

#13 - Low engagement of stakeholders & community

Definition

When running a civic crowdfunding campaign, the level of involvement of the community is fundamental in order to increase the perceived feeling of ownership, responsibility and overall civic participation towards, for and in the initiative. The result of the project, in fact, is specifically defined as common good for the whole Community of reference.

Nonetheless, a limited culture on crowdfunding, wrong communication strategies and timing, other managerial mistakes can lead to a low engagement of organizations, citizens and other stakeholders – making the public authority the sole or main project's supporter. This situation on the one hand represents an inconsistent and unbalanced investment for the municipality, while, on the other hand, embodies more limited chances for the project or the initiative to survive in the longer run.

Mitigation strategy

It is important that the Public Authority builds a strong Consortium of various actors around the initiative, engaging in external partnerships with local enterprises and organizations.

External business stakeholders can be convinced showing the benefits of such partnership:

- playing a prominent role in the crowdfunding campaign, they can not only have a decision-making power within the project itself, but also increase their social impact, being perceived as change-makers and pioneers in the care and proactive socio-economic effort for the sake of the Community;
- offering side support to the campaign, they can boost their social added value and corporate social responsibility (CSR), promoting their activities to the crowd, understanding and meeting the needs of the local community and eventually result in an opportunity to increase sales by attracting customers.

These partnerships might lead to the introduction of reward-based participation systems, made up -for example- of shopping bonuses, reductions and facilitations or free services for those citizens who take part in the venture.

As far as the community is concerned, it is always good practice to involve them since the inception of the initiative, starting from the analysis of their needs and wishes, defining with them the campaign phases and objectives, in order to increase the sense of ownership towards the process.

In the same way, the public authority, in partnership with the crowdfunding platform, can organize **calls for tenders** and **contests** in order to collect ideas and bottom-up projects to be supported. In this way, the community of reference will not only feel a stronger linkage and ownership vis-à-vis the initiative, but will also be more likely to support it.