



ALIA principles for crowd funding

Introduction

Crowd funding is an attractive opportunity – many people, each giving a little, resulting in a lot – but it's a highly competitive arena and any request for funding has to have a clear, worthwhile objective and broadly based appeal.

These principles have been drafted by the ALIA Board and were confirmed at the ALIA Board meeting on 5 December, 2016.

Principle 1

Any crowd funding initiative carrying the ALIA brand must be well thought through, identifying the aims, intended recipients and best platform. The emphasis must be on support for the LIS community. The plan should document the appropriate rewards and take into account any issues such as anonymity for donors or privacy for bursary recipients. Plans need to have CEO approval.

Principle 2

It should not only be about fundraising, it should also have an element of community engagement; spreading the message about library and information values, practice or professionalism and involving people in the discussion.

Principle 3

Any rewards should be appropriate and proportionate. They should be structured to encourage engagement with the project and the sector – for example, a T-shirt/ fridge magnet/ ALIA water bottle with an LIS linked slogan; book vouchers of different values; access to conference papers. There may need to be something at a higher level for major donors, such as a special event. Rewards cannot include discounted membership, fast track membership, or access to Member-only resources.

Principle 4

Donors must be acknowledged and thanked for their contribution, and be able to see the outcome of their support. There should also be a mechanism for keeping donors involved in the longer term, for example through sign up to the FAIR newsletter (which is more consumer focused than ALIA Weekly).



Additional considerations

Crowd funding initiatives can be promoted through ALIA Weekly, ALIA social media, Groups and other channels.

ALIA Members are highly active on social media and our own LIS network can help spread the message to a broader audience.

Crowd funding requires diligence, consistency and hard work.

<https://www.entrepreneur.com/article/247358>

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