

Crowd-resourcing Proposal for Co-opathon2015

What might we do together that we cannot do on our own? How powerful can a “small group” be in this networked age, even in their spare time? This proposed “crowd-resourcing campaign” prototypes an approach for exploring these questions, in service to the possibility/necessity of co-creating “a world that works for all beings.”

Overview

The following proposal is submitted for review by prospective participants in the [Co-opathon2015](#) “crowd-resourcing” campaign. Please insert comments on this doc as desired. Discussion is primarily taking place via the Loomio platform, and perhaps also via live conversations, if desired.

Here is the basic proposal outline:

- The campaign will run for three weeks, from September 14 to October 5.
- It will be launched by participants in Co-opathon2015, as part of the completion of the initial “iteration.”
- Money, time commitments, and social media outreach capacity will form the core of the resource pool that is gathered.
- One third of the pool will be gifted back to Co-opathon2015 hosts/participants, via a democratic allocation process.
- Two thirds of the pool will be gifted to one or more initiatives chosen by the participants in the crowd-resourcing campaign, in a process TBD. The goal is to choose a single initiative so as to concentrate the impact of our gifts, but the group may decide to support more than one project if it determines that to be the best fit.
- The initiative selection process will complete by October 1, so that the specific work to be supported will be known when the final push to complete the campaign is made.
- The next step is for Co-opathon2015 participants to provide feedback on this proposal over the next 48 hours, after which it will be finalized by Ben Roberts and then presented for discussion and a vote, using the Loomio platform here:
<https://www.loomio.org/g/U4PpcSkF/co-opathon2015>.

Proposal Specifics

[Gifting the Resource Pool](#)

[Gifts for Co-opathon2015 Participants](#)

[Gifts for one or more initiative\(s\)](#)

[Criteria](#)

[Asset-Map](#)

[Gathering the Resource Pool](#)

[Crowdfunding](#)

[Non-monetary resources](#)

[Hours of Service/Asset Map](#)

[“Thunderclaps”](#)

[Other resources?](#)

[Next Steps](#)

Gifting the Resource Pool

The pool of resources that is gathered via this campaign will be gifted in two “chunks:” one for Co-opathon participants themselves, and another in service to one or more initiatives selected over the course of the campaign.

Gifts for Co-opathon2015 Participants

It is proposed that one third the resource pool be gifted back to people who brought Co-opathon2015 to life, as hosts and/or participants. Anyone can request a share of this pool, provided they make a brief statement summarizing the contributions they have made to the Co-opathon2015 engagement. Resources will be allocated democratically, with all participants given an equal vote in determining their actual distribution.

For purposes of this vote, a “participant” is defined as anyone who has followed through on the five initial requests made in [the Co-opathon invitation](#). Note also that people who were not part of the first iteration of the Co-opathon (which completes on Sep 14) are still welcome to participate in the crowd-resourcing campaign.

Gifts for one or more initiative(s)

Two thirds of the resources gathered will be gifted in support of one or more initiatives chosen by the crowd-resourcing campaign participants (i.e. anyone who offers a gift to the pool). The selection process will take place *during* the campaign, with the intention of reaching a decision by October 1. This will allow us to name the specific work being supported as we make the final push to complete the campaign by October 5.

The goal will be to choose a single project, so as to concentrate the impact of our gifts. That said, if the group decides to support more than one initiative, that will be fine as well. *The exact process that will be used to reach this collective decision is TBD.*

Criteria

The following criteria are proposed as a guide to the group's decision about which initiative(s) to support:

1. It connects to the work of people in the Co-opathon
2. It supports the emergence of a gift economy/culture
3. It helps create “a world that works for all”
4. It supports “[restorative community](#)”
5. It is “right-sized,” i.e. the pool of resources we have gathered can make a difference

More than a metric, each of these criteria is intended as a conversation, providing a framework to sense into how well an initiative “fits” this group.

Asset-Map

Participants who wish to offer their time as part of the resource pool will also co-create an “asset map” that helps identify the kinds of initiatives the group might best be able to serve. We may draw on insights from the place-based practice of [Asset-Based Community Development](#) for this process.

Gathering the Resource Pool

Crowdfunding

A \$10,000 (US) crowdfunding campaign will be launched using the www.dana.io platform, running for three weeks from 9/14 through 10/5. Contributions will be requested from Co-opathon2015 participants, and they will also be invited to reach out to their networks as well. Some details:

- All contributions will be collected, regardless of whether or not the campaign reaches (or exceeds) the \$10,000 target.
- Dana.io lets fundraisers set the contribution back to their platform between 0-10% of total funds collected--**a 7.5% level is proposed** [modified on Sep 12].
- Money will be deposited to a segregated account in Ben Roberts' name. All transactions in this account will be publicly disclosed.
- Contributions will not be tax-deductible, and payments to individuals will be taxable as income in the US.

Non-monetary resources

In addition to raising money, the crowd-resourcing campaign will gather commitments of time, social media promotion, and perhaps other resources as well. An asset map will help those of us who want to offer our services to sense into our collective capacities.

Hours of Service/Asset Map

A "pool" of service hours forms the heart of the non-monetary component of the crowd-resourcing campaign.

- **A minimum of three hours per person will be requested of those who wish to make a gift of their time.** At least one hour will be for participating an "asset-mapping" process, to allow the group to get a sense of its collective capacity. The remaining two-plus hours will go towards service on behalf of the initiative(s) we choose to support.
- Participants can choose the form their service will take based on the intersection of their abilities/desires and the needs of the selected initiative(s).
- One key role for service hours will be the stewardship of the overall gifting process. Ben Roberts is committed to supporting this as a co-leader, and welcomes others who would like to co-create the infrastructure that will allow these gifts to flow in the most generative possible way.

"Thunderclaps"

[The Thunderclap platform](#) is a tool for social media promotion that leverages the collective networks of a large group to send a single message out to all their friends simultaneously. Commitments will be requested for participation in one or more of these actions. If we reach the 100 person threshold required for activation, this tool will be a way to bring home the crowd-resourcing campaign in its final days, and might also be a form of service to the selected initiative(s).

Other resources?

What else might we plan to gift in service to the chosen initiative(s)? Are there special types of service offerings, similar to the Thunderclap, that might be worth calling out specifically? Also, depending on the needs of the project we choose, we may find that, in addition to services, there are goods that can be requested in support of their work.

Next Steps

All current Co-opathon participants have been invited to a “Loomio group” that has been set-up to host the decision-making process for this proposal. A decision is requested by end of day Sunday. This will allow for the launching of the campaign as part of the closing celebration of the first iteration of Co-opathon2015. If you have not received a Loomio invitation and wish to participate, please [email Ben Roberts](#).

If desired, live conversations can also be convened via Zoom for group or one-one input. Post requests to the #calls channel on the Co-opathon2015 slack team.

The proposed decision-making process is inspired by sociocracy/holacracy-inspired:

1. A person with “authority” for making a proposal places it before all those who might be affected by its terms. In this case, Ben Roberts, as the lead convener of the Co-opathon, is proposing to take this role.
2. Clarifying comments are solicited (a Loomio discussion has been created for this purpose)
3. A quick reaction round is invited for all who wish to weigh in (a Loomio discussion has been created for this purpose)
4. The proposal is modified by the proposer as desired, in response to the reactions
5. A vote is taken, with the following options:
 - a. Agree (which also implies ~~a desire but not a promise~~ a PROMISE to participate in some way, e.g. any or all of the below:
 - i. contribute money
 - ii. offer time/services
 - iii. support the Thunderclap
 - iv. broadcast to your network, especially
 - v. make one or more personal requests for support from people who have not been part of the Co-opathon to date
 - b. Abstain: you think the idea is “OK,” but are not willing to promise participation)
 - c. Disagree: you have issues with the proposal, but still feel it is “safe enough to try”)
 - d. “Block:” you believe this proposal will harm the Co-opathon initiative, or move it backwards.

Only a “block” can prevent the proposal from going forward, though the proposer may choose to make changes in response to a strong “abstain/disagree” contingent as well and then request a re-vote.

NOTE: “blocks” are invited only if it is felt that the proposal is not “safe enough to try,” i.e. it is believed the proposal might cause damage to the Co-opathon initiative (or

*"commons") that there would be no way to avoid by adjusting course in the future.
Participants are requested not to block the proposal simply because they believe it could
be framed in a better way.*

Respectfully submitted for review,
Ben Roberts
September 9, 2015