Crowdsource Your City
Expanding impact through collaboration

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Overview and Objectives

Understand what crowdsourcing is – it's not just fundraising!

Review Case Study: Best.Week.Ever.

Key Tools and Insights

How to scale
What if?

TAKE THE RIGHT PERSPECTIVE
What would we do if...

Money wasn't a barrier?

There were hundreds of willing hands?

Collaboration and trust were the starting place (instead of being territorial and guarding resources)

Everyone GOT IT! The big picture and the greater good.
Reframe your scenario

Crowdsourcing shifts perspective from "we can't" to "we will". From obstacles to opportunities.

We all feel under resourced. Accept that reality or don't.

Creativity is our greatest resource.

Connections multiply the power of our creativity.
Understanding Crowdsourcing

GIVE ME THE GOOD STUFF
What is it?

Combination of crowds and outsourcing, first used in 2006

We see it as gathering AND connecting information, ideas, and resources

Not just about money – different from crowdfunding

Information – knowledge and expertise you don't have

Ideas – sharing possibilities and bringing this to life

Resources – time, physical assets, and yes, money
Why crowdsource

We are better when we include and empower. Crowdsourcing does both – gives people a voice and some skin in the game.

As a non-profit organization, it is our responsibility to be connectors or “matchmakers”

Increased capacity for connecting, idea generation, and execution especially when resources are scarce
Traditional/Transformed Parks and Recreation Organization

Moving from “Come See”, to “Show us!”
Moving from presenter to *enabler*. 
Case Study: Best.Week.Ever.
UNITING AND EMPOWERING A CITY
What is BWE?

"A week-long collection of experiences celebrating our creativity, progress, and culture as a community."

Large scale events, grand openings, food specials, music, art projects, etc

50,000 in attendance over the week
Challenges we face with BWE

Happening all over the city – on purpose!
Needs to be fully funded – not by taxpayer money
Started in 2017. Still a new event, still figuring it out.
Balance between controlling the event and empowering the community
The power of crowdsourcing
Best.Week.Ever.

Volunteerism
Fundraising
Marketing and Promotion
Experience/event concepts
Power of creating allies and advocates

Building trust – easier to get things done when you have a working relationship

Creates self-sustaining pockets of activity - people will continue the work after you’ve stepped aside

Fundraising – when people “get you” and your mission, asking for financial support is easier and more successful
Tools & Techniques

DOWN TO THE NITTY GRITTY
Casting vision

Balancing between inspiring people towards a mission and directly telling them what to do

Vision – helping people see the why behind your work and where they fit

Directing – sometimes you need specific things done specific ways. Remember, this is best done in context of relationships already made.

Plugging in – Finding the best fit for an individual or organization is important. People may be passionate about something but lack skill to do it.
Matchmaking?

This our primary role in crowdsourcing – connecting people

How we do it? Mixer events!
Unify community culture and organization advocacy

Tie together fine arts with health and wellness and other possibilities

F&G interaction with public during BWE – rental agreement policy
Let’s try it!

BUILD A CROWDSOURCING FRAMEWORK
Be a matchmaker

WHAT DO YOU WANT TO DO?

What do we have?

- Relationships/connections
- Spaces/buildings
- Knowledge
- Equipment

WHAT DO WE NEED?

- Resources
- Helping hands
- Access
How does it scale?

Set goals and create a vision

Identify your challenges, needs, and their solutions

Identify your resources (people and their connections, your organization’s status in the community, spaces and assets you have)

Start matchmaking and connecting!
Conclusion/Outcomes

Unifying and strengthening community

Build a brand narrative for your city or organization

Do something together that is greater than what can be achieved alone