

CROWDFUNDING STRATEGIES: BRINGING LIFE TO DIGITAL CREATIONS

IUCG assists a university non-profit with funding for innovative 3D modeling technology to capture and animate global wildlife.

Overview

During the Spring of 2017 semester, IUCG worked with a non-profit organization within the University of Massachusetts Amherst. Comprised of photographers, engineers, modelers, and scientists, the client used photogrammetry and other digital technology to create high-quality 3D models of living organisms. The client's goal was to model and animate endangered sea turtles.

Client's Challenge

- A lack of capital to pay for global operations created a need to raise money for travel to locations, equipment, the hiring of animators, and other costs associated with 3D work
- Inexperience with designing and implementing a strategic fundraising campaign

IUCG's Solution

- Identified crowdfunding as a solution to the funding issue
- Created a general analysis of crowdfunding websites and techniques to pinpoint best practices
- Generated a specific analysis for the client's campaign and defined a clear focus
- Launched a crowdfunding campaign, leveraging key techniques to address capital issues



IUCG team members Matt, Conor, and Daphne

Business Impact

- The crowdfunding campaign created by IUCG succeeded in fully funding an excursion to Florida where the client was able to model Green Sea Turtles, Loggerhead Sea Turtles, and hatchling Leatherback Sea Turtles
- A clear understanding of crowdfunding strategies will allow the client to fund future wildlife campaigns



Client's Challenge

The client's core competencies resided in their ability to produce high-quality, accurate 3D models of living organisms through the use of digital technology and photogrammetry. This innovative technique for capturing wildlife enabled educators, scientists, and conservationists to teach about animal taxonomy, test theories for animal movement, and inspire the public to conserve biodiversity. In order to successfully leverage this technology to its full potential, the non-profit needed funding and marketing materials. The client faced a lack of capital needed to pay for travel to locations, equipment, and other costs associated with 3D modeling work.

IUCG's Solution

IUCG identified funding as the primary and most immediate need. In order to raise funds, the team researched crowdfunding techniques to generate a tailored crowdfunding campaign for the non-profit. We provided a general analysis of crowdfunding websites, which allowed us to pinpoint which platform would drive results for the client's project. The team identified key techniques with regards to timing, capital goals, gift structuring, and marketing. Working closely with the client ensured that the campaign accurately depicted the direction and message of their initiative. The campaign's strategies were based off of the client's goals, its opportunity in the 3D modeling space, and how the product would benefit conservation and education efforts.

For the final deliverable, IUCG provided the client with a specific analysis for a campaign on *Kickstarter*. A clear focus for the campaign was defined, including the exact

cost of all future travel and equipment expenses associated with modeling sea turtles. This enabled the team to subsequently develop marketing materials and strategies that best aligned with the project's goal. After finalizing supplementary components, including donation rewards and follow-up practices, the team launched the crowdfunding campaign.

Business Impact

The client's crowdfunding campaign succeeded in fully funding an excursion to Florida where the team modeled Green Sea Turtles, Loggerhead Sea Turtles, and hatchling Leatherback Sea Turtles. The team is currently back at UMass working on detailed animations of these animals. The client is planning to use funds for future travel to Australia, Costa Rica, and the Bahamas to continue modeling wildlife. Recently, the client introduced a new initiative centering around frogs where they will replicate IUCG's crowdfunding strategies. A clear understanding of crowdfunding techniques and strategies will allow the client to fund future wildlife campaigns.