoted across multiple social media and outreach platforms. A Facebook page is necessary and fans can be asked to 'share' the link to the crowdfunding site. The FB page should be updated once daily with newsworthy and relatable topics and/or updates about the campaign.
 2. Other forms of social media can be potentially utilized such as Twitter and/or Instagram.
 3. Email marketing campaign will update 'fans' and conference attendees with meaningful content and links to donate to crowdfunding site.
 4. Video updates engaging notable people in the community; each video should be a message to Diaspora as to why they should contribute to cause. (see attached video examples on email)
 5. Crowdfunding site should be updated 2-3 times per week with thanks to supporters and newsworthy items, pictures, and videos.
 6. Text Outreach.

5. Timeline

- a. August 6 – September 22
 - i. (Deadline: August 12) UNDP to choose crowdfunding platform and partners, contact NGO's.
 - ii. (Deadline: September 10) UNDP to confirm partnerships; form Board and Committee; Assign members specific assignments; Create the campaign; collect all necessary content including database of Diaspora, video and pictures to be used for campaign; Confirm partnership with Shaggy and Chronixx for concert.
 - iii. (Deadline: September 17) Committee to collect media contact information. Write media press releases to send to TV, radio, print, and blogs.
 - iv. (Deadline: September 18) Committee to send press releases before September 22 and set up interviews. (**Press release to print media sent by September 1).
 - v. (Deadline September 1) Confirm 20%-30% of donations up front before launch of campaign. Add this info to all materials including press release, social media, and campaign page.
- b. September 22 – October 20
 - i. Launch campaign four weeks before concert.
 - ii. Continue media outreach. Interview with CaribNation TV during first week of campaign.
 - iii. Heavy social media outreach.
 - iv. Keep campaign page updated (2 – 3 times per week).
 - v. If a flexible campaign is chosen, then the end of each week send out rewards – do not wait until campaign ends
 - vi. If a fixed campaign is chosen, wait until the end of campaign to send rewards – if you do not reach goal, then you do not send out any rewards.
- c. October 19.
 - i. Date of concert with Shaggy and Chronixx.
 - ii. Remind concert attendees of 24 hour deadline to contribute to campaign
 - 1. When selling concert tickets ask for cell phone number and permission to text so campaign can use the text to donate function.
- d. October 20
 - i. End campaign
 - ii. Plan distribution of collected funds