Crowdfunding (Bicycles) for your (School) Library

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➢ The **Idea**: If they can, I can!

➢ The **Funds**:

  ○ GoFundMe … KickStarter … IndieGoGo …

  ○ Audience: Staff, parents, community members, family, friends, & colleagues

  ○ Alternative funding: PTO … Bike-a-Thon … budget

➢ The **Social Media**: Twitter … Facebook … Instagram … electronic discussion lists

➢ The **Administration**: Liabilities … material donation not money

➢ The **Bikes**: not electric … have desk platforms … recumbent … *quiet!!!*
  Link to product: http://www.staminaproducts.com/product_detail.cfm?cat=Bikes&pid=15-0321A

➢ **Patron Participation**:
  ○ If you let *them* build it, they *will* come.

  ○ If it breaks, let them fix it.

  ○ Recognition to the builders *and* for the donors.

➢ ## Benefits:
  ○ Attracts new patrons

  ○ Surprising users & uses

  ○ Great visual storytelling to promote the library

  ○ Supports the social aspect of learning

  ○ Odometers support numerical data collection

Miscellaneous:
➢ Be able to answer "why"... Why in the library? Why this service?
➢ Procedures, policies or protocols?
➢ Warranty?