



# **Crowdfunding for Culture** **Alternative financing tool** **for culture**

Khaoula Behi , 15 November 2022, Beirut

# Introduction of the trainer

International expert in innovation management and societal innovation.

Researcher in the field of crowdfunding and networks in the North African region.

The founder manager of an Innovation lab in Tunis and Berlin, Future Islands and Maarifa for transition

**KHAOULA  
BEHI**

The Alpha



#innovation-management  
#strategy #sustainability

# Agenda

**11:00 - 11:30:** Definition, mechanism and typology of crowdfunding

**11:30 - 11:50:** Crowdfunding for culture

--- 10 minute break with questions ---

**12:00 - 12:30:** Working Group to create your own campaign

**12:30 - 13:00:** Group presentation and discussion

# OBJECTIVES

At the end of this workshop, you will be able to:

- + Understand how crowdfunding works
- + Understand the different components related to crowdfunding for culture



# HISTORY

In 1884, an appeal for help initiated by Joseph Pulitzer in the "New York World" newspaper.

Amount of money collected: \$100,000.

Nearly 125,000 people contributed with a sum of \$1 or less.



The Statute of Liberty in New York



It exists in our everyday life.  
These are community practices in the Arab culture

### الجمعية

Rotating kitty to finance small projects such as a wedding, studies, renovation ...



مساهمة في  
بناء جامع

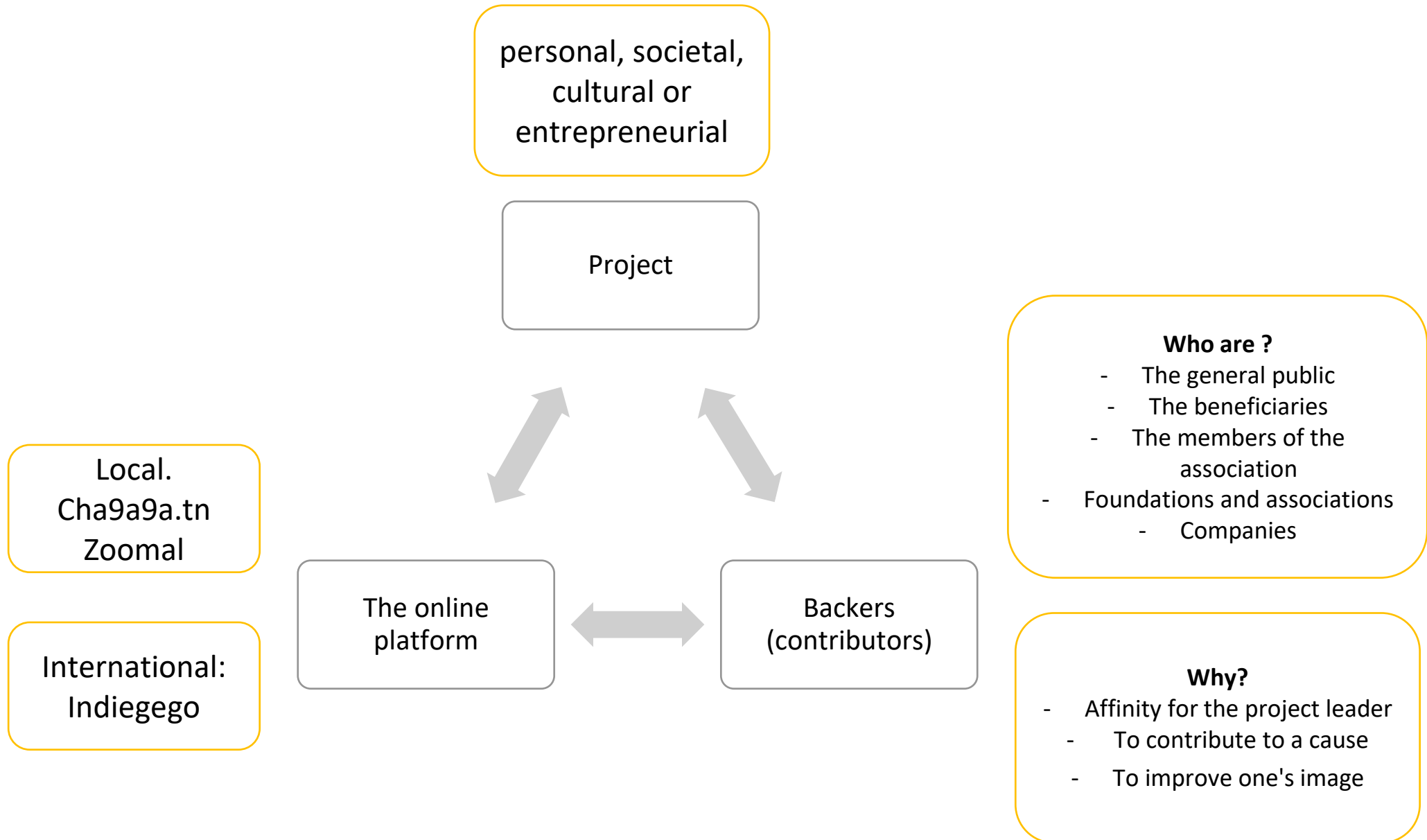


**... but the Internet and social networks have revolutionized  
Crowdfunding.**

# CROWDFUNDING IS...

The financing of a personal, societal, cultural or entrepreneurial project through small contributions from the crowd, through an online platform.





# Types of participatory financing

There are 3 types of participatory financing:

- **The donation:** with or without non-financial counterparts.
- **The loan:** which makes it possible to finance projects via free or remunerated loans.
- **Investment:** which allows the financing of an entrepreneurial project via the subscription of capital or debt securities, and whose counterparty is the participation in the possible profits of the project.

# Donation-reward: with or without non-financial counterparts

**Without counterpart** : "coup de Coeur" donations.

Reward-based :

**with a symbolic counterpart**: a postcard, a t-shirt, concert ticket.

**pre-sales / pre-orders** of the product or service for which the fundraising campaign has been launched.



Ideal to **test your market** and the public reception of your product or service

# Example : Donation

“Maker Against Corona” campaign Community of Makers in Tunisia has mobilized to provide visors to the medical body.




# Example : donation

This first Tunisian Incubator Arts Project was led in 2014 by a team of artists and cultural managers.

I recommend this project to you!

## DEBBO 52, Art project Incubator and co-w



The project goal is:

# \$8,000

Be part of this project's success:

[www.zoomaal.com/p/3253](http://www.zoomaal.com/p/3253)

Art Project incubator for young artists from Tunisia and Arab world.

powered by **zoomaal**



05 minutes



# Crowdfunding for Culture

Cultural crowdfunding refers to the use of crowdfunding for financing the production, distribution, and consumption of cultural and artistic expressions.

**It can be :**

- An Artist , organization / formal group / movement for cultural and creative industry ( CCI) ,

# CROWDFUNDING for Culture

**Unrequited donations :**  
"coup de coeur" donations

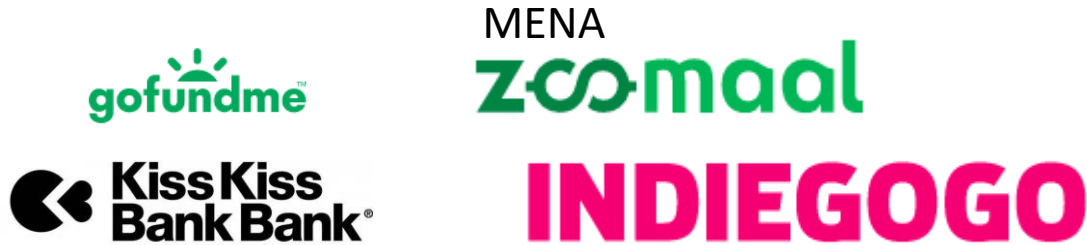
Donation - **reward with a**  
symbolic counterpart: a  
postcard, a t-shirt, etc.

**pre-sales / pre-orders** of the  
product or service for which  
the fundraising campaign  
was launched

Platform  
Local



Platform  
Global



Offline campaign No platform, payment in cash, bank transfer or check

# Types of counterparties

## **Communication and follow-up**

Presence of supporters (donors) in online and offline communication media,  
Regular follow-up on the progress of the project and the spending of the money raised.

## **Symbolic counterpart**

Gifts such as postcards, t-shirts etc.  
Follow-up on the progress of the project,  
Explain the counterparty and the acquisition process.

## **Product / service consideration**

Sale of product / service,  
Respect the delivery time / Inform.

# Let's discover together Sally Grayson 'Black Swift's New Album

Klik [here](#)

## Congratulations!

Hello **Sally**,

A new contribution came in for 'Black Swift's New Album \*SEE ME HUMAN\*' on Indiegogo.

Indiegogo will hold the contribution until your campaign has ended.

Here are the details:

**Contributor Name:** khaoula EL Behi

**Contribution Amount:** €10 EUR

**Payment Type:** PayPal

**Visibility:** This is an Anonymous Contribution - Do not reveal their identity publicly

They selected the following Perk: Digital Download - You receive a digital download in your mailbox of Black Swift's "See Me Human" one week before the release. (approx. \$10.65) Digital Download, verfügbar eine Woche vor dem Release des Albums

You can find campaign analytics, fund disbursement status, and perk fulfillment information on your [dashboard](#).

Please note that all contributions on Indiegogo are subject to review that may result in a hold or refund of the contribution. If you have any questions or receive any suspicious contributions, please contact [trust@indiegogo.com](mailto:trust@indiegogo.com). For more information on Trust at Indiegogo please visit us [here](#).

Reply to this email to thank your new contributor! Or thank your contributors on Facebook, Twitter or Google+.



05 minutes



**Lets Build the crowdfunding campaign**



# A CROWDFUNDING CAMPAIGN

It is a communication campaign aimed at engaging a community.

It focuses on a well-defined subject.

It is limited in time.

It aims to unite the crowd around your project ... And to collect donations.

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Pre-campaign	Between 2 and 4 weeks
The bell : the launch	Between 2 and 4 weeks
Post-campaign	2 weeks

---

# Preparing a crowdfunding campaign

## Project

What is your project?

What are the objectives of the campaign?

WHERE TO LAUNCH YOUR CAMPAIGN?

What are the counterparts?

## Organizations

network mapping  
Artist, curator  
Organization  
Project

What are your numbers on social networks?

What are the resources allocated for the mission?

# Before the launch : Preparing a crowdfunding campaign (1/2)

## I. Association

# Network mapping of the Ngo/cultural /artist ?

Ambassadors	spokesperson for your project Financial / non financial contribution
Family and friends	Financial contribution Affinity for the project leader
Main target	Financial / non-financial contribution Sharing / communication
Contact / acquaintance / friends of my friends	Financial contribution Sharing / communication
Influencers / media	Sharing / communication
community of interest	Financial contribution Sharing / communication
Technical and financial partners	Financial contribution Sharing / communication

What are your  
numbers on  
social  
networks?



# What are the resources allocated for the mission?

---

Financial resources

Counterparts, sponsoring, public relations, graphic design, etc.

Human Resources

Communication officer, Community manager, project manager, volunteer, etc.



# Before the launch : Preparing a crowdfunding campaign (1/2)

## II. Project

# Project

- A paragraph describing the project/Artist ,
- Present the beneficiary of your project,
- List three achievements,
- Present the potential steps after the funding.

# The Campaign objectives

## **The main objective is to collect money:**

- Determine the amount of money desired and its allocation,
- Determine the duration.

## **A crowdfunding campaign is also a communication campaign, which can have objectives like:**

- Positioning of the association,
- Launching a new program or product,
- Access to an international community / specific interest,
- Expanding the network.

# WHERE TO LAUNCH YOUR CAMPAIGN?

## **The positioning of the platform:**

- The type of funding,
- The type of communities

## **The positioning of the project:**

- The country of distribution of the product / service,
- The type of product / service proposed.

## **The platform's offer:**

- The type of support offered by the platform,
- The amount of fees and commissions.

# What are the counterparts?

## **Communication and follow-up**

- Presence of supporters (donors) in online and offline communication media,
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## **Product/service consideration**

- Sale of product / service,
- Respecting the delivery time / Informing.



# CAMPAIGN CONTENT

- ❑ **Campaign title:** this is the first contact a potential contributor has with your fundraising campaign, either directly on the platform or through the communication you will make.
- ❑ **Catchphrase:** it always accompanies the title of the campaign and allows it to give more details about the project, or it is attractive enough to arouse the curiosity of the reader.
- ❑ **Body of the project page:** this is the content of the project presentation and the story

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05 minutes



# Let's have fun and explore real campaign (30 minutes)

Please divide into three groups

Go to [indiegogo](#) or [Zoomal](#) Platform

You can choose one campaign and discuss what you like and what you want to improve.

Group presentation

# Appendix 1: Crowdfunding Resources

- <https://www.arabcrowdfunding.com/egypt.html>
- [Cofundy](#)
- [Wuluj](#)
- [Kickstarter](#)
- [Indiegogo](#)
- [Zoomaal](#)
- [Kisskiss bankbank](#)
- [Crowdfunding4culture](#)

# Appendix 2: Checklist for launching a crowdfunding campaign

Documents	Yes / No	Link
A complete project presentation		
Content of the crowdfunding campaign		
Press release		
Social media plan / calendar by week		
Public Relations Plan		
List of counterparts (cost, responsible and delivery procedure)		
Communication supports ( poster, cover, ... )		
Mapping of project holder and association networks		
Structured and organized emailing list		
Email campaign content		
Engagement of project ambassadors		
Engagement of local influencers and the media		

Thank you for your attention

Let's keep in touch

Khaoula Behi

[khaoula@futureislands.net](mailto:khaoula@futureislands.net)

00491631565725