Crowdsourse Your Library

November 9, 2018
NYLA Conference

https://www.grindstore.com/products/everything-is-connected-mens-white-t-shirt-614355.html
Introductions and an introduction

SARA       TERRY       SAM       NOLA
Why’d You Write a Book About Crowdsourcing and Crowdfunding Sara?

Shakespeare’s World
Transcribe handwritten documents by Shakespeare’s contemporaries and help us understand his life and times. Along the way you’ll find words that have yet to be recorded in the authoritative Oxford English Dictionary, and which will eventually be added to this important resource.

Can’t find the words he’s looking for
INVENTS THEM

People-powered research

Welcome to the Zooniverse

People-Powered Research Enables Large Scale Projects
by Sara Fiore on August 30, 2016

Many of us are familiar with the concept of crowdfunding. Companies like Kickstarter allow anyone the opportunity to solicit funds by posting a proposal online and inviting others to donate money to support the idea. Tens of thousands of people have contributed to the creation of new technology, music, software programs. Even canceled-but-beloved television shows like Reading Rainbow have been reborn thanks to the efforts of Kickstarter campaigns.

Why Libraries Should Consider Crowdsourcing and Crowdfunding...

- Libraries of any size and with any budget can realize dream projects and programs.
- Crowdsourcing and Crowdfunding can be tailored to any kind of project.
- Campaigns require minimal staff time and minimal staff resources.
- It’s the ultimate community engagement tool and makes everyone feel like part of the process.
- You can take advantage of a trendy, innovative approach to programming and fundraising without spending money on expensive tech or outside assistance.
- You’re probably already doing it!
Crowdfunding

Raising funds for a project through small donations from a large group of individuals usually through an online platform.

Timeline:

1997 - British rock band Marillion is credited with running the first major modern crowdfunding campaign.

2000 - Artist Share launches as the first official funding platform for musicians to raise money for projects.

2006 - Michael Sullivan officially coins the term “crowdfunding” with the unsuccessful launch of fundavlog an art project sharing site that included a fundraising arm very similar to crowdfunding platforms today.

2008 and beyond - Crowdsourcing platforms including Indiegogo, Kickstarter, GoFundMe etc. make crowdsourcing a viable option for ANYONE looking to raise money for a project of any kind including...
Some “Famous” Crowdfunded Campaigns Include...

Games!
- Exploding Kittens

Toys!
- Fidget Cube

Movies!
- Veronica Mars
- Super Troopers 2

Potato Salad!
Successful Library Crowdfunding Campaigns Include...

In 2013 the Northlake Public Library in Illinois used a flexible funding Indiegogo campaign to bring this Hulk statue to their library, expand their teen graphic novel collection, and buy all the technology they needed to create a high tech design lab for their teens.

In 2015 Little Free Library founder Todd Bol raised over $50,000 through Kickstarter to expand LFL’s reach around the world.

Patrons and friends of the Orange City Public Library in Iowa began a GoFundMe campaign on October 21 to raise money to replace the books burned by a man protesting the libraries LGBTQ collection. They set their goal at $300 and as of today they’ve raised $2,285.
Crowdsourcing

Completing a project with assistance or information provided by a large group of people typically through an internet-based platform. Using “the wisdom of the crowd.”

Timeline:

1714 - The British Government offers a £20,000 reward to any person who can solve the “Longitude Problem.” The prize is ultimately claimed by a carpenter’s son who invents the world’s first “marine chronometer” that can be used to calculate longitude.

1936 - Toyota receives over 20,000 entries for a contest to redesign its logo.

1955 - Australia crowdsources one of its best loved landmarks when it holds a contest to design a building for Sydney Harbor. They receive over 200 entries from 32 countries and the end result is the Sydney Opera House.

1999 - SETI@home lets volunteers search for alien radio signals by installing software into their computers that uses idle computer time to analyze data recorded by radio telescopes.

2001 - The internet encyclopedia Wikipedia offers anyone the opportunity to “edit” its entries.

2006 - Writer Jeff Howe coins the term “crowdsourcing” in an article for Wired magazine.
NYPL Labs
What’s On The Menu?

http://menus.nypl.org/
The Sketchbook Project
Brooklyn, NY
Other Notable Ongoing Library Crowdsourcing Campaigns Include...

Boston Public Libraries Campaign to transcribe 40,000 items from their “Anti-Slavery” collection. -January 2018

https://www.antislaverymanuscripts.org/

Library of Congress Labs launched in September of 2017. The goal is to encourage users to take advantage of LOC’s vast digital archive and use “the wisdom of the crowd” to keep expanding its use.

https://labs.loc.gov/
WHO?

- Colleagues - both within the library and in your area.
- Local Nonprofits - Historical Society, Lions Club
- School groups - both School Boards and PTOs
- Senior centers
- Farmers markets, fairs, any community event
- Town or local government representatives
- Local businesses

HOW?

- Attend meetings - library, town, organizations
- Visit local nonprofits - speak to the director
- Contact the Chamber of Commerce
- Ask a regular patron to help you make contact with a possible source

Why?

- To make your library programs richer and more diverse
- To directly engage community members
- To make lasting connections with people who are willing to give time and energy to the library.
- To conserve funds by seeking community members willing to donate time and expertise.
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COURTESY PHOTO | Mollie Numark in the Blackpool Tower Children’s Ballet
Great Decisions Program
Hispanic American Doctors Association

Mission Of Mercy

For the children of Puerto Rico

The Hispanic American Doctors Association (HADA), a 501C3, is sponsoring a humanitarian project to provide the Head Start programs in Puerto Rico with much needed materials (preschool books in English/Spanish, crayons, pencils, paper, markers, art supplies, etc.) lost in the devastation of Hurricane Maria. The project is being organized by Dr. Linda Bruno, Director of Education for HADA.

1. Make a tax deductible donation at www.914online.com/hadasafe
   Funds will be used to purchase needed supplies for children and teachers. Write 'Head Start' in the message.

2. Order needed supplies online from Amazon or other online vendors and ship to:
   HADA of Southwest Florida
   6800 Daniels Parkway
   Unit 20, Suite 219
   Fort Myers, Florida 33908

3. Send a tax deductible check made out to HADA to Dr. Linda Bruno at HADA, 6800 Daniels Parkway, Fort Myers, Florida 33908.

4. Contact Dr. Bruno to pick up donations or if you have questions.
   Call 239-332-3384 or email lbruno@914online.net. She will oversee the delivery and receipt of donations in Puerto Rico.

On behalf of the students and teachers of Puerto Rico, thank you for your support.
Maintaining Enthusiasm

I’m yelling for society!

http://knowyourmeme.com/photos/1099378-curb-your-enthusiasm
“It is a mistake to think you can solve any major problems just with potatoes.”

— Life, the Universe and Everything by Douglas Adams
The Public Libraries of Suffolk County, NY

My Guides

- Ancient Civilizations
- Animals from Latin America
- Aquatic Animals
- ART
- Astronomy
- Boating and Fishing
- Books & Reading
- Careers
- Community Helpers
- Dance and Theater

My Subject Specialties

No subject specialties have been selected.

We need you!
Topic Guide Editors

SHARE YOUR SUBJECT EXPERTISE!

Edit-a-thon July 12 from 10 am to 4 pm
New Travel Guide!
Avoid Mission Creep and other things I learned along the way...
Know Your Audience

https://www.buzzfeed.com/jenevabs/25-reasons-why-eric-cartman-is-the-greatest-cartoon-nehf?utm_term=.vw03La05L&sub=0_2696795#2696795
Queens College Waterways of New York
Suggestion Box - another word for crowdsourcing? 

Pitch us a Workshop Proposal

Suggestion Box for Workshops

Coming soon SCLS eCourses

If you need accommodations due to a disability please let us know ahead of time. Please reach out to us with your events-related questions at help@suffolknet.org

Stay up to date on Programming and Professional Development opportunities, sign up for our eNewsletter.
Do’s and Don’ts for Success!

**DO** consider crowdfunding or crowdsourcing if you have a program, major purchase, or large project that needs support. Successful campaigns have clear goals and strong plans. Have a back up plan. Explore other means of financial support.

**DON’T** try to invent a reason to set up a campaign because it sounds cool.

**DO** put together an enthusiastic team of dedicated staff or volunteers who can help you maintain enthusiasm for your campaign and see it through to the end.

**DON’T** set up a campaign and walk away. Putting together a campaign is a relatively simple process but keeping it alive and making it successful can take a lot of work.

**DO** keep your contributors and funders up to date on your project, provide timely “rewards” and express your gratitude once your project is completed.

**DON’T** drop your project without telling anyone, decide you’re going to use that money for something else, or assume everyone already knows you appreciate the help.
Resources:

Crowdfunding:

Kickstarter: https://www.kickstarter.com/
Indiegogo: https://www.indiegogo.com/
GoFundMe: https://www.gofundme.com/

Crowdsourcing:

NYPL Labs: https://www.nypl.org/collections/labs
LOC Flickr: https://www.flickr.com/photos/library_of_congress/
LOC Labs: https://labs.loc.gov/
Zooniverse (research projects): https://www.zooniverse.org/
Pybossa (crowdsourcing hosting site): https://pybossa.com/
Want to learn more?

Buy the Book Today!
THANK YOU!!

Sara Fiore - Rogers Memorial Library, Southampton, NY
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Terry Lucas - Shelter Island Public Library, Shelter Island, NY
tlucas@silibrary.org

Samantha Alberts - Suffolk Cooperative Library System, Bellport, NY
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