

Case Study – Crowdfunding

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Campaign

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| Title: Dobrze Food Cooperative |
| Short Description: The aim of the crowdfunding campaign was to raise money thanks to which Dobrze Food Cooperative could open in Warsaw its second shop to sell local, eco and healthy products from local producers. |
| Financial Target: 17 500 PLN (c.a. 4 000 EUR) |
| Amount Raised: 20690 PLN |
| No.1 Learning Outcome: |

Organization

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| Name: Dobrze Food Cooperative |
| Web: http://dobrze.waw.pl |
| E-mail: sklepy.dobrze@gmail.com |
| Focus / mission: <ul style="list-style-type: none">• raising awareness about conscious approach to healthy, eco food.• To support local food producers. |

Campaign description

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| <p>The aim of this crowdfunding campaign was to raise money thanks to which Dobrze Food Cooperative could open in Warsaw its second shop to sell local, eco and healthy products from local producers.</p> <p>Dobrze Food Cooperative is an informal group that was set up as an alternative to huge food markets that sell low quality products imported from far, and – on the other hand – as an alternative to expensive deli shops that sell eco products in not-affordable prices. The cooperative consists of 170 people, who cooperate with local food produces and then distribute the food in Warsaw.</p> |
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Target group

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| Conscious consumers, interested in healthy, eco food in affordable price. |
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Campaign goals (financial and non-financial)

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| Financial: 17 500 PLN. |
| Non-financial: <ul style="list-style-type: none">• raising awareness about conscious approach to healthy, eco food.• To support local food producers. |

Campaign outcomes (financial and non-financial)

Financial: the financial goal was reached.

Non-financial: the 2nd shop was open – thus, there are more consumers.

Milestones, turning points, key decisions

Learnings and takeaways

If you want your campaign to be successful:

- invest in good promotional materials: well-written campaign description, showing clearly the goal of the campaign and the story behind it, prepare a video to tell a story about your idea and to let people get to know you and to trust you,
- engage your community – let the campaign become peer-to-peer crowdfunding,
- engage patrons (e.g. media, other social initiatives),
- set the second financial goal to encourage people to donate more (e.g. “We want to raise 17 500 PLN, but if we raise 22 500 PLN, then we will be able to...”)
- show the outcomes and the results of your campaign.

Closing notes

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