

3) Successful crowdfunding campaigns in social entrepreneurship

General Information:	
1. Name of the practice	<p>Good Night Stories for Rebel Girls - 100 tales to dream BIG</p> <p>Kickstarter Campaign</p> <p>Indiegogo Campaign</p>
2. Organization and country	<p>https://www.undercats.com/ es Timbuktu Labs</p> <p>https://www.rebelgirls.com/ Italy - San Francisco</p>
3. Description of the campaign	<p>Good Night Stories for Rebel Girls is a children's book packed with 100 bedtime stories about the life of 100 extraordinary women from the past and the present, illustrated by 100 female artists from all over the world.</p> <p>The campaign reaches 675.614 \$ with 13.454 backers on Kickstarter (in the first 30 hours founded 100% of the starting goal 40.000 \$). Then on Indiegogo, the project reaches 1.063.213 € with 24.903 backers. In 2017 the 2° volume of the series reaches 866.193 \$ with 15.000 backers on Kickstarter.</p>
4. Lessons learned	<ul style="list-style-type: none"> - gathering community before the launch - during the design of the project; - a lower starting goal can be a communication strategy to raise your reputation; - video quality: high level mixed low quality to stress authenticity; - once you gather a community through crowdfunding, you can leverage on that community to launch a new product: - first community (create dialogues, this will help you for ideation and validation too), then contents (product)

Usefull Links

<http://www.illustratoreitaliano.net/it/storie-della-buonanotte-per-bambine-ribelli-un-crowdfundinq-a-colpo-sicuro/>

[https://podcasts.google.com/feed/aHR0cHM6Ly9mb3VuZHZHJtYWcubGlic3luLmNvbS9yc3M/eepisode/YTVmYjIjM2MzZTVhOTA2YmNjZjlmNjVkY2VIZDJhMjA](https://podcasts.google.com/feed/aHR0cHM6Ly9mb3VuZHZHJtYWcubGlic3luLmNvbS9yc3M/episode/YTVmYjIjM2MzZTVhOTA2YmNjZjlmNjVkY2VIZDJhMjA)

<https://startupitalia.eu/75954-20170721-record-delle-bambine-ribelli-startupitalia-intervista-francesca-cavallo-timbuktu-labs>