On March 1 of 2010 my dog, Kanoa & I embarked on a 3,030 mile, 8.5 month on-foot journey from Delaware to San Francisco.
AMERICAN DISCOVERY TRAIL
Creating a World Without Poverty
By: Muhammad Yunus

Into the Wild
By: Jon Krakauer

A Walk Across America
By: Peter Jenkins

How to Change the World
By: David Bornstein

Wanderlust
By: Rebecca Solnit

The Better World Handbook
by: Jones, Haenfler, Johnson

The Divine Commodity
By: Skye Jethani
3,030 miles
14 states
100’s of towns/cities
100’s of homes
100’s of small businesses
1,000’s of people
1,000’s of dollars raised
BRAND & PROPOSAL

KIVA WALK
engaging people - planting lending communities
KivaWalk Lending Team

The KivaWalk Lending Team supports Colorado native Jonathon Stalls (and his four-legged companion Kanoa). They walked over 3,000 miles coast to coast across America (Delaware to San Francisco) to engage people & build lending communities, and spread the word about Kiva!

The adventure began on the coast of the Atlantic Ocean at Cape Henlopen State Park, Delaware on March 1st 2010, and ended in November 2010 at the Pacific Ocean in San Francisco, California, home to Kiva.org.

Jonathon chronicled his days at kivawalk.com, the places he walked, people he met, friends that joined him, thoughts along the way and videos to watch, which provides a fascinating insight into a walk across America spreading the word about Kiva.

Photo credit: Mark A. Ray

 Members: 516
Impact: $614,800K
# of Loans: 23,557
YOUR VISION AND IDEAS
TRUST THE UNKNOWN
DON’T BE AFRAID TO INTERRUPT
CROWDFUNDING
(sometimes called crowd sourcing / crowd financing)

Describes a collective effort of individuals who network and pool their money, usually via the Internet, to support efforts initiated by other people or organizations.
3. GENERAL TYPES OF CROWDFUNDING

1. Reward Based / Projects, Groups, Businesses
2. Investment & Equity / For Profit Business Only
3. Micro-Lending / For Profit Business Only
Using websites such as Kickstarter, IndieGoGo, RocketHub, Fundable, StartSomeGood etc. These groups manage campaign landing pages, rewards, training, support and viral potential. Creates best opportunities for communicating urgency and going viral.
Self contained pages and campaigns that simply put a new skin onto traditional online donation capacities. These can also be used for short-term campaigns and projects (great for smaller fundraising) but harder for larger and more public campaigns.
POPULAR REWARD BASED PUBLIC CAMPAIGNS

1. LAYOUT ON PAGE
2. TIME LIMIT
3. FUNDRAISING GOAL
4. INCENTIVES
5. SUPPLEMENTAL VIDEOS // IMAGES // GRAPHS
6. TEAM MEMBERS
7. BENEFITS BEYOND FUNDRAISING
8. VIRAL POTENTIAL
9. NON-TRADITIONAL $
FINDING OUR WAY ON THE CONTINENTAL DIVIDE
VIRAL?

The world's funding platform. Fund what matters to you.

Finding Our Way on The Continental Di...
$9,723 raised | 22 days left

New This Week

FILM
- Postpartum
  by Michael Panduro
  Copenhagen, Denmark
  A film about the bodily horrors of having children.
  $1,994 USD | 5%
  44 days left | 25 backers

ENVIRONMENT
- Finding Our Way on The Continental Divide
  by Jonathon Stals
  Denver, Colorado, United States
  Sustaining, building and protecting the Continental Divide National Scenic Trail.
  $3,782 USD | 11%
  44 days left | 67 backers

SPORTS
- Help Shirl compete in the 2013 Karate World Cup Championship!
  by Shirl Flor
  Los Angeles, California
  Support Shirl's dream to compete at the Karate World Cup & support Cerebral Palsy! She's been invited.
  $2,915 USD | 58%
  5 days left | 18 backers

FILM
- DOEVILLE the movie: the fight to know and grow our food.
  by Kathleen Pasternak
  Falls Church, Virginia
  The compelling story of one extraordinary woman's struggle to make her farm sustainable.
  $11,365 USD | 38%
  30 days left | 87 backers

Most Popular

- Creative
- Cause
- Animal
- Community
- Education
- Environment
- Health
- Politics
- Religion
- Entrepreneurial
PROCESS // ROLES & PHASES
ROLES

CAMPAIGN MANAGER
COMMUNICATIONS, SOCIAL MEDIA & CONTENT
PARTNERSHIPS
EVENT MANAGEMENT
VIDEO & IMAGERY
INCENTIVES & DATA
ADMIN ASSISTANCE
OUTREACH & EVENT ASSISTANCE
PHASES

PLANNING PHASE (MIN 3-4 MONTHS FOR $20K UP)
PRE-LAUNCH PHASE (ONE WEEK)
LAUNCH DAY (ONE DAY)
LIVE CAMPAIGN (30, 45 or 60 DAYS)
POST-CAMPAIGN
START
ASK FOR HELP

www.kivawalk.com
MAKE TIME FOR THE WHY
5 DAYS $5

The Continental Divide Trail (CDT) needs you! We’re facing the last 5 days in our IndieGoGo campaign to protect & preserve the 3,100 mile CDT. Our hope is to get as many people as we can to replace their coffee money, snack money and the extra beverage with a $5 donation towards incredible trail.

Are you with us? Is it worth it?

We think so.
See instructions below to contribute or scan the QR code.

VISIT IndieGoGo.com / SEARCH “Finding Our Way” / Contribute & Share!

3 DAYS LEFT TO HELP THE CDT!
We want all 3,100 miles of the Continental Divide Trail protected & complete. Are you in?

THE CDT NEEDS YOU.
VISIT INDIEGOGO.COM / SEARCH ‘FINDING OUR WAY’
CONTRIBUTE. SHARE. EMAIL. POST. TWEET #HIKECDT
Newspapers: 60
Radio: 10
Magazines: 2
Television: 7
Online Journal: 12
Business Cards: 1,750

(some of the above are pictured here)

Daily Website hits: 200-300
Total Website hits: 77,189
Facebook Fans: 2,335
FB Monthly Active Users: 890
Twitter Followers: 791
Walk Complete – moving forward!

Greetings!

(If your visiting this site for the first time, please scroll below or use the ‘Post History’ bar on the right to follow all 290 + posts on our journey across the USA)
Kiva Walk

Wow. One full year since we completed our walk across the USA everyone. What an amazing weekend of reflection, gratitude and heart. Thanks for all your continued support. JOIN our team here: http://www.kiva.org/team/kiva_walk

Kiva Lending Team > Kiva_walk
www.kiva.org

Make a loan to an entrepreneur across the globe for as little as $25. Kiva is the world’s first online lending platform connecting online lenders to entrepreneurs across the globe.

747 Impressions • 0.80% Feedback

Dan Ripley Still miss reading your updates from the road :)
Yesterday at 12:41pm • Like

Write a comment...
- Quick Information Sharing
- Informal Collaboration & Networking
- Untouchables
- Email Fatigue
LIFE AT 3MPH TEDXMIILEHIGH
Finding Our Way on The Continental Divide

Sustaining, building and protecting the Continental Divide National Scenic Trail.

Environment – Denver, Colorado, United States

$36,798

Raised of $35,000 Goal

0 time left

Verified Nonprofit Campaign

Flexible Funding campaign

This campaign received all of the funds contributed by Fri 05 Jul.

Select a Perk for your contribution
Protecting El Camino Real de los Tejas National Historic Trail

Help us purchase and protect a piece of the National Historic Trail in east Texas, create a stewardship plan, and open the property to the public.

Environment – Austin, Texas, United States

from El Camino Real de los Tejas

$8,066 USD

Raised of $16,500 Goal

0 time left

Verified Nonprofit

Flexible Funding
This campaign has ended and will receive all funds raised. Funding duration: September 13, 2013 - October 25, 2013 (11:59pm PT).

Select a Perk for your contribution
WHAT IS YOUR VISION FOR A BETTER WORLD? YOU HAVE TO WRITE IT DOWN, HANG IT UP AND ASK YOURSELF EACH MORNING

AM I WORKING ON THIS?

- M. YUNUS // BONSAI PEOPLE
QUICK TO DO:

1) TAKE AT LEAST 30 MIN TO WATCH A HANDFUL OF CAMPAIGNS ON INDIEGOGO & KICKSTARTER // CONSIDER BACKING

2) WRITE OUT A ONE-PAGER ON THE MOST IDEAL CAMPAIGN FOR YOU OR YOUR ORGANIZATION // ANSWERING: WHY, WHAT, WHO AND HOW?

3) DO THE WORK INSIDE TO ABSOLUTELY BELIEVE THAT THIS IS POSSIBLE.
thanks!

STAY CONNECTED:
@JONATHONSTALLS
@WALK2CONNECT
@KIVAWALK
JONATHONSTALLS@GMAIL.COM