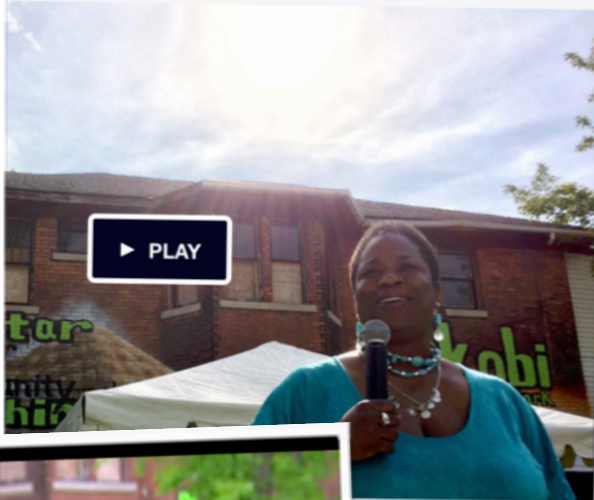


# POST-CAMPAIGN REPORT

## *The Avalon Village*

### AVALON VILLAGE – From Blight to Beauty

by Shu



▶ PLAY

**1,486**

backers

**\$242,069**

pledged of \$241,900 goal

**7**

hours to go

Back This Project



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The Avalon Village	
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# OVERVIEW

## What did we accomplish?

The Avalon Village Kickstarter campaign successfully raised **\$243,690 from 1,511 different backers in 30 days**.\* The Kickstarter campaign was **visited over 66,000 times by people in 164 countries** by speakers of **117 different languages**. The project was designed a 'Project We Love' by Kickstarter staff.

The campaign also generated significant news media attention, garnering **over 18 mainstream media news articles**. Independent bloggers and online outlets also wrote **at least 10 blogs about the project**. Pending coverage is expected from CBS Evening News (shoots Jun3 27th), CNN Headline News (shoots July 11th), the Detroit News, and more.

Finally, the campaign greatly-increased the social media reach of Avalon Village's three social media properties: our Facebook page great to **832 likes, an increase of 261% in the last 30 days**; our Twitter page has posted **387 tweets** that generated **526 followers** and **182,000 impressions, a 201.7% increase in 30 days**; our Instagram page has 656 followers, having begun this campaign period with 0.

*\*After fees and dropped pledges, we estimate this total to come to approximately \$222,000, delivered around Friday, July 8th*

# KICKSTARTER CAMPAIGN

## *How did it succeed?*

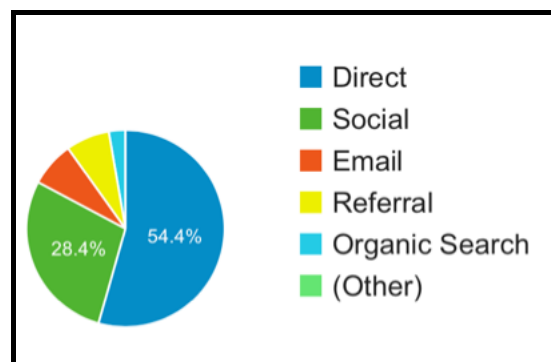
The Kickstarter campaign succeeded through a combination of **compelling content**, **excellent distribution**, and **perseverance**.

### **Content**

The campaign video was produced by David Sauvage and edited over a period of about 2 years. The architectural graphics were crafted by Erika Linenfelser, and the campaign text copy and associated graphics/memes were generated by The Liberati Group. Press releases were created for the launch of the campaign as well as major events. Social media share graphics were created.

### **Distribution**

People arrived at the Kickstarter campaign from a variety of sources, with direct links (from news articles, Kickstarter homepage, etc.) and social media dominating:



Source: Google Analytics

Email was also a significant source of traffic to the page, from the various email marketing blasts The Liberati Group sent out and from peer-to-peer promotion.

Among the social networks, **Facebook dominated:**

1. <a href="#">Facebook</a>	<b>10,851</b> (73.70%)
2. <a href="#">Twitter</a>	<b>2,897</b> (19.68%)
3. <a href="#">reddit</a>	<b>661</b> (4.49%)
4. <a href="#">YouTube</a>	<b>176</b> (1.20%)
5. <a href="#">LinkedIn</a>	<b>84</b> (0.57%)
6. <a href="#">Instagram</a>	<b>29</b> (0.20%)
7. <a href="#">deviantART</a>	<b>15</b> (0.10%)
8. <a href="#">paper.li</a>	<b>4</b> (0.03%)
9. <a href="#">Google+</a>	<b>2</b> (0.01%)
10. <a href="#">Pocket</a>	<b>2</b> (0.01%)

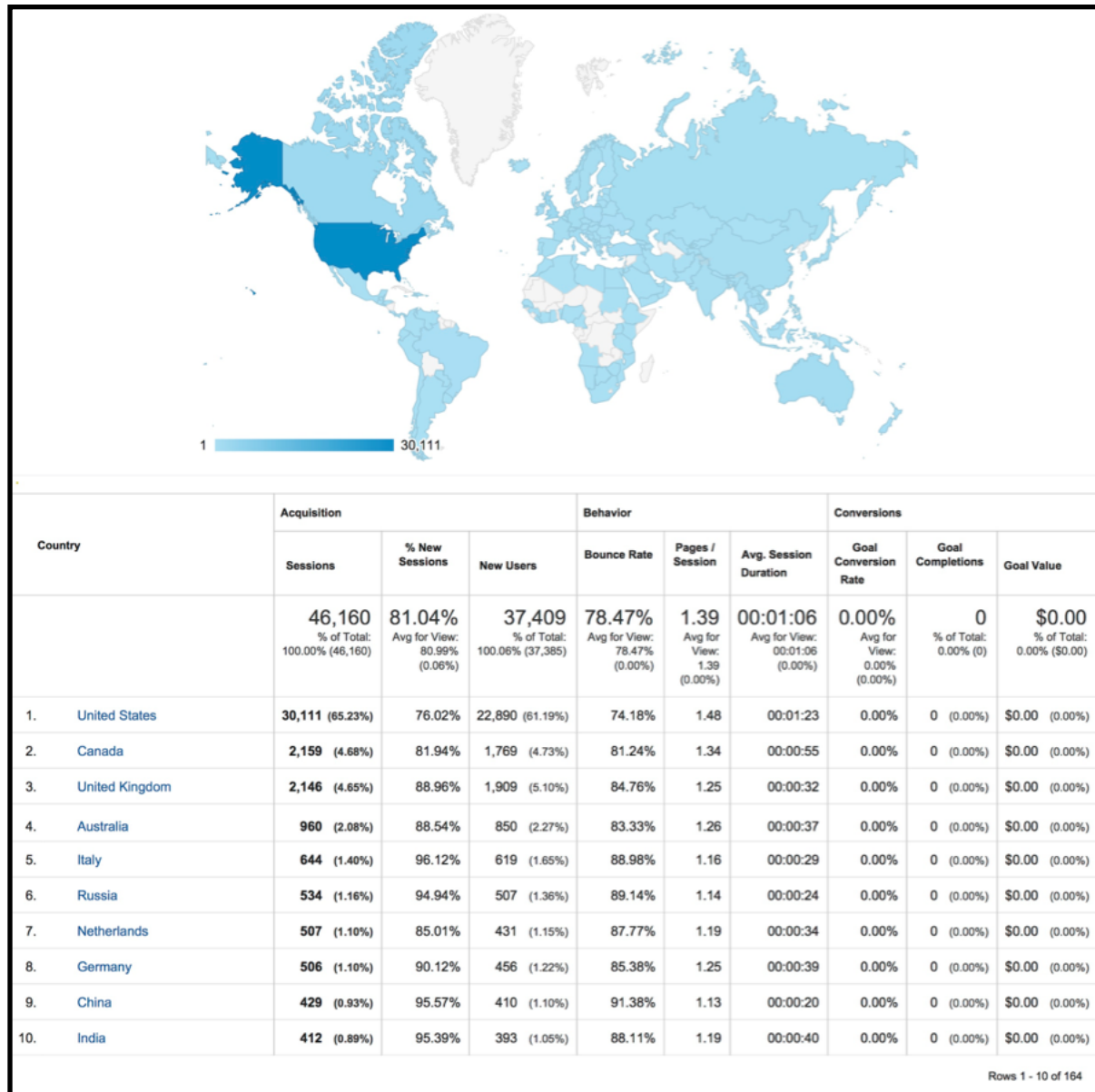
*Source: Google Analytics*

Thanks to Kickstarter's new custom referrer codes - unique identifiers attached to the end of website links to our page - we are able to drill down further to see how people found the campaign. Here's what we see:

## Traffic Sources to Avalon Village Kickstarter Page

Referrer	Type	# of Pledges	% of Pledged	Pledged
Direct traffic no referrer information	External	190	29.58%	\$72,095.00 USD
Search	Kickstarter	40	16.49%	\$40,193.00 USD
Facebook	External	305	14.61%	\$35,592.00 USD
<a href="#">Advanced Discovery</a>	Kickstarter	24	12.84%	\$31,289.00 USD
Homepage gallery	Kickstarter	222	4.35%	\$10,588.52 USD
<a href="#">Kickstarter newsletter: Time Travel</a>	Kickstarter	139	3.56%	\$8,664.00 USD
twitter.com	External	60	2.41%	\$5,870.00 USD
Email	Kickstarter	8	1.89%	\$4,596.00 USD
Internal	Kickstarter	9	1.77%	\$4,311.00 USD
huffingtonpost.com	External	74	1.49%	\$3,628.00 USD
google.com	External	40	1.46%	\$3,563.00 USD
CURBED	Custom	25	1.12%	\$2,740.00 USD
OWS	Custom	46	1.00%	\$2,440.11 USD
fox2detroit.com	External	27	0.80%	\$1,948.00 USD
<a href="#">Kickstarter newsletter: Sonic Inventions</a>	Kickstarter	44	0.78%	\$1,891.00 USD
youtube.com	External	12	0.70%	\$1,715.00 USD
<a href="#">Projects We Love (Discover)</a>	Kickstarter	32	0.60%	\$1,458.00 USD
Kickstarter social media	Kickstarter	12	0.55%	\$1,351.00 USD
fastcoexist.com	External	9	0.38%	\$935.00 USD
<a href="#">Civic Design (Discover)</a>	Kickstarter	21	0.38%	\$930.00 USD

Thanks to extensive online promotion, our distribution was extensive across the whole world: the campaign was visited over 66,000 times by people in 164 countries by speakers of 117 different languages:



Source: Google Analytics

# NEWS MEDIA

## *Who covered our campaign?*

Media coverage of the campaign was extensive, with both online (blogger, social media, and email marketing) and offline coverage (TV, radio, newspaper). Here's an overview of the online and offline coverage:

### **Offline**

- WXYZ-TV, Ronnie Dahl - aired June 7
- Fox 2 News, Charlie LeDuff - aired June 7
- Superstation 910AM Radio - Ralph Godbee - Tuesday, June 14 (1-hour, live)
- WJR-AM Radio with Paul W Smith, Thursday, June 16 at 8:15am
- MetroTimes, John Ackers - Thursday, June 16
- Detroit Regional News Hub - Marge Sorge - Friday, June 17
- Daily Detroit - "Yes Shu Can" - Friday, June 17
- WJLB Radio - Supa Emcee, Saturday, June 18 at 7pm (Live in-studio)
- Superstation 910AM Radio - Supa Emcee, Monday, June 20 at 9:30am (Live half-hour)
- Shu live on Karen Dumas's show 910AM Radio - Monday at 6pm
- Fox 2 News, Live in-studio appearance - Tuesday, June 21, 9am
- WXYZ-TV, Live in the downtown studio - Tuesday, June 21, 11:45am
- Crain's - Adrienne Roberts - Tuesday, June 21
- Huffington Post - Tuesday, June 21
- Fox 2 recap - Thursday, June 23 - Camille Amiri

Social Media distribution from:



- Recycle Here
- Detroit Experience Factory
- Opportunity Detroit (Robin's former co-workers)
- Bushman WJLB
- Charlie LeDuff, Fox 2
- Erika Erickson, Fox 2
- Deadline Detroit
- Daily Detroit
- Crain's
- Fox 2 News
- WXYZ-TV
- Robin Schwartz social pages (FB, Twitter, Instagram)

Avalon Village Instagram page: 60 posts, 600+ followers in 3 weeks

## Online

- **RESPECT: Creating Urban Paradise as Detroit Crumbles Around Her**

<http://urbanintellectuals.com/2016/06/22/respect-creating-urban-paradise-detroit-crumbles-around/>

- **Sustainable living, education goal of development in Highland Park**

<http://www.crainsdetroit.com/article/20160621/NEWS/160629973/sustainable-living-education-goal-of-development-in-highland-park>

- **In A Broke And Crumbling City, This Woman Is Building An Urban Paradise**

[http://www.huffingtonpost.com/entry/avalon-village-highland-park-shu-harris\\_us\\_5768ff0ee4b0fbbc8beb8d37](http://www.huffingtonpost.com/entry/avalon-village-highland-park-shu-harris_us_5768ff0ee4b0fbbc8beb8d37)

- **After Her Young Son Was Killed, This Detroit Woman Set Out To Reinvent Her Neighborhood**

<http://www.benzinga.com/general/education/16/06/8135895/after-her-young-son-was-killed-this-detroit-woman-set-out-to-reinven>

- **In Memory of Late Son, Mom's Creating Eco-Village in Barren Detroit Neighborhood**

<https://hopefulheadlines.org/2016/06/21/in-memory-of-late-son-moms-creating-eco-village-in-barren-detroit-neighborhood/>

- **Fundraiser tonight for woman's Avalon Village neighborhood project**

<http://www.fox2detroit.com/news/local-news/163738260-story>

- **Supa Emcee releases hip hop anthem in support of Avalon Village**

<http://www.metrotimes.com/Blogs/archives/2016/06/16/supa-emcee-releases-hip-hop-anthem-in-support-of-avalon-village>

- **Avalon Village updates: concrete poured, \$115K raised through crowdfunding** <http://detroit.curbed.com/2016/6/14/11924428/avalon-village-updates-concrete-crowdfunding>

- **A Beautiful Story About a Highland Park Woman Who Makes a Block Come Alive**

<http://deadlinedetroit.com/articles/15133/>

[a\\_beautiful\\_story\\_about\\_a\\_highland\\_park\\_woman\\_who\\_made\\_a\\_block\\_come\\_alive#.V1mXqm3z5M1.twitter](http://a_beautiful_story_about_a_highland_park_woman_who_made_a_block_come_alive#.V1mXqm3z5M1.twitter)

- **One block in Detroit needs your help becoming a sustainable eco-village.** <https://nowthisnews.com/the-avalon-village-wants-to-turn-this-detroit-block-into-an-eco-village>

- **Highland Park Woman Is Making Incredible Changes In Her Neighborhood. Take Note & Pay Attention.**

<http://www.positivedetroit.net/2016/06/highland-park-woman-is-making.html>

- **Highland Park's Avalon Village turns blight into beauty**

<http://www.wxyz.com/news/ronnie-dahl/highland-parks-avalon-village-turns-blight-into-beauty>

- **She Brought Light to Avalon Street - Charlie Leduff**

<https://www.youtube.com/watch?v=L43M8cmAnT8>

- **NOW THIS - Alex Ebert of Edward Sharpe and the Magnetic Zeros is helping create sustainable neighborhoods in Detroit**  
<https://www.facebook.com/TheAvalonVillage/posts/1620134648298034>
- **Detroit Activists Launch Innovative Crowdfunding Effort to Solve Urban Blight Problems**  
<http://www.alternet.org/economy/detroit-activists-launch-innovative-crowdfunding-effort-solve-urban-blight-problems>
- **Eco-Village Takes Root in Detroit**  
<http://www.wesh.com/video/the-weather-channel/ecovillage-takes-root-in-detroit/39763106?src=app>
- **Avalon Village: A Blighted Detroit Neighborhood Turned Eco-Village**  
<http://buildingfree.com/pages/75257630-avalan-village-a-blighted-detroit-neighborhood-turned-eco>
- **Avalon Village: A Blighted Detroit Neighborhood Turned Eco-Village**  
[http://www.ecobuildingpulse.com/projects/blighted-detroit-neighborhood-morphs-into-eco-village\\_o](http://www.ecobuildingpulse.com/projects/blighted-detroit-neighborhood-morphs-into-eco-village_o)
- **The Weather Channel's educational science** page "Rockets are Cool" just made an info-video about our project:  
<https://www.facebook.com/RocketsAreCool/videos/891794520950080/>
- **A Sustainable Eco-Village is Rising in Highland Park**  
<http://detroit.curbed.com/2016/5/26/11786836/eco-village-sustainable-blight-highland-park>
- **These Vacant Lots In Detroit Are Turning Into An Eco-Village**  
<http://www.fastcoexist.com/3060077/world-changing-ideas/these-vacant-lots-in-detroit-are-turning-into-an-eco-village>
- **Blighted Block in Highland Park to Be Transformed to 'Eco-Village'**  
[http://www.deadlinedetroit.com/articles/14993/blighted\\_block\\_in\\_highland\\_park\\_to\\_be\\_transformed\\_to\\_eco-village](http://www.deadlinedetroit.com/articles/14993/blighted_block_in_highland_park_to_be_transformed_to_eco-village)
- **Blighted Highland Park block to be transformed into 'sustainable eco-village'**  
<http://motorcitymuckraker.com/2016/05/19/blighted-highland-park-block-to-be-transformed-into-sustainable-eco-village/>

- **Avalon Village, Sustainable Eco-Village in Detroit**  
<http://www.occupywallst.nyc/news/2016/5/12/avalon-eco-village-detroit>
- **The Avalon Village Announcement Celebration** <http://detroitnews.com/events/#/event/5550065>
- Deadline Detroit re-posted Charlie's story via Robin's Twitter page - June 9

### **PAST NEWS (Pre-Campaign)**

- **Detroit-area community reclaims its streets with solar power**  
<http://midwestenergynews.com/2015/05/28/detroit-area-community-reclaims-its-streets-with-solar-power/>
- **'Hood Camp' reinforces urban survival for youths in Highland Park**  
<http://michronicleonline.com/2011/09/14/hood-camp-reinforces-urban-survival-for-youths-in-highland-park/>
- **Move to Amend Reports Features Shamayim "Shu" Harris & Carl Gibson this Week**  
<https://movetoamend.org/move-amend-reports-features-shamayim-shu-harris-carl-gibson-week>
- **Illuminating Highland Park, one solar streetlight at a time**  
<http://www.modeldmedia.com/features/soulardarity-highland-park-082514.aspx>

### **Pending Coverage**

- CBS Evening News - Shoot on Monday, June 27 at 10am
- CNN Headline News - July 11 - Details to follow

Robin has also pitched to:

- The Detroit News
- Detroit Free Press
- WDIV-TV

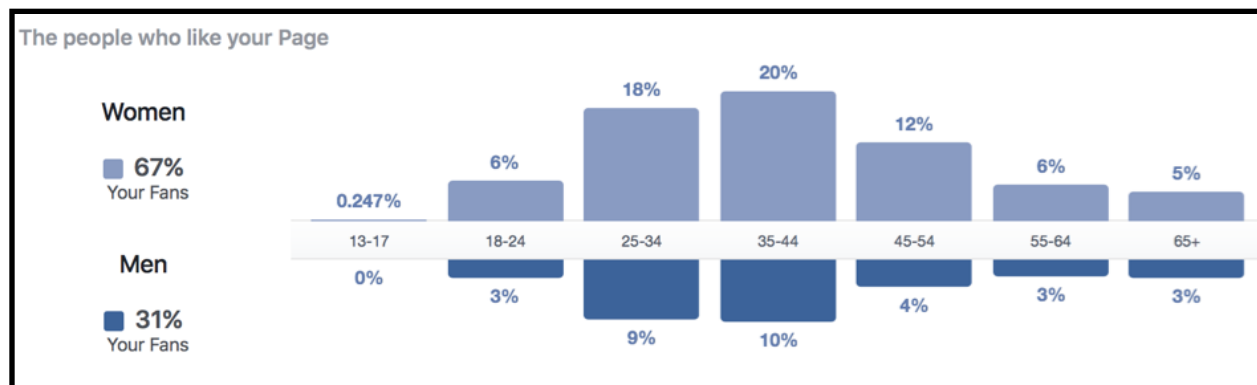
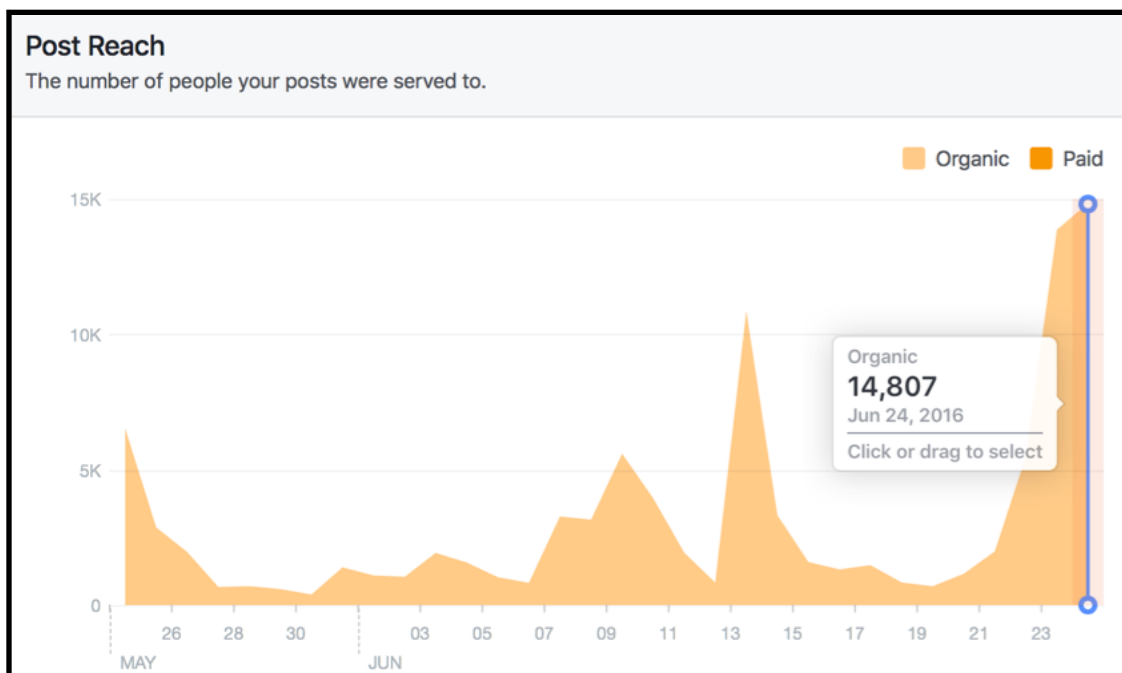
- WWJ Radio
- MLive
- AP
- Model D
- Oprah
- Big Sean (via social media)
- Ellen (via social media)
- The Today Show
- Good Morning America

# SOCIAL MEDIA

## *How did it spread?*

### Facebook

Our campaign spread virally on Facebook, reaching hundreds of thousands of people over a 30-day period. Here's some analytics (all from [facebook.com](http://facebook.com)) on our page reach:



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	748	Detroit, MI	173	English (US)	761
Ireland	17	New York, NY	31	English (UK)	37
United Kingdom	8	Highland Park, MI	25	Spanish	3
Canada	7	Southfield, MI	20	Spanish (Spain)	2
Australia	4	Redford, MI	19	French (France)	2
Spain	3	Hamtramck, MI	14	Leet Speak	1
Sweden	2	,	13	Traditional Chinese (Tai...	1
New Zealand	2	Ann Arbor, MI	11	Swedish	1
France	2	Dublin, Ireland	11	Hebrew	1
Germany	1	Warren, MI	11	German	1

## Twitter

Here's some data on our Twitter page, from [twitter.com](https://twitter.com):



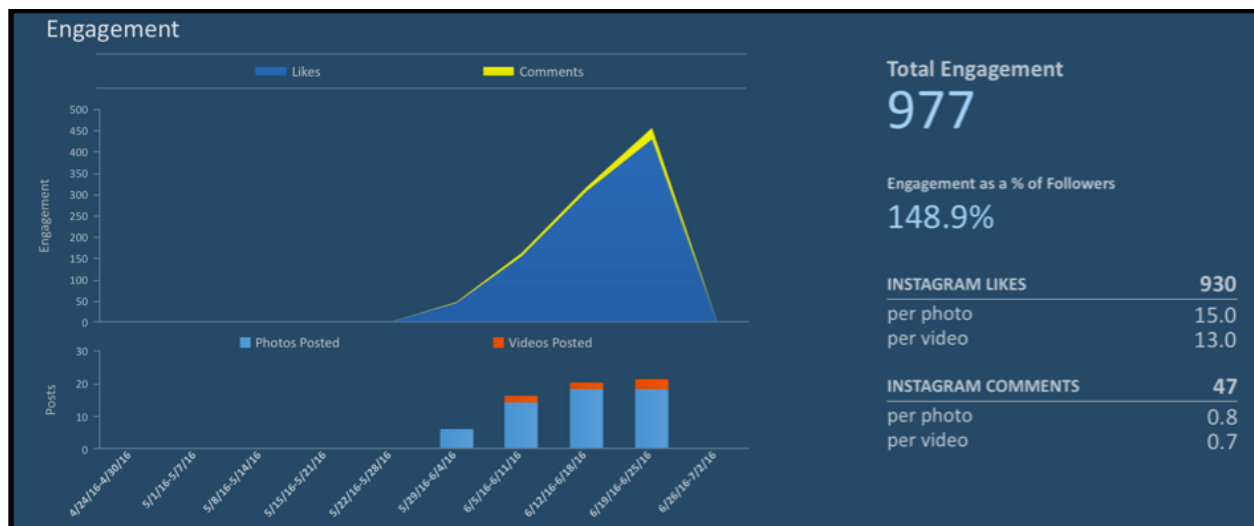
Our twitter account was responsible for nearly 3,000 visits to the Kickstarter page over the course of the campaign, or about 100 visits/day.

## Instagram

Our new Instagram account created significant brand awareness for Avalon Village and also drove traffic to the site. Here are some analytics from [SimplyMeasured.com](http://SimplyMeasured.com):

	INSTAGRAM POSTS	ENGAGEMENTS	ENGAGEMENTS PER POST
All Posts	63	977	15.5
Photo Posts	56	881	15.7
Video Posts	7	96	13.7

Engagement was particularly high on Instagram, where each of our followers interacted with our content on average about 1.5 times:



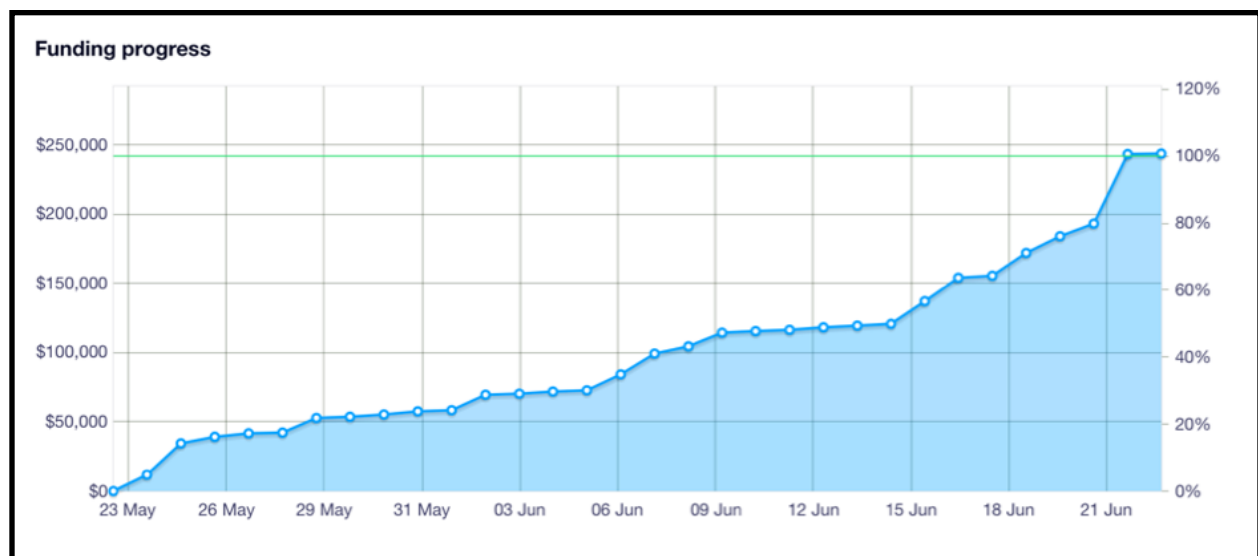


# PERSEVERANCE

*This campaign was a nail-biter!*

Most Kickstarter and other crowdfunding campaigns that we've run have followed a predictable pattern: the client raises about 25%-50% of funds on Days 1-2, 30%-40% of funds on Days 3-28, and 25-50% of funds on Days 29-30. In other words, most of the campaign progress occurs at the beginning and the end.

This campaign, however defied those expectations: the campaign raised less than 20% of its goal on the first and last pair of days. This campaign was truly **a marathon slog to the end, with consistent progress each day.** The graph below confirms this:



Source: [kickstarter.com](http://kickstarter.com)

## **Lessons Learned & Recommendations**

This campaign demonstrated the power of a consistently growing, innovative promotional strategy to drive progress on a crowdfunding campaign. By building upon the momentum of a strong launch, and accelerating into a nail-biting finish, we were able to exceed our goal and build strong grassroots support for our cause.

We believe the Avalon Village has incredible fundraising and promotional potential. We recommend that, after a period of debriefing and reflection, the team reunite to determine how to best leverage this successful campaign to **drive increased brand awareness, create even more clarity of purpose, and grow fundraising capacity.**

*We look forward to serving the Avalon Village for many years to come!*

A handwritten signature in black ink that reads "Justin Wedes". The signature is written in a cursive, flowing style with a long horizontal stroke underneath the name.

**Justin Wedes**

*Founder and CEO*

*The Liberati Group*