



A Tamarack Webinar Event:
Crowdfunding

Making it Work For You
with Jay Connor



Webinar Presenter:
**Jay Connor, CEO, Learning
Oventions Inc.**





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KICKSTARTER

Webinar Agenda

- ▶ Results: Learning Ovations, Inc “LIVE” Kickstarter Campaign
- ▶ Strategic Choices:
 - ▶ Choose your Mission; your Ask; your Model
 - ▶ Choose your Site
- ▶ Tactical Choices:
 - ▶ Choose your goal(s); your story, your video; your reward structure; your launch date; your e-mail marketing service provider; your social media strategy; your network; your payment system; your PR, and more
- ▶ Questions and Answers

Audience Poll

Has your organization run a crowdfunding campaign?

Poll Results

Answer	Percentage Selected
Yes	27%
No	45%
Maybe	27%

Learning Ovations “Live”

We had two goals for the campaign:

- ▶ **First:** to fund this important app for teachers and literacy coaches, and
- ▶ **Second:** to get the word out about Learning Ovations and our evidence-based solution.

Learning Ovations “Live”

- ▶ 1,980 people took the time to watch our video and learn about this technology and methodology
- ▶ 53 people took the time to pledge over \$3,100
- ▶ Our web traffic & online presence increased 179%
- ▶ Six schools signed up to participate in the initial launch of the app
- ▶ 149 teachers signed-up to express interest
- ▶ Our press releases were widely circulated including mentions in the NYT, and we are still receiving requests for follow-up interviews

Strategic Choices

Donation

- ▶ Kickstarter
- ▶ Indiegogo
- ▶ RocketHub
- ▶ Crowdrise
- ▶ appbackr

Investment

- ▶ Crowdfunder
- ▶ Somolend
- ▶ AngelList
- ▶ Quirky

Tactical Choices

- Campaign Goal(s);
- Your Story;
- Your Video;
- Your Reward Structure;
- Your Launch Date;
- Your e-mail marketing service provider;
- Your social media strategy; Your PR
- Your network;
- Your payment system;
- and more

Questions?



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Thank You

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learningovations.com