2015 Statewide Conference on Heritage
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Drop or Deluge?
CROWDsourcing

- Resources
- Ideas
- Experiences
- Content (art/photos)
- Opinions

#RangersPointingAtThings

Self-contributed content from NPS parks -- As well as public contributions from visitors
CROWDfunding

- Dollars
- Piggy banks
- Cash
- Checks
- Credit cards
- PayPal

AND participation, loyalty, support
114 Osprey Drive

Just another place...
“...it was the Cold War. Our dad was at sea for six months at a time...”
[Not] Easy Money

- Specific projects, not vague fundraising
- Make informed choices
- “Aim low, achieve high!”
- Video -- storytelling
- Demonstrate reliability & competence
- Work it!
The Carrie Deer has endured 16 years of massive changes at the Carrie Furnaces. For it to survive, it must be restored and maintained.

Created by
Rivers of Steel - Save the Carrie Deer

115 backers pledged $8,500 to help bring this project to life.
Carrie Deer Kickstarter

• Kickstarter: well-known, accessible, best rates
• $5,000 goal – raised $9,500 (plus $5k event)
• Targeted small donors -- $25 - $200
• Reward T-shirts, DVDs, etc. → also gift shop
• For Big Donors – unique, site-specific art
• Kicked open doors to entirely new audience
Compelling video told the tale

https://www.kickstarter.com/projects/savethecarriedeer/save-the-carrrie-deer
Mancos Common Press
Video introduced site, people involved, vision, “you are there”
Philadelphia Public History Truck

Indiegogo: Video would have been huge help for this public engagement project. Let the people tell the story, demonstrate award-winning achievements. Did not meet goal - Indiegogo “flexible funding” allowed them to keep donations.
Eat, Pray, Fund

Power of celebrity: $2,744 raised after ONE Facebook post. But that was it.

**Restore White Acre**

Help Elizabeth Gilbert restore the estate that inspired her latest novel.
Fun and a different kind of celebrity  =  $8,782,571  That’s eight *million*

This is a card game for people who are into kittens and explosions and laser beams and sometimes goats.

In case you missed it

Created by

Elan Lee

219,382 backers pledged $8,782,571 to help bring this project to life.
Speaking of **FUN**...

Mod Betty of Retro Roadmap