




**Painting Crowdsourced
Microfinance Platforms
and Projects into the Big
Digital Preservation Picture:
The National Digital
Stewardship Alliance (NDSA)
and Kickstarter**



Most of us are looking for new ways to match preservation and archiving costs with available resources.



**Simple, no-overhead
methods and resources
to enable NDSA
members' skills
and interests in
launching preservation
and archiving
initiatives**

 + **KICK**
STARTER = ?



National Digital Stewardship Alliance (NDSA)

Launched in 2010 by the Library of Congress National Digital Information Infrastructure and Preservation Program, NDSA is a collaborative effort among more than 100 government agencies, educational institutions, non-profit organizations and businesses to establish, maintain, and advance the capacity to preserve our nation's digital resources for the benefit of present and future generations.

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New Boston Review Web Site
by Boston Review

Boston Review is launching a new Web site offering free access to the archives as well as new online and print content.

Cambridge, MA

91% FUNDED \$9,158 PLEDGED 13 DAYS TO GO

The independent, nonprofit Boston Review is in the final phase of redesigning and modernizing their web site. The goal is to cultivate an online community by putting their archives and print content on the web in an effort to reach as many readers as possible.

"Turns out Libraries have NOTHING at all to do with SILENCE"

Santa Cruz Public Library Inside Out
by Mariah

Santa Cruz joins global art project, Inside Out. 50+ local portraits pasted BIG in&outside downtown. New installation each month.

Santa Cruz, CA

102% FUNDED \$5,100 PLEDGED 3 DAYS TO GO

To preserve digital heritage we need to also cultivate communities that understand its importance. With Inside Out The Santa Cruz Public Library has embarked on an interactive community building photography project.

About Kickstarter:

- 2 years old, April 2011
- Launched projects: 27,086
- Successful projects: 11,836
- Dollars Pledged: \$99,344,382
- Rewards Selected: 1,150,461
- Total Visitors: 30,590,342
- Project Success Rate: 46%
- 2 million Kickstarter backers, May 2012



A Tale as Rich as Soil: Preserving Valmont's History

by Kayla Kinch

Valmont is a town with a fertile history and a vibrant community. We aim to capture the magic in our People's History of Valmont!

📍 Boulder, CO

SUCCESSFUL!

148%	\$814	FUNDED
FUNDED	PLEGGED	APR 16, 2012

An interesting local history micro-project that will pull in contemporary digital resources as well as more traditional historic materials.



Rockland County Journal Digital: The Edward Hopper Years

by Brian Jennings

The Nyack Library is digitizing microfilm of the Rockland County Journal from the period that Edward Hopper lived in the village.

📍 Nyack, NY

SUCCESSFUL!

117%	\$3,530	FUNDED
FUNDED	PLEGGED	APR 22, 2012

This is a local library effort to preserve and highlight village of Nyack historic newspapers from the years when artist Edward Hopper lived there. These resources will be part of a digital archive of Hudson Valley newspapers hosted by the SE New York Library Resources Council.

NDSA and Kickstarter:

- 5 volunteer curators
- 24 projects have been selected by 5 curators since February 2012
- 16 projects have met or exceeded funding goals so far
- Broad selection criteria: preserving culture, technology to preserve digital culture, archiving, digitizing or cataloging cultural artifacts or collections
- Terms used for discovering preservation and archiving related projects: preservation, archive, library, technology
- Frequency of curation: 1 project per week, per curator
- NDSA page rank among curated pages; consistently in top ten of “recently updated”



3TON PRESERVATION SOCIETY

by 3ton cinema

3TON IS A UNIQUE ARCHIVE OF EPHEMERAL 16MM FILMS. HELP US RELOCATE AND SHARE OUR FANTASTIC STACKS!

San Francisco, CA

SUCCESSFUL!

100% FUNDED	\$4,860 PLEGGED	FUNDED APR 27, 2012
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3TON Cinema, an archive of independent 16mm film, needs to inventory, appraise and relocate their unique collection to make sure these works are available to share for years to come.



Locus Photo and Ephemera Archive Project

by Liza Trombi

The Locus SF Foundation would like to secure funding from the science fiction/fantasy community to preserve our photo collection.

Oakland, CA

SUCCESSFUL!

254% FUNDED	\$24,197 PLEGGED	FUNDED MAY 07, 2012
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Cool project to do archival preservation and digitization on historic Sci-Fi materials.

No small

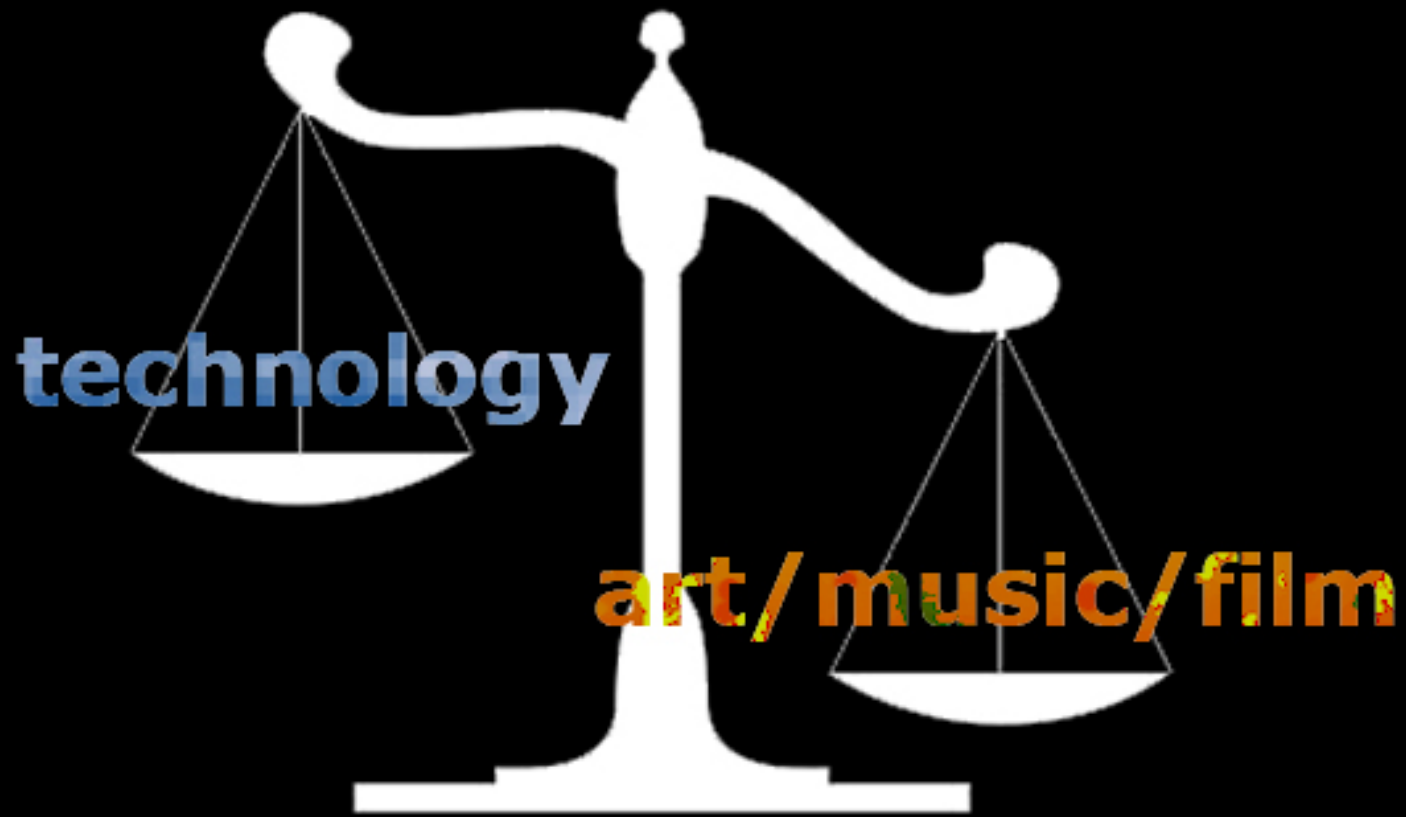


Projects are MOSTLY about

Theater + Art + Comics + Dance + Design
+ Fashion + Film/Video + Food + Games +
Music + Photography

Outliers

Technology + Publishing = \$9,807,859



The Crowdsourced Microfinance Landscape

Entrepreneurial

Hybrid

For the greater good

Advert	33needs	Crowdrise
flattr		DonorsChoose
IndieGoGo		Firstgiving
spot.us		Fundchange
		Start Some Good

Entrepreneurial Advert



People Powered Advertising
Fund the ad campaigns you feel passionate about

About

Advert Activist is a crowd funding platform that helps fund adverts for campaign organisations and groups.

The objective is to gather donations that will be used to fund advertising campaigns that can make a positive difference to our society and our planet.

- About
- How it works
- Campaigns
- Why fund an ad
- Fund your ad ca
- Media Partners
- Funding terms
- Blog
- Supporter kit
- Contact

flattr

Big change through small payments
Join the movement to support online creators.



Entrepreneurial

IndieGoGo

The screenshot shows the IndieGoGo homepage. At the top, the IndieGoGo logo is on the left, followed by navigation links for 'browse', 'learn', and 'create'. On the right, there are links for 'Sign Up' and 'Log In', and a search bar. Below the navigation is the tagline 'The world's funding platform. Go fund yourself.' The main content area features a large campaign card for 'ADOM: Ancient Domains of Mystery'. The card has a blue background with a 3D-style illustration of a stone archway leading to a landscape with green hills and mountains. The text on the card reads 'Resurrect ADOM development' and '\$17,057 raised | 54 days left'. A red button labeled 'VIEW CAMPAIGN' is in the bottom right corner of the card. To the right of the main card are three white buttons with icons: 'BROWSE CAMPAIGNS' (magnifying glass over a globe), 'LEARN HOW IT WORKS' (book icon), and 'CREATE A CAMPAIGN' (lightbulb icon). At the bottom of the main card area, there are five small grey circles, with the second one from the left being red, indicating the current slide in a carousel.

Entrepreneurial spot.us

Spot.us
Community-funded reporting

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National park accessibility
06/22/12 by Yellowstone Gate

[Fund This](#)

0.00 raised and 750.00 credits to go



Inside citizen journalism
06/07/12 by Genevieve Belmaker

[Fund This](#)

0.00 raised and 1,200.00 credits to go



Public Housing In Context
06/06/12 by Livia Gershon

[Fund This](#)

250.00 raised and 750.00 credits to go

Hybrid

33needs



"I find out what the world needs, then I proceed to invent." - T. Edison

Join the movement:

powered by **launchrock**

For the greater good

Crowdrise

ONLINE FUNDRAISING WEBSITE FOR INDIVIDUALS, CHARITIES AND EVENTS | [SEE BABY PIC](#)

LOGIN Login NYC MARATHON 2012 | HELP COLORADO NOW

ABOUT | I'M A FUNDRAISER | I'M A NONPROFIT | DONATE | CHAOS | **SEARCH**

CHARITY

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1,896 donors helped **85,895** students this week

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An online charity connecting you to classrooms in need.

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Projects | **Gifts** | **About**

Search Projects

Active Topics

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- autobiographies
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Donors

"I gave because I love my students and think they deserve the very best!"

Mrs. G from Rock Hill, SC gave 9 minutes ago

For the greater good

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For the greater good

Fundchange

The screenshot shows the Fundchange website homepage. At the top, there is a navigation bar with a home icon, the word "FRANÇAIS", and links for "Subscribe to our e-newsletter!", "Already a Member? Login Now!", "About", "Membership", "Contact", and a "Signup" button. The Fundchange logo, featuring a green plant sprout, is prominently displayed, along with the text "sponsored by TELUS". Below the logo, a green banner contains the text: "Social innovation through community project funding. A crowdfunding and social networking initiative for Canadian charities focused on making change happen one project at a time. Welcome to the next generation of donors." At the bottom of the screenshot, a section titled "Fundchange is..." is partially visible, with the text "The place where great" and a "NEW" badge.

Start Some Good

The screenshot shows the StartSomeGood website homepage. At the top, there is a navigation bar with the text "ALREADY INVESTED", the "START SOME GOOD" logo, the tagline "IGNITING IDEAS, INVESTMENT & IMPACT", and a "SEARCH CAMPAIGNS" search bar. Below the navigation bar, there are several menu items: "SUPPORT GOOD", "DISCOVER GOOD", "START GOOD", "MY GOOD", "ABOUT", and "BLOG". A central banner features the text: "StartSomeGood connects social entrepreneurs with people who want to help." Below this banner are two buttons: "I HAVE A VENTURE" and "I WANT TO HELP!". At the bottom of the screenshot, a section titled "Featured Campaigns" is visible, with the text "As chosen by the StartSomeGood team. See more campaigns ->".



NDSA  **DURA**
SPACE