Crowdfunding (Bicycles) for your (School) Library
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Presented by LibraryLinkNJ’s TechFest 2017
Gloucester County Library, Mullica Hill, NJ; Wednesday, March 8, 2017

➢ 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!!!

➢ 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?