Big Jump 2021 Simultaneous Crowdfunding Action

July 5-11th / 2021

This year the Big Jump is dedicated to the removal of dams and other obstacles on rivers across Europe, a key environmental measure.

To raise awareness of the dramatic situation with more than 1 million barriers, and, at the same time, take real action demolishing some of them, we’re launching a week of simultaneous crowdfunding.

Any group and organization can submit a dam to be removed and share the action on social and traditional media to spread the word, get donations and free some rivers!

Main goals of this action

Conservation – Communications – Fundraising – Partnerships

- Great push for social awareness
- Actual dams being removed
- Show governments that Europeans DO care for dam removals and river restoration
- Great media reach at country and international level
- New leads from web traffic and donors
- Opportunity to give companies, foundations and other partners positive media exposure
- Chance for members, subscribers and volunteers to take direct action
- Expand our (committed) contacts and followers

Date: From 5th to 11th July
Recipient of the funds: Office who takes care of the removal – you can partner up or commission other NGOs or groups to identify, study and remove

Maximum cost of removal €25,000 (can include different concepts, from previous study to actual removal work)

Platform: SaveTheRiverToday.com (visual image and new dams still a work in progress, will be ready mid to end June)

When will it be happening: July 5th to 11th

Languages the platform has: Currently 13 but more can be added

Cost for placing dams in the platform: NONE

Deadline to submit your info for these dams: Before June 20th. Check below for the info template to fill out.

Number of dams you can place: One is perfect, but more are accepted

Can you partner up with other orgs for identifying and/or removing dam?: YES

Can we place the logo/name of other orgs on the platform?: YES

Who keeps the data leads of participants and visitors: Each Office (except cases where the donor wishes to remain anonymous – It doesn’t happen often)

Who can contribute funds: Any person or entity who can make an online payment and their associated network of contacts (friends, families, colleagues). This includes social media followers, subscribers, members, big and small, volunteers, small and big foundations, companies and their employees/clients/vendors, etc.

Will materials be translated in all languages: Dam info will be in English and your local language (please send the info on both). Communications materials will be in English and also on editable files so you can insert your local language

Where do contributors come from?: From your own country, from other countries (it’s key to reach your country nationals that are living abroad)
Support & Materials

- Help uploading your chosen dam and its details to the crowdfunding platform as well as a quick guide of the different features on the platform that you can use
- Different creative visuals in all formats (see below) adapted to the different website/media/social media channels (in open files to be translated of the crowdfunding action with your chosen dam's image and details)
- Outreach toolkit pack adapted to the different recipients (companies / members) so they can reach their own network of contacts in a simple and successful way (Peer-to Peer fundraising). Includes a quick guide on how to quickly create their personal fundraising undaising pages and teams, graphics.... for social media, images/ videos and ideas they can use to maximize interest
- Social media channels temporary profile pic
- Press Release template
- Staff email signature
- Hashtag image to overlay on your chosen images/videos or over profile pic
- Social Media posts ideas
To be able to prepare everything and have it on time, as well as inspire and engage potential donors, we will need to work together with them over the next months.

**Do you need some ideas to get started?**

These are just a couple, but there are many....

- Take a video of a local community member and a donor to tell their stories, why have they decided to engage in getting rid of this dam, what are their motivations, what inspired them
- Ask students in a school to submit a drawing of a river for a contest while donating 1€ for removing dams
- Ask a company to organize a matching action with their employees
- Get an outdoors retailer to start a fundraiser with their client and vendors

The list of ideas is endless...

**Looking for more fun ideas to promote donations?**

Take a look here

https://www.soapboxengage.com/blog/1863-virtual-fundraising-ideas
A comprehensive list of people/groups of potential crowdfunding participants

- Your office staff
- Individuals interested in environment
- Individuals interested in travel
- Individuals interested in the outdoors
- Fishermen
- Kayakers
- Rowers
- Hikers
- Selected social media influencers
- Journalists (National/Local level)
- Community leaders
- Celebrities and personalities
- Environmental ambassadors
- Well known scientists
- Your usual donors and members
- Volunteers
- Academia (Universities/Business Sch /Research institutions/schools)
- Scientific associations
- Nature activities companies
- Financial institutions / Banks
- Tourism associations and boards
- Food and beverage industries
- Clothing companies
- Local/Regional Business associations
- Family associations and groups
- Religious (different faiths or together)
- Youth social groups
- Fishing social groups
- Cultural groups
- Art related with nature and science
- Other NGO with same common goals
- Unions
- Sports associations
- Outdoor gear companies
- Fishing gear companies
- Communications and phone companies – working with the idea of connecting and communicating
Work calendar

Before the crowdfunding

Getting the info ready and uploaded on the crowdfunding platform.
Send all materials before June 20th to carufe@wwf.nl

- If you haven't, fill out the Dam to be removed template and send it back to carufe@wwf.nl
- Film a short and simple video of images of the chosen dam and surroundings – there are many examples here - max 40 seconds (for social media purposes), in your own language, with subtitles in English. If you or your partners don't have the editing capacity, please send us the video shots/text and contact us for support editing a piece
- Remember we're looking for the emotional connection between people and the river, so try to focus the video on the importance over the years of the river to the people and how the wildlife dependent on the river is part of the heritage of the area, the reason why it's been granted a protected area figure, and any other type of link you can highlight. Personal stories are a great asset
- Prepare info for the different tabs, as you see in this example and send it to carufe@wwf.nl

Reaching out to your network

- You'll receive the final outreach toolkit adapted to the different groups from us by June 18th
- Contact your supporters (social media followers/influencers & advocates/subscribers/volunteers/members/donors & bog donors/companies/foundations)
- Make sure you have at least 20% of the funds already donated and showing on the platform before the day of the campaign public launch

The week of the simultaneous crowdfunding

- Send press release and secure coverage throughout the week
- Follow up with participating companies/donors/etc and help promote their mission as well as reward their help by sharing their good work on your social media channels and mention them in communications with the press.
- Conduct an intense blitz style social media campaign for a week including stories and live streams
- Remember to target your country nationals living abroad all over the world
After the crowdfunding

- Thank donors privately and publicly
- Send their ‘rewards’ depending on how much they contributed (you’ll see that info on the crowdfunding platform)
- Inform donors, press and social media when the actual removal is going to happen and keep them updated on news
- Invite some of the donors to the removals, as well as the press and local people
- Do a live stream from the removal site, as well as a nice video piece, if possible also with the aid of a drone, the removal works look amazing when fast forwarded, time lapse video style
- Get video interviews with locals, or simple quotes. Positive, of course

The key to success: Peer-to-peer fundraising (when others replicate our campaign to engage their own networks).

It enables us to exponentially grow our donations, our contacts data base and our public image. It’s a fantastic tool because it relies on the fact that it’s them – the people – who believe in the cause and ask their own friends, family, colleagues, clients, followers etc for contributions. People are more inclined to give to those they love or support. We will be sending you the toolkit for anyone to make their own campaign in 5 minutes!
Suggested timeline

The dam needs to appear at least 10-20% funded at launching date, to attract more donations (an empty pot is not psychologically appealing) so it’s important to secure funds and comments, etc. on the platform well before the day of the launching.

→ **STARTING NOW** Warm up and contact partners, companies, foundations, members, subscribers, donors (big and small), social media followers, local businesses... and ask them to participate (adapted outreach toolkits to follow up on this first approach will be available on June 18th)

→ **MONTH OF JUNE** Ask your office employees to contribute, both with a donation and comments on the crowdfunding site and social media

→ **TWO WEEKS BEFORE** Send the information to the media, warm up the leading to the crowdfunding week, secure media attention

→ **THE WEEK BEFORE** Prepare a live stream on social media and use a countdown and ‘tap to be reminded’ feature to engage people

Contact

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Let’s slam some dams!

Big Jump

Crowdfunding Action led by

WWF

With the participation of

DAM REMOVAL EUROPE

Big Jump is an initiative of the European Rivers Network

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