

Crowdfunding- Diaconia Valdese: what we did

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INTRODUCTION

Why Crowd Funding?

- **Reach new donor pools effectively;**
- **Attract and train new teams of activists;**
- **Build local interest in your project;**
- **Empower people;**
- **Reinforce local and community ties.**

Diaconia Valdese - CSD



Our Diaconia is active throughout Italy, although our roots lie in the Waldensian Valleys, near Turin.

Our activities include services for young people, assistance in gaining employment, working with and housing refugees, providing co-housing projects for vulnerable people and offering residential and home based care for elders.

In all that we do, our motto is:

**‘Servire, con le Persone’
-To serve, with people-**



Historical roots, inherited values

- **Over the centuries, Waldensian people were often persecuted. Until 1848, they could not attend university, practice professions or live outside the Valleys.**
- **This experience has left us very aware of and attentive to the needs of the marginalized and vulnerable and as Christians we need to help.**
- **As new needs emerge in Italy, we have looked for new sources of funding.**

SEMPRE PROJECT

**Given our history and our values,
your project based in rural areas,
strikes a chord with us. We hope to
give you some helpful suggestions
today for your future work.**



Diaconia Valdese
Servire, con le persone

Just a little bit of Theory...

Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.

FIELDS OF INTERVENTION

- **For-profit: entrepreneurial ventures, innovative project (such as APPs –Silicon Valley–)**
- **Not-for-profit campaigns: such as artistic and creative projects, medical expenses, travel, and community-oriented social projects**

Models of crowdfunding

- **donation based**: no reward for the donor who made the donation
- **reward based**: it provides a reward (no money) for the donor who made the donation
- **lending based**: allows entities and businesses to lend and obtain loans to and from individuals and businesses
- **equity based**: allows the donor to become de facto shareholder of the project financed and then carried out

Three types of crowdfunding

Ideally, there are three ways to start a crowdfunding campaign:

- **the project initiator who proposes the idea or project to be funded**
- **individuals or groups who support the idea**
- **moderating organization (the "platform") that brings the parties together to launch the idea**

Platforms and tools

Nowadays, globally, there are more than 3000 platforms on which to raise funds.

- **Not-for-profit projects can be funded by using some of them; almost every country has its own.**
- **The most reliable ones for NFP campaigns are:**
 - **Globalgiving**
 - **Gofundme**
 - **Facebook (Fundraiser)**
 - **Rete del dono (Italy only)**

Our 4 Golden Rules

- **Everything begins with a strategy –you must have a clear crowdfunding strategy and ensure it is integrated into your overall strategic planning**
- **Think long term - ensure sustainable planning is at the heart of your fundraising**
- **Do have a specific cause- it will help your organization to achieve better goals**
- **Play your part - what can you do to ensure that your organization's crowdfunding achieves its potential?**



The importance of being a Team (and not only motivated :-)

Technical Skills



Human Skills

Conceptual Skills



- **While you may not need to be a fundraising expert, the job has to be done properly. That means legally, responsibly and ethically.**
- **Will your fundraising activities be in keeping with the purpose, values and culture of your organization or group?**

Important Questions

- **What are the opportunities and risks?**
- **How will your fundraising strategy secure a sustainable future and enable the organization to achieve its objectives?**
- **What does this mean for you?**



Q&A TIME!



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