STARTER KIT / CHECKLIST

Hello,

we are happy that, like us, you are interested in promoting basic income. We believe that basic income and our project especially are adaptable to any country's specific situation. However, we don't think that we can learn about these situations for all the countries that might be up for a first pilot project or a campaign, such as ours. Therefore, we do not intend to internationalize from our office in Berlin. Instead we put together a starter kit to share some of our method and strategy with you.

We hope it will give you an idea about what it takes to start a campaign such as ours and what you would have to do to start. At the moment, unfortunately we do not have the capacity to provide a contact person from our team to help you in person with starting this project in your country. However, we hope we can answer most of your questions with the help of this document.

Key Facts About Us

- July 2014: Launched of our first crowdfunding campaign
- January 2015: Founding of the organization
- The campaign was started by one person, by now we are a team of 20 people (full and part-time employed and freelancers)
- So far we have crowdfunded 1.128.000 € = 94 basic incomes (data as at June 2017), plus our organization's expenses

- Currently we collect approx. 4 basic incomes per months
- As an organization we are structured based on the principles of holacracy
- We experiment with new work approaches

What We Do

- We crowdfund and raffle off basic incomes to experiment with how it affects individuals
- We share our insights with the public
- We promote the discussion around the concept of an unconditional basic income
- We work towards implementing an unconditional basic income in Germany and abroad
- We use campaigning and crowdfunding as tools to address the grassroots level
- We host and support events and conferences that discuss basic income
- We publish the experiences of our winners
- We connect the winners with the media to reach a wider audience
- We spread scientific and non-scientific information about basic income
- We cooperate with educational institutions such as schools and universities

Why It Works

- We communicate positively and authentically; we are for basic income and not just against the current welfare system
- We don't pretend to know what the winners will do; this is an experiment
- We don't pretend to know all the answers (financing, etc.), we just ask questions
- We talk about basic income in terms of the bigger picture (new work, welfare, society, generations, innovation, care debate, feminism, etc.)
- We try to be as transparent as possible, with the draws but also our organization
- We tell as many stories of our winners as possible to give something back to the donors
- We experiment with methods of new work ourselves; we try to practice what we preach
- We make donating and participating in the raffle easy with our "Crowdhörnchen"

What You Need For A Quick Start

- ❏ Campaign name
- ❏ Crowdfunding campaign
- ❏ Website
- ❏ Support-Email system
- ❏ Bank account

❏ Team which brings <u>skills, time and passion</u> in the following areas:
    PR, Campaigning, Social Media & Community Management, Graphic
    Design, Financial Controlling, Winner Supervision, Website Development &
    UX Design

Checklist

FIRST STAGE: Campaign - Proof of Concept

---

1. Research

❏ Is there a comparable project in your country?
❏ Is the raffle concept feasible according to your country's law?
❏ Do you have any legal restrictions?
❏ Does crowdfunding work in your country?
❏ What's the amount for basic income that's being discussed in your country?

2. Crowdfunding Campaign

Crowdfunding has a logic of it's own. While this checklist gives you a good idea of what you should consider, we definitely recommend learning a little bit more about the setup of a successful crowdfunding campaign!

❏ Find a project name for your local version
❏ Find a crowdfunding platform in your country
❏ Familiarize yourself with crowdfunding and the country-specific criteria
❏ Define the amount that you need to collect for a one year basic income
❏ Define the minimum number of basic incomes that you want to collect
❏ Set up a crowdfunding campaign
❏ Secure a good start by asking all friends/family/activists to donate on the day of the launch (first hour) to donate (e.g. 100 people donating 10 € each)
❏ Find partners to support your campaign (other local basic income activists or organizations or, ideally, popular pro basic income "influencers" and public figures)

3. Social Media and Crowd-Support

For your external communication, you need to find your own tone and language. It's ok to make mistakes. Just remember that it is important to always communicate directly, transparently and authentically with your crowd. It worked for us to not be too "professional" but "relatable" and "real".

❏ Set up a mailing list right from the beginning and start building up your crowd; For us this has been proven to be the most valuable channel of communication!

❏ Set up relevant social media accounts for your country that your supporters can follow (Facebook, Twitter, Instagram, etc.)
❏ Set up Support-E-Mails for the crowd to get in touch with you: support@... or contact@...
❏ Create content regularly and let the crowd know what you are doing/ be part of the journey
❏ Be responsive to the feedback of your users
❏ Use hashtags to connect all your different channels/ campaigns
❏ Keep the crowd engaged through questionnaires or campaigns á la "What would you do?"
❏ Regularly answer the support channels (comments + messages on social media + blog, mails)
❏ Depending on your budget consider offline campaigns (posters, stickers, t-shirts, etc.)

4. Public Relations

The press is your best friend because every news article reaches much more people than you possibly can with your campaign only. Also it usually introduces your project to a new crowd. Try to use that!

❏ Find the right story for your personal and your country's situation; Why are you doing it?
❏ Pick at least one of your team members as "the face" of the campaign and make sure the person has a story to tell: Why is he or she part of this project personally?
❏ Familiarize yourself with the current status of the debate in your country and the players
❏ Prepare for interviews
❏ Set up a media mailing list (ask friends/fools/family for contacts and look for journalists writing about basic income) and send out a press release when you start the campaign; the more media presence you have at the beginning, the better
❏ Secure coverage in print and/or TV/Radio for the day of the launch
❏ Carefully maintain the media mailing list
❏ Develop good relationships with the most influential people in your local basic income debate

5. Website

After the first crowdfunding campaign has ended you should develop a website at the latest. Crowdfunding is a good way to start, however too costly to use it as a constant tool.

- ❏ Create a logo; keep in mind that colours could/ should be used for website and print design
- ❏ Develop a system for people to create user accounts, to register for your raffles and distributing raffle numbers
- ❏ Make sure to visualize the current amount of donations; if possible update it at least daily
- ❏ Include a blog on which you can publish the winner's stories
- ❏ Visualize the number of registered users to create a "crowd"
- ❏ Include the question "What would you do" and show how many people share your idea
- ❏ Make donating as easy as possible transaction-wise; have different payment options
- ❏ Make sure that the registration process is easy for all ages and levels of IT-understanding
- ❏ Include a tickbox for those who are open to public relations, such as interviews

6. Raffle and Drawing Events

Make the draws an event for people to witness and maybe even participate in to get attention. Make the first draw a launch event for the campaign/organization; let people know that there is more to come. What worked great for us: Letting people register with our website but having them renew their participation in the raffle every time. This keeps people engaged with the campaign.

- ❏ Check the legal framework for running a raffle, set the conditions accordingly (how to take part, when, how the draw works, when and how winner gets notified/announced, etc.)
- ❏ Determine the draw algorithm, setup website-code accordingly
- ❏ Make it easy to register, this motivates donations
- ❏ Announce the draws early enough for people to have time to register for it
- ❏ Make it a Facebook-event for people to share to get even more people to register
- ❏ Set up a live-stream to prove righteousness

SECOND STAGE: Organizational Set-up - Make this your job

1. Team

This is no job for one person. The more team members you are to split the work, the better. For an organization you need more skills than for the quick start.

- ❏ Find team members with the following skills: Project & Office Management, Accounting, Fundraising
- ❏ Determine who can dedicate what time + cover what areas; Is everyone in for at least a year?
- ❏ Find an office or shared space for co-working and meetings
- ❏ Set-up an online structure to co-work as a team (e.g. Slack, Skype, Asana, Trello, etc.)

2. Non-profit Organization

To be on the safe side legally and for liability, it is advisable to found an organization. It also creates trust to donors and if you have the charitable status as an organization you can provide donors with official donation receipts, which are tax-deductible in most countries. This motivates donations as well.

- ❏ Check the key qualifiers for a charity in your country
- ❏ Find the right people with different skills to found it with; the responsibilities should be shared but not on too many shoulders as this could slow down the decision taking process
- ❏ Find a name for the organization; usually it does not have to match the project's name
- ❏ Meet them and form a legally correct organization
- ❏ Write a constitution / leading document for your organization; be as transparent as possible
- ❏ Make sure to include goals that allow to apply for the charitable status
- ❏ Set-up a structure for the organization, such as communication and project management tools (e.g. Trello, Slack, Asana, Google Drive, Google Mail)

3. Banking and Accounting

Do yourself a favor and setup the account and financial planning from the very beginning. The sooner you start to file and do it all right, the less trouble you will have when compiling the yearly financial statements for the audit.

- ❏ Find the right bank; as a charity an ethical bank would be preferable
- ❏ Open bank account
- ❏ Find an accountant to join or advice the project
- ❏ Setup the accounting structure and processes

4. Fundraising for the Organization

If you want to be able to make this is a full-time job, you need to start raising funds for your organization, besides still raising donations for the basic income.

- ❏ Apply for grants
- ❏ Lobby for support with local fundraising structures
- ❏ Lobby for donations from individuals or companies (charity - tax deductible)
- ❏ At a later stage: Set up a monthly donation scheme for supporters to finance your organization

5. Boosting the Crowdfunding

Get creative: Find or develop tools, products or activities your users can engage with that generate money for the raffle on a continuous basis. Some examples, that we use:

- ➢ Browser add-ons: Is there a project like www.giveasyoulive.com in your country? (Online)
- ➢ Loyalty card systems: Can you hack or arrange a community loyalty card? (Offline)
- ➢ Products: Is there a product you can brand as a basic income product?
- ➢ Company cooperations: Are there clubs/pubs/coffee shops/other shops to cooperate with?

Benchmarks

1. **Mein Grundeinkommen**: https://www.mein-grundeinkommen.de – Germany (launched 2014)
2. **Ons Basisinkomen**: https://onsbasisinkomen.nl – The Netherlands (launched 2015)
3. **My Basic Income**: http://mybasicincome.org – USA (launched 2015)
4. **Grundeinkommen für dich**: https://www.deinbge.ch – Switzerland (launched 2016)