

Kickstarting the Cultural Emergence empowerment deck - *coming into the light*

Cooperative design by Looby Macnamara, Delvin Solkinson and Barbara Scheltus

The screenshot shows a browser window displaying the Kickstarter page for the 'Cultural Emergence Card Deck' project. The page features a video thumbnail of a woman holding colorful cards, a progress bar showing £2,220 pledged of a £15,432 goal, 41 backers, and 22 days to go. A green 'Back this project' button is visible, along with social media sharing options and a 'Remind me' button. A disclaimer at the bottom states: 'All or nothing. This project will only be funded if it reaches its goal by Thu, April 6 2023 10:00 PM BST.'

Cultural Emergence Card Deck

£2,220 pledged of £15,432 goal

41 backers

22 days to go

Back this project

Remind me

All or nothing. This project will only be funded if it reaches its goal by Thu, April 6 2023 10:00 PM BST.

Kickstarter connects creators with backers to fund projects.

Rewards aren't guaranteed, but creators must regularly update backers.

You're only charged if the project meets its funding goal by the campaign deadline.

The banner features a green background with abstract geometric shapes in red, orange, and yellow. The text reads: 'Project funds successfully', '153 backers pledged £15,608', and 'APRIL 6, 2023'.

Project funds successfully

153 backers pledged £15,608

APRIL 6, 2023

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Intro - Give and receive encouragement

With the help of the Cultural Emergence community we're manifesting a professionally printed card deck as a tool to support personal and collective regenerative growth. The empowering deck contains nearly 100 cards with the wisdom of the Cultural Emergence toolkit for transforming ourselves and the world around us. With this card deck we will all be able to become more fluent with using these tools.

This is the story of our cooperative design journey for crowdfunding the Cultural Emergence toolkit in the shape of a card deck through Kickstarter. The crowdfunding journey started 25 January 2023 and ended April 6th.

This design for kickstarting the card deck is part of Looby Macnamara's Cultural Emergence going global design, and it is a design with more designs in it:

- Core team design
- Card deck design
- Kickstarter project design

Design tools used

[Kickstarter](#)

[Cultural Emergence Card Deck](#)

[Canva](#) to make the prototype and print template

[7 Ways to think differently](#)

[Zoning](#)

[Naming](#) and [framing](#).

[Rebranding](#)

[Spirals of abundance](#) and [spirals of erosion](#)

[Ethics](#)

[9 Forms of capital](#)

[Wise wording and lightness](#)

Zoom video calls for team meetings and celebration calls

[Brainstorming](#)

[Social media](#): Facebook, Instagram, Circle community space, YouTube

Shared email, calendar, tasks, notes, shared online folder with spreadsheets and docs

Pen and paper

Software for images, video editing, music

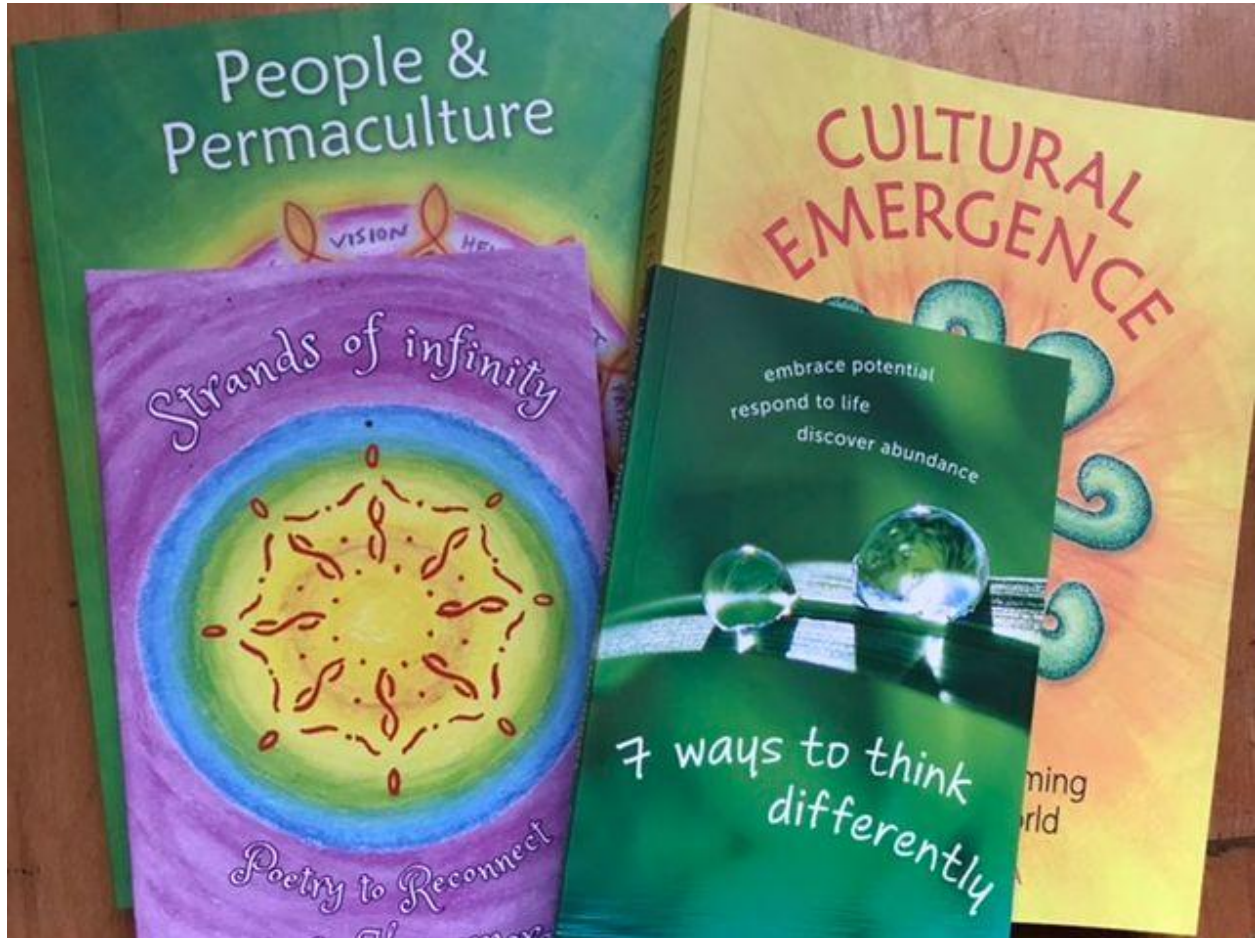
Permaculture Design Deck

Mother Nature cards - ask a card for help

[Principles for Group Culture](#)

Ritual & Ceremony (with the team)

Celebration - start and end call



Books by Looby Macnamara

Cultural Emergence is a holistic set of tools that support our effectiveness, designs, nature connection and connection to each other. They bring forth more awareness of culture and systems thinking. Looby Macnamara already released a book 'Cultural Emergence' and is now releasing these tools as a card deck.

Alignment with permaculture ethics

Earth care: the card deck promotes connection to self and nature.

People care: The deck makes the Cultural Emergence toolkit accessible for people and brings playful engagement with the tools. It creates a conscious culture and connects the cultural emergence global network

Fair share: sharing wisdom & sharing tools with the world. The Deck helps to create a conscious culture and change.

Another way we are bringing benefits globally with this initiative is by donating some proceeds to the Himalayan Permaculture Centre in Nepal. This is also part of the Levelling Privilege practice within Cultural Emergence.

VISION - Weave unity

We inspire the Cultural Emergence community, permaculturists and other change makers to work with the Cultural Emergence toolkit for global engagement and a positive cultural transformation.

The card deck will create a clear overview of the Cultural Emergence toolkit and a fun way to engage with the tools.

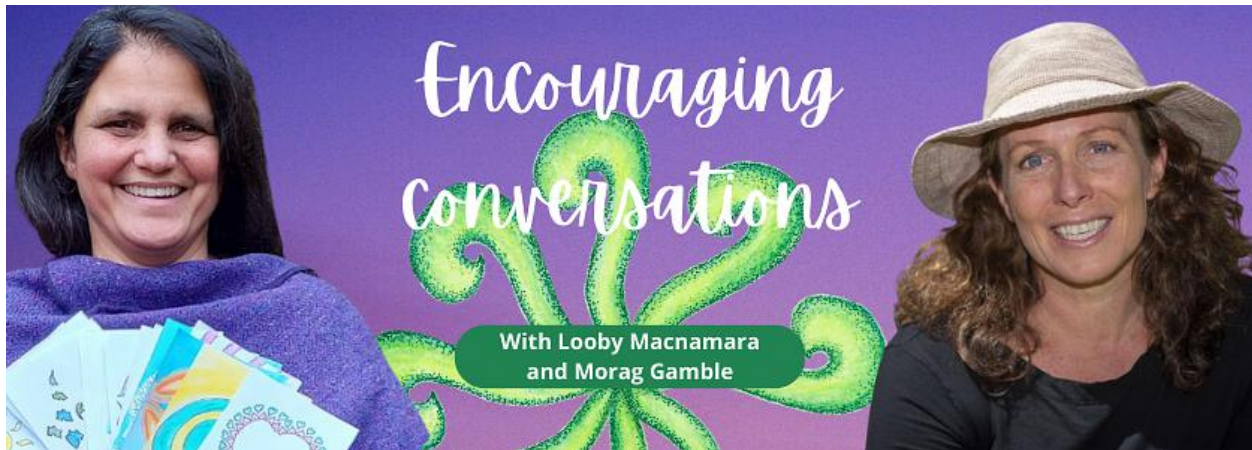
We cultivate a connected core team and a larger cultural emergence community. It is our intention to have fun and feel great about the project throughout, stay lit and motivated, and enjoy the campaign. We create ripples of good by sharing with many new people.

The goal for the fundraising campaign on Kickstarter is part of the vision: raising £ 15,432 within a month.

HELPS - Emergence happens in relationship

- Help with fundraising through mailing lists, online community, social media, book readers, course participants
- Help with publicity: rippling out with articles, videos, podcasts, friends' networks
- Support from Chris, Jon, Grace, Peter, Nol, PA team, Emma and all those who did encouraging conversations
- Teamwork with creative processes (text, visuals, video, audio, cards, posts)

- Help with administrative processes
- Help from good examples and instructions from masters
- Having a first draft of the card deck is of great help
- The cards create new ways of explaining Cultural Emergence to people
- Seeing the cards resonating with everyone - universal language of visuals
- Encouraging conversations help to create a web of encouragement with the conversation-partner, their network and the CE community. The conversations also contribute to traffic to and interesting content in the community.
- It helps to film a 1 minute trailer immediately after an encouraging conversation
- Being open to new ideas during the campaign and coming up with opportunities
- Wise wording and reframing (more about that [here](#))
- Thinking of a yield with the 9 forms of capital in mind - it is not only about raising funds. More under Reflections [here](#).



Golden Keys

[Encouraging Conversations](#) with other change makers to create a web of encouragement and a wave of encouragement.

Using the cards with people during conversations is a great help.

Finding a name for the deck: "Cultural Emergence Empowerment Deck"

LIMITS - Be attentive to shifts, openings and opportunities

- People's understanding of what CE is and what it can do for them
- Timeline of Kickstarter being short
- Target amount being high

- Campaign fatigue
- The "ask"
- Don't lose followers by over-posting about the campaign (reflection: we actually gained followers, see [Appendix 3: Social media reach](#))
- Algorithms
- Reaching people who are not on social media.
- People's attention span for video is very short
- Connecting with people who speak English as a second language who may not get any of our promotion even though they would love the deck.
- Our capacity
- There is only 1 incomplete card deck, hand made by Looby
- Card art
- Only credit card payment option; no PayPal or other possibility on Kickstarter
- Tax year ending 6th April in UK

Pre-ordering a deck vs backing a project

Do we ask people for a favour and fund our idea, or are they pre-paying for a card deck or other opportunity? Later in the campaign the rewards turned into great opportunities with the mentoring sessions and the visionary leadership program.

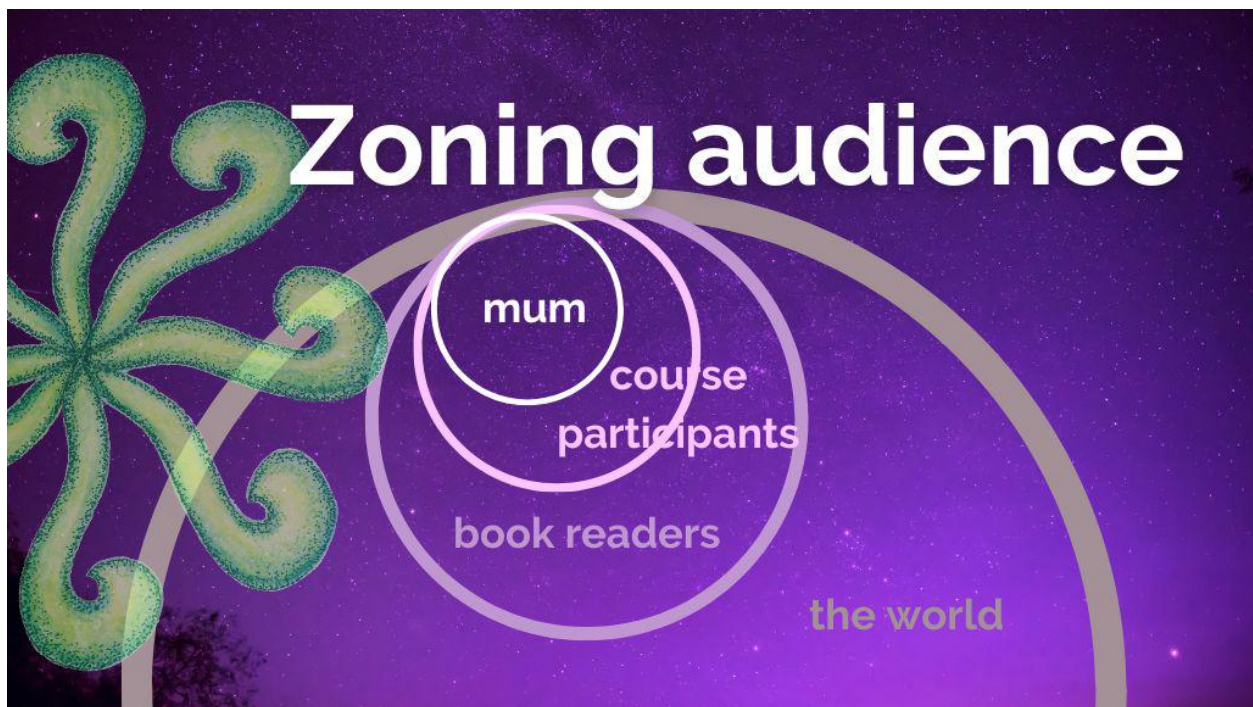
PATTERNS - Use emergence to support emergence

- Patterns in successful fundraising
- Go with the pattern of starting the campaign with a BANG! or spread out over time?
- Patterns in Social Media (stagger posts at different times on different days: 12 to 3 pm, 6-9 pm, Tuesdays & Fridays are best days)
- Disrupt patterns of repetitive and predictable communication
- Pattern of staying well organised and name & file documents clearly
- Disrupt the pattern of checking the status of the project a few times a day
- Use the moon cycle and end on full moon to celebrate
- Disrupt a pattern of re-acting and treating symptoms by acting pro-active, being grateful, giving away samples and stopping some leaky holes in the bucket

- Use seasonal cycles and upgrade the visuals (and text) from winter-themed to spring-themed:

Golden key: zoning the audience

1. Inner circle of close friends and family: need personal attention.
2. People who show their interest in the card deck (launch call audience) who is likely to buy a deck
3. People you have personally met (on a course for instance), approach semi personally with their name
4. People you meet online with Cultural Emergence, know the subject, might want a card deck
5. People on your social media accounts and email list like to get updates on what you're doing
6. Anonymous people (book readers) might get interested when they see it on social media
7. Rest of the world, how to reach them and touch them?



Golden key: zoning the timeline/phases in the process

Different stages in the project come with different energies and you can always create good energy.

Before the start of the campaign

Come into the light

High expectations, wild ideas funnel into vision, designing the campaign, making plans and plannings, preparing text and images, setting up for success.

Start of the campaign

Fresh, new, excitement, curiosity

Middle of the campaign

Plan, then flow and Use emergence to support emergence

Slow but steady drips of backers.

The need for thinking differently without breaking trust or losing followers by pushing or being intense, using guilt or other tactics. Ultimately we want people to participate in Cultural Emergence. The deck is a significant but also a small part of a larger vision.

End of the campaign

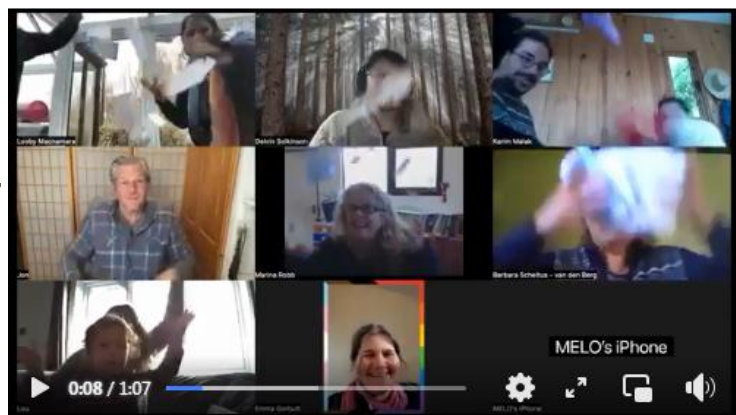
Beauty in completion phase, new opportunities. New style (purple turned to spring green) and new wording.

Stay positive, work towards confetti moment with spring and full moon energy

Encourage people to become producers instead of just consumers, engage in a creative process yourself. Inviting people to have fun, make their own cards, getting a few cards out very quickly to a lot of people.

Confetti moment

Confetti or not for reaching our goal, we can throw confetti anyway for entertaining the Cultural Emergence community with good quality content, widening the audience by telling more people about Cultural Emergence and growing the followers on social media.



👍❤️😄 You, Looby Macnamara, Kym Chi and 8 others 2 🗨️

After the campaign

Pause, self care

Evaluate

Back to normal (and start posting interesting content on social media again)

Start new cycle with backer kit

IDEAS - Move the tools

It might not always be easy to explain "Cultural Emergence" but the card deck is an explanation in itself. It gives an overview of tools and makes clear that Cultural Emergence is meant to create regenerative cultures.

Ripples: ask the [Cultural Emergence online community](#) to share our social media posts in their language in relevant groups.

[Backerkit](#) to handle shipping costs so we can charge what it actually costs to ship when we are shipping

Encouraging Conversations: Looby makes podcasts with her cool friends like [Robin Clayfield](#), [Morag Gamble](#), [Jon Young](#), [Maddy Harland](#), [Leona Johnson](#), [Ruth Cato](#), [Patricia Norton](#), [Julie Gibbons](#) and [Scott Mann](#). People who show their courage in the world. With this they create a web of encouragement.

New opportunities

Next to the basic rewards/opportunities (1 card deck, 2 card decks, 5 card decks and mentoring sessions):

Digital package and release [sampler](#) on Circle: short video - anyone can raise the vibration - explain how to draw it, some colouring pages, set of four card printouts in black and white.

[Visionary leadership program](#) - mentoring sessions with Looby and Jon Young



Golden key: using wise wording and reframing:

Hard ask - direct ask

Reward - opportunity

Pushing - growing or manifesting

Supporters - collaborators

Backing - supporting or participating, being part of the story

Golden Key: time zones

Time zone difference in our team allows us to cover the globe from the US west coast and even Australia and New Zealand until Eastern Europe and Western Asia.



PRINCIPLES - Discover abundance

Come into the light - use the opportunity to explain Cultural Emergence, connect with new networks and communities.

Co-creation in team and cooperative culture from "I can't" to "we can" with help from the community, from "we are too small to make a difference" to our "actions have ripples".

Tend to your personal culture - communicate true to yourself and make decisions that fit with you. Looby made decisions about contacting her people that were planned differently but didn't feel right for her at that moment.

Honour the wisdom within and spend your resources wisely with the ethics in mind. We didn't want to reach a wider audience on social media by buying advertisements (and giving our money to Meta).

Use Emergence to Support Emergence - leave time for synchronicity, magic and manifestation.

Plan, then flow - starting the fundraiser with more detailed plans (like a detailed social media planning) and ending it with space for emergence and just a framework for posts.

Publicity planning for kickstarter Culture <small>numbers refer to this list</small>	Fri 3 March	Sat 4	Mon 6	Tue 7	Wed 8	Thurs 9	Fri 10	Sat 11	Sun 12	Mon 13	Tue 14	Wed 15	Thurs 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21
newsletter	with invitation to call					news						news						
Kickstarter updates													update					
Kickstarter live updates																	1st 5000	
YouTube																		
Looby (277)					pitch video	recording launch				Enc conv Robin C		Enc conv Maddy H	Enc conv Morag G				Enc conv mothersd	Enc.co .Jon Y
YouTube shorts																		
Circle																		
members: 349	0. invitation		1. announce		2. start	3 recording		Enc conv Robin		Enc conv Morag	6a why	5a what	Enc conv Robin	7b update			Enc conv Maddy	8 who
Facebook																		
Facebook story					pitch video			short video										
*Looby (3000)	0 invitation			1 announce	2. start	3a record	21 Robin	personal		4 remind	6b why	5b what	encouraging conversation	7a update	personal		encour. convers.	8 who
CE community (1200)		0 invitation	1 announce	2. start			3 recording	4 remind		4 remind	5a what	6a why		7b update			22 Maddy	8 who
CE group (510)			0 invitation	1 announce	2. start					4 remind	6a why	5a what					8 who	10 why
Looby author (2600)	0 invitation		1. announce		2. start	3 recording	21 Robin			4 remind	5b what	6b why		7b update			encour. convers.	8 who
Applewood (3100)					2. start			4 remind		4 remind	6b why		5a what		personal		8 who	
Instagram																		
Looby (1253)	0. invitation		1 announce		2. start	3 recording	4 remind	personal		4 remind	short Morag	5b what	6b why	7a update	personal short		22 Maddy	8 who

Social media planning

Be attentive to shifts, openings and opportunities - opportunities to share in person or online, or have other people share the campaign. Barbara has shared social media posts on Dutch and Croatian platforms and others have shared in their mothertongues as well.

Anyone can raise the vibration.

Give and receive encouragement - create waves of encouragement and use the intelligence of cooperating hearts. Looby used her network of other influencers to have encouraging conversations with and reach out to their circles.

Be attentive to timing and use **presence in the process** - there are different energies in the different parts of the project that we became aware of and used as they appeared. Also being timely with information is important; there seemed to be not enough decision time for people to jump into the Visionary Leadership program.

Minimum effort, maximum effect towards the end of the fundraiser

Golden Key: Synchronise with natural patterns and cycles

Starting and ending the project with full moon for peak energy and celebration seemed a good idea. We had a celebratory starting call and a self-organised confetti moment (see page 9)

The "winter style" images seemed inappropriate towards the end of the campaign, when spring had started.





INTEGRATION - Embrace potential

There is a need to meet our minimum goal of 333 decks sold

Need to thinking differently when expectations aren't met

Need for personal connections

Need to reach out to new people and communities

We need playful engagement

Use talks and podcasts with personal connections and their networks so we create a web of encouragement: "Encouraging Conversations"

We need cards to show

Cards are key stone to explain the tools in the kit. Looby scans the hand made cards that she has and Barbara mocks up a draft card deck 1.0

Integrate books, cards, online community - make visual

Need for inspired storytelling

Grow the use of the Cultural Emergence toolkit by example, creativity, storytelling

Grow the community by explaining Cultural Emergence in different ways in different places, by giving interesting content and making people enthusiastic about the Cultural Emergence toolkit. Grow social media friends.

ACTION - Leave space for emergence

Golden key: create core team culture ([Appendix 1](#)), even if you already know each other or have worked together. This is a new project with new needs, the time is different, you have grown...

Create a list of stepping stones for each day of the campaign and what actions can be taken on those days including:

- recording and sharing Encouraging Conversations,
- making appearances in person and online,
- 1:1 emails, group emails,
- kickstarter updates,
- newsletters,
- social media

In [Appendix 2](#) on page 26 you can find an estimation of the project time. We estimated over 400 hours: a 10 weeks full time job for 1 person and still that was underestimated.



MOMENTUM - Plan, then flow

- Regular Zoom calls bring momentum for the team
- The help of Delvin & Barbara brought momentum to Looby's idea
- Kickstarter Updates are key in building momentum for interested people
- Manifest new places to share the story inspiring, online and in person
- Social Media stories sharing milestones more than posts

Find new ways to activate and encourage the Cultural Emergence / People & Permaculture global community

How the design turned into a living/in action design

There comes a point in designs where we turn from planning and hypothetical scenarios to the reality and in the moment decisions based on the real context.

This is where we were when we launched the campaign. We moved from planning and estimations to the reality of what is happening in the moment - with real people.

LIMITS

Limit needed - How often to check Kickstarter - regular times of day to check, when get urge stretch instead, or reply to an email

IDEAS

On regenerative livelihood interview - ask people what questions could you ask before picking a card e.g. should I give something more energy or leave it alone?

ACTION - Thinking differently

Towards the end of the campaign when our expectations weren't met yet, we shifted our thinking from "What is missing" to "How can we think differently? Looby wrote an entire book about this and reminded us of it: This also related to the practice of Awareness of Culture - what is the culture of the Kickstarter platform - how is that the same or different from ours?

Abundance thinking: quality over quantity, valuing real wealth and different [forms of capital](#) and a shift from dissatisfaction to acceptance and appreciation.

Solutions thinking: challenges are opportunities, be proactive and treat causes (not symptoms)

Systems thinking: shift from "I can't" to "we can", our actions have ripples and we made many more connections

Shifting from 'stuff' (the cards) to flow - what is the flow that people will be stepping into?

Thinking like nature: synchronise with natural patterns and cycles, let things grow organically in an appropriate time scale

Co-operative thinking: many minds are better than one, value co-creation and the diversity of ways to do things

Thinking for the future: we're creating long-lasting connections and we're in a continuity of time. Time is not limited to the Kickstarter month; the cards have years to be sold in.

From thinking to doing: acting aligned with our vision, our actions have ripples so we want to empower ourselves and others

Spirals of Erosion

- Checking the kickstarter backer list and campaign total more than once or twice a day
- Spending time analysing how many people from a particular group or campaign backed the project
- Thinking about all the family, friends, allies, teammates who are not participating
- Putting any emotional pressure, guilt, or any kind of weird process on anyone from the inner or outer circle that has not sponsored, save our goodwill, many of those people may choose to support the project in the end
- Thinking about we still need instead of focussing on how much we have

Spirals of Abundance

- Affirming and thanking those who did sponsor including using KS messenger to message each person who backed the campaign
- Keeping the faith
- Staying positive
- Working hard to come up with new places to share, new people to connect with, and 1:1 emails to send, or group emails to send
- Pause time to regenerate and recharge so new ideas can come
- Generating a list of all the people and places asked during the campaign so we have an action list of who to ask and where to post at the end of the campaign (this network list will be helpful in the future too I am sure)
- Think about how much money is already pledged as a huge success (like wow 2000 GBP In deck sales in a week, that's unheard of)

APPRECIATION - Give and receive encouragement

We expressed appreciation in our team when we spoke or emailed.

Keep finding creative and personal ways to appreciate those who have backed the project at any level

Appreciate and focus on what is there and who is there.

REFLECTION - Honour the wisdom within

This Kickstarter campaign wasn't as successful as we hoped and we needed to presell the visionary leadership programme - this is now happening and making up the difference.

Cultural Emergence as an ecosystem was a walled garden, is now growing into a wild and abundant food forest. Many more people know what it is and are interested in the tools.

It was a great way to see what works and what not, what interests the audience, what activates them, what social media and emails can do for you and who your core-core audience is.

9 Forms of capital we gained with the project

Social - many more connections and growth of the Cultural Emergence community

Cultural - authentic communication in line with Cultural Emergence, cultivation of global CE culture, rippling out encouragement

Experiential - having done a crowdfunder now, we levelled up various skills like video-editing, subtitling, making visuals in Canva.

Financial - 9800 GBP of sales during campaign

Material - Manifesting more cards and a first draft of the deck

Living - personal growth, longer term inspiration of Earth Care through CE toolkit

Spiritual - opening up to The Universe, generating synchronicity, art of manifestation

Intellectual - a new design

Health and well-being - encouraging work-life balance

Top tips for collaborative designing

- Create group culture first - even if there is existing relationships and culture - or especially if - acknowledge entering into new space of designing together
- Create diverse team with diverse skills (spokesperson, graphic designer, audio)

person, video editor, content writer, strategic planner)

- Stay light & playful, create fun in team
- Define roles and keep boundaries fluid
- Give and receive encouragement
- Continue to keep an eye on limits of other people contributing
- Presence in the process
- Make progress visible
- Work to completion
- Plan in time off during a campaign; a break can give a fresh view
- Plan in time off afterwards
- Use shared documents, spreadsheets, calendars
- Online brainstorm in a shared document

Top tips for digital organising

- Clear naming
- Not too many folders and documents
- Use of tools like commenting and edit-suggestions in a document, document outline
- Use shared calendar

Top Tips for a crowdfunding design

- Lower initial target to reduce stress (and add new stretch goals along the way)
- Have plan B / backup system
- Think about the framing - what are you offering, what are you requesting, can't change names of rewards after someone has backed
- Limits around the language and people's understanding of Kickstarter - e.g. "backers", "rewards"
- Grow your email lists and social media audience
- Pre-promote to core audience in advance to line up more first wave promo and support
- Consider timing and in person promotional opportunities during campaign
- Pay attention to the dates of things in other people's calendars e.g. holidays and also full moon moments for celebrations
- Have a version 1.0 of the product at the start
- Create rewards at different price ranges
- Have payment options to not be bothered by technical Kickstarter gremlins, people not having credit cards, needing payment plans etc
- Create system to pre-sell decks off kickstarter at same time for those who cannot manage
- Continue designing as it continues, do quick designs for milestones
- Calculate mailing costs when stuff is ready to mail instead of estimating and including in campaign

Barbara's personal reflections

It was a joy to work with Looby and Delvin! They both inspire me, stretch my edges and encourage me, tickle me to use my creativity, make me want to take an extra step to do things well, and they bring fun and joy in my life.

The project used much more of my time than I initially thought but joy and commitment kept me on board.

I noticed that I am not half as effective at the end of the day as I am in the morning. Where Looby and Delvin were quick and bright and multi tasking during our late afternoon team meetings, I was mainly trying to keep up with what was happening.

In the beginning I wasn't sure but I found my role in our team by keeping things simple and organised, asking how I could be helpful, I did a lot of video editing and images and I assembled the draft card deck. I also worked on this design and prepared a design presentation twice during online group calls.

What I learned as a designer is to keep it concise and a bullet list is a good tool for that. Also using "Golden keys" and "Top tips" is a great way to get to the essence and help other people's learning. I learned to have a good look around for the right tools to use in the right moment. When the crowdfunder didn't go as fast as we had hoped, we needed a different way of thinking. So Looby picked up her *7 Ways of thinking differently* and blew a fresh wind through our thinking again.

Also the "9 Forms of capital" were a very useful tool when working with a platform that focuses on a financial goal. Another different way of thinking.

After the project was finished I really missed Looby and Delvin and our regular meetings.



Delvin, Looby and Barbara in 2017

Looby's reflections

I was very happy to be working in a team with Delvin and Barbara and they definitely kept me going through the whole month - with fun and emotional support and pragmatic input and with creative solutions.

The kickstarter did indeed give me a kickstart for making the cards. During the month I made much more progress on the cards themselves than I expected. I also have a 100% commitment to completing them as quickly as I can. The KS brought me an accountability into the process.

Would I do a KS again? - probably not to be honest. It did bring in yields of inspiration, new connections and of course money. But it was exhausting and I feel that perhaps I could have made the money through pre-orders without the stressful time pressures and without the % taken by KS platform.

I hadn't realised how difficult it would be to get people to join. There were limits about the KS platform that I hadn't anticipated - such as technical glitches with payments, people understanding KS and what it's about, and the whole culture and wording and branding of KS.

If I was to do it again (or advice to someone else as I won't do it again) - wait until closer to having a finished product. Be aware of what is happening collectively on the first week and last week (we needed during the first week of Easter holidays and many people were away and only replied after the deadline). Have a back up way of someone coming in and paying.

To end on a positive note doing the KS did surface new ideas for using the cards, ways of presenting the cards, a whole series of 'Encouraging conversations'. The 3 of us worked really well together and have a good foundation for future collaborations. And the card deck got a new name - empowerment deck. The digital package also came into being, and the Visionary Leadership programme.

The success will really only be fully measured when we open pre-orders again and then relaunch it when it's ready - then hopefully all the work we have put in will yield again.

Delvin's Reflections

Joyed to work with Barbara and Looby on this extraordinary project. I loved how much creative momentum we generated. Between the three of us, we could come up with new ideas, articulate them as action items and get them done swiftly. An early focus on team building created a strong foundation. I would delight in working with them again on another project which could help us deepen our working connection even more!

What an affirmation and blessing it was to work on the crowdfunder with Looby and Barbara. This work included connecting and reconnecting with our growing network of people in Permaculture and Cultural Emergence. It was amazing to have a reason to reconnect with so many dear friends, colleagues, like minded allies and future friends. The global Cultural Emergence Community was strengthened and expanded through this campaign, perhaps the greatest benefit of all our work.

A new crowdfunder for my art card deck (Galactic Trading Cards) is in the works. I so appreciate this design for all its insights and golden keys which will help me greatly in planning the next campaign. I would love to share this design with my network to inspire people about design in general and designing crowdfunders in particular.

There was so much abundance manifested in the campaign that I understand the benefit of the 'hard push' that limited time, deadline driven crowdfunder gives. Since it was so intensive, the crowdfunder served as a 'Pattern Disruptor' which gave some great new perspective on not only the 'Cultural Emergence Empowerment Deck' but also some other projects that were put on pause during that period. The whole time period was an intensive push to do lots of focussed work, so much more than might have been done over six months had it not happened.

It was helpful to review and learn more Top Tips for social media during this time too. Considering post content, time posted, and different ways of engagement like personal posts, funny posts, promo posts and cute animal posts! We all learned a bunch about our personal social media style, and from feedback we got from those engaging with our social media. What a great learning opportunity and 'advanced design course' it was to do this campaign. I recommend anyone try doing a design with friends whose implementation is short, maybe 1-3 weeks, so you can all reflect and evaluate it and work to completion in a short time. Many hands make light work, teaming up on a design or project, and doing some kind of pre-order style crowdfunder can make the impossible, possible.

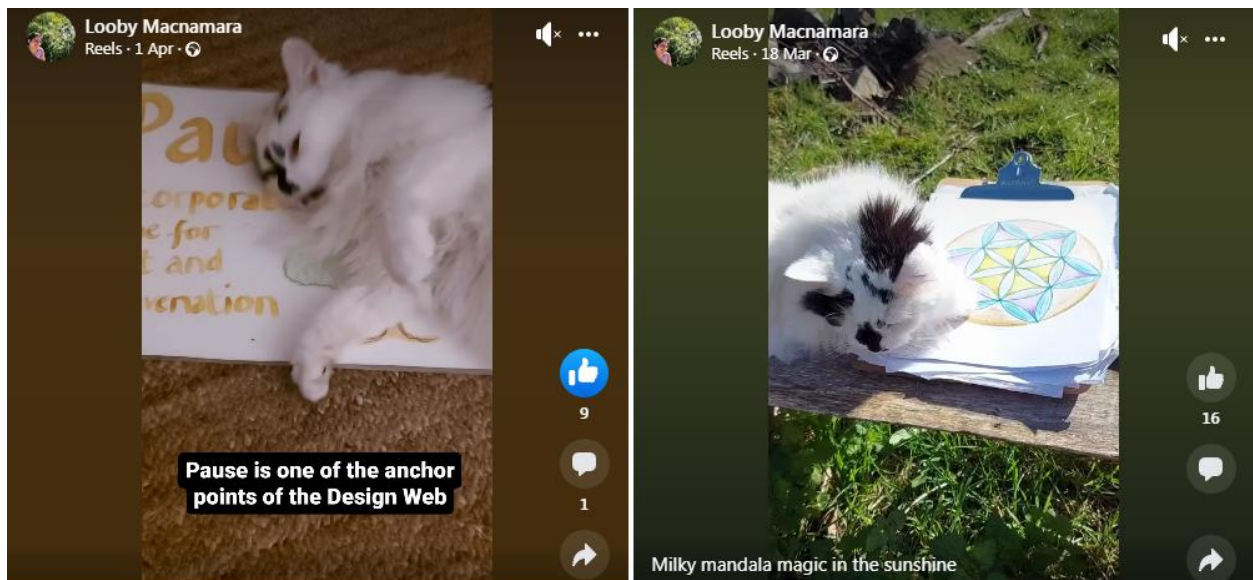
PAUSE - Respond to life

Looby and Barbara seeing each other in Ljubljana felt like a pause from Zoom and the digital world.

Taking Sundays off gave a break from routine.

Give the audience 2 days in a week off from our enthusiasm.

Have fun - silly shares



Pause or Paws? - Milky being a very supportive cat for Looby

Appendix 1: Core team culture

(created 30th January 2023)

Our relationships & staying connected

- Not take things personally
- Encourage lots of ideas without attachment to them
- Staying optimistic, keep the faith, positivism
- Using the intelligence of Co-Operating Hearts - Connection and Trust
- Fun, playful engage
- The relationships we make with the three of us is important to strengthen the core
- Honest communication
- Smaller Group meetings - space for autonomy
-

How we organise ourselves

- Make Progress Visible (shared tracking of journey and successes)
- Staying organised (eg colour coding, multiple docs, old notes can be tossed or stored)
- Plan then Flow (have a plan and emerge with the flow)
- Relinquish power to highly effective people

Boundaries

- Trust the Process
- Tend to Personal Culture: Self care - being able to say what we need
- Give and Receive Encouragement: Financial honouring of our time and expertise - and other ways
- Clarity over decisions and who needs to make them
- Time zones, aligning times
- Speaking on behalf of the team - is allowed

How we ripple out

- Emergence happens in Relationship (activating and cultivating connections)
- Many Minds Better than One (way to expand the team)
- Fun, playful engage
- Time zone difference allows us to cover the globe from the US west coast and even Australia and New Zealand until Eastern Europe and Western Asia.

Emergence

- Pattern Disruption (stay open, invite challenging of mindsets, avoid too much master planning, allow creativity in response)
- Step into the Unknown (spirit of adventure)

- Use Emergence to support Emergence (active creativity and new manifestations)
- Leave space for Emergence (living design)
- Presence in the Process (be observant in each moment and ready to adapt)

ROLES

Looby

- face of campaign, sharing, on camera stuff
- working on card deck itself during campaign
- Take product to completion
- Design

Delvin

- Staying organised and keeping action lists updated
- Taking action
- Keeping everything frosty and updated
- Being responsive to enquiries
- Being present on different platforms
- Open to being delegated tasks to
- Tag teaming
- Social media sharing & connecting with networks & also with NA with AU & global pc networks
- Sharing previous experiences with kickstarter
- Design
- Keep Looby morale up

Barbara

- Staying organised and keeping action lists updated
- Taking action
- Keeping everything frosty and updated
- Being responsive to enquiries
- Being present on different platforms
- Open to being delegated tasks to
- Tag teaming
- Social media planning, preparing & sharing
- Experience with Circle
- Create Canva visuals for campaign
- Create draft card deck 1.0, assemble fronts and backs and make print template
- Design
- Keep Looby happy

Appendix 2: Estimated time budget

Plan team meetings (18 team calls, 4 shorter calls)	3 x	40 hrs
Reading & watching into crowdfunding/prep time	3 x	8 hrs
Create Kickstarter account & page		2 hrs
Text		4 hrs
Images		4 hrs
Video		20 hrs
Music		1 hr
Subtitles		2 hrs
Edits Kickstarter page during campaign		8 hrs
12 Updates on Kickstarter page		24 hrs
Writing & sending personal emails		20 hrs
Writing & sending group emails		20 hrs
Writing, creating & sending newsletters		20 hrs
Write 20 posts in advance and find images with them		10 hrs
Write posts during campaign, 2 each day		20 hrs
Create a detailed social media planning to spread posts well		4 hrs
Get scanner and make it work		4 hrs
Scan all card art that is "ready" (around 80)		4 hrs
Collect texts for the back of the cards		4 hrs
Turn this into draft cards		8 hrs
Print template		4 hrs
Have 10 encouraging conversations + prep time		20 hrs
video or audio edit time, uploading & posting		20 hrs
Making images for Encouraging Conversation posts		4 hrs
Various	3 x	10 hrs
Total:		<hr/> over 400 hrs

Appendix 3: Social media reach

Growth in followers:

campaign	# start	# end	+	
Instagram Looby's account	1253	1354	101	8%
Instagram Cultural Emergence	348	506	163	47%
Facebook Looby's account	3000	3100	100	3%
Facebook Cultural Emergence page	1200	1235	35	3%
Facebook Cultural Emergence group	510	537	27	5%
Circle community	349	423	74	21%
YouTube account Looby	277	296	19	7%

Post performance

On Looby's Facebook page the most popular post by far (double the amount of likes) was the "playlist post". 69 Likes, 39 comments.

The ask for help did well: 33 likes, 13 comments, 25 shares.

Also the update of cover photo performs well: 32 likes.

The confetti moment in the end did well: 34 likes.

In general it seems that reels do better than posts.

The posts on the Cultural Emergence page all have just a handful of likes.

The Cultural Emergence Facebook group performs slightly better. A bit under 10% of the people reached with the post, engages (= presses the like-button or comments)

Similar posts on CE Instagram give 2x as many likes as the ones on Facebook.


Looby's Instagram does slightly better than Cultural Emergence's Instagram. Funny is that on Looby's Instagram, the posts with cats and dogs perform best.

Referrers: 22 Of the 153 pledges came from Facebook and gave 6% of the total sum. 1 Person came from YouTube.

Looby Macnamara
29 March

Playlist suggestions please.

I have time over the next few days to focus on doing some mandala and art for the Cultural Emergence card deck and want a good soundtrack. Mellow, songs to sing along to, upbeat, acoustic, folk - think *MaMuse*, *Rising Appalachia* Music, *Lyndsey Scott*, *Starling Arrow*, *Heather Houston* ... See more




You, Delvin Solkinson, Kyri Chi and 65 others · 39 comments · 1 share

Like Comment Share

View more comments


Looby Macnamara
Looking forward to spending time compiling this playlist. I will be sharing it with all the backers from the crowd funder - you can become one of the backers starting at just £1 - you have until 10pm tonight!
<https://www.kickstarter.com/projects/loobyyn...> See more

Looby Macnamara
4 April

Final 48 hours to participate

We are joyfully entering the 'Beauty in Completion' phase of our campaign to co-create the new Cultural Emergence Empowerment Deck.

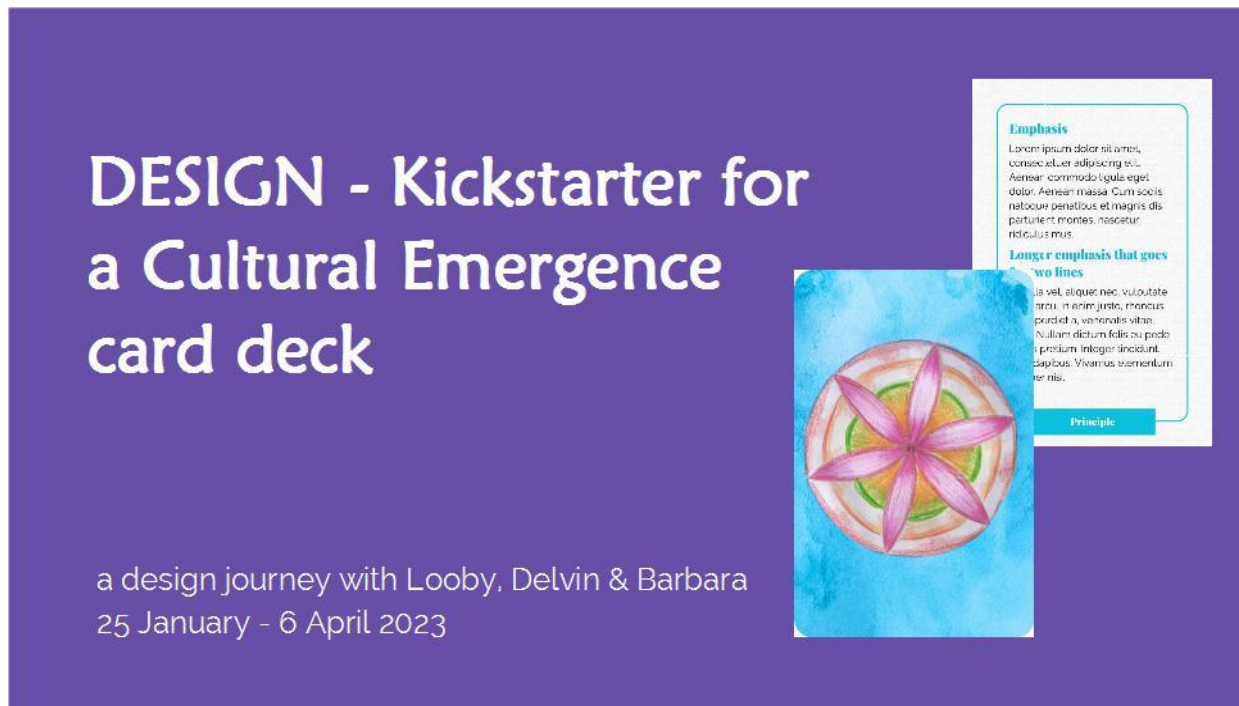
Jump in the flow of the creativity and possibilities of the cultural emergence toolkit. ... See more



You, Looby Macnamara, Leona Johnson and 9 others · 6 comments · 14 shares

Appendix 4: presentation

This presentation was made and presented online by Barbara on the Kickstarter launch event on March 8th, and on the Group Diploma Adventure group call on May 13th 2023. The setup of the presentation was so that the slides gave data, and the talking gave examples and details.



**DESIGN - Kickstarter for
a Cultural Emergence
card deck**

a design journey with Looby, Delvin & Barbara
25 January - 6 April 2023

Emphasis
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Sed ut perspiciatis unde
dolore et laoreet dolore
magnam aliquam quaerat
voluptatem. Ut enim ad
minim veniam, quis nostrud
exercitationem ullam
corporis suscipit libero
tempore.

**Longer emphasis that goes
two lines**
Ut enim ad minim veniam,
quis nostrud exercitation
ullam corporis suscipit
libero tempore. Ut enim
ad minim veniam, quis
nostrud exercitation ullam
corporis suscipit libero
tempore.

Principio

Intro

We're raising funds for a professionally printed card deck:

- wisdom from the Cultural Emergence toolkit
- beautiful images
- can be used by individuals and groups
- nearly 100 cards

With this card deck we will all be able to become more fluent with using these tools that support personal and collective transformation.

3 designs in 1: card deck, kickstarter & team culture



Align with permaculture ethics

Earth care

The cards help us connect to nature

People care

Card deck makes Cultural Emergence toolkit accessible for people

And brings joy

Fair share

Sharing wisdom & sharing tools with the world

Deck helps to create a conscious culture and change

Levelling Privilege practice: donate to the Himalayan Permaculture Center

Many minds are better than one

VISION

We inspire the Cultural Emergence community, permaculturists and other change makers to work with the Cultural Emergence toolkit.

We reach new audiences for global engagement and a positive cultural transformation.

The card deck will create a clear overview of the Cultural Emergence toolkit and a fun way to engage with the tools.

We cultivate a connected core team and a larger cultural emergence community.

APPRECIATION

Gratitude for all helps and helpers, tools, ideas, coincidences, connections, fun, possibilities, emergence!



Trust the process

HELPS

- Help with fundraising (online community, social media),
- Help with creative processes (video, cards, visuals, texts)
- Help with publicity (rippling out with videos, podcasts, articles, also through friends networks)
- Help with administrative processes
- Help from good examples

Truly helpful are Looby's published books and courses and all people she touched.

LIMITS

Limits in people's understanding of Cultural Emergence and its power

Limits in reaching people:

- too often = spamming
- people not on social media
- algorithms

Limits with language barriers.

Synchronise with natural patterns and cycles

PRINCIPLES

Give and receive encouragement & create waves of encouragement

Be attentive to shifts, openings and opportunities

Come into the light - connect with new networks and communities

Use Emergence to Support Emergence
Leave space for synchronicity, magic and manifestation

PATTERNS

- Patterns in successful fundraising
- Patterns in Social Media
- Disrupt patterns of repetitive and predictable communication
- Pattern of staying well organized

Golden key:

- Zoning the audience

Move the tools

IDEAS

Ask the Cultural Emergence online community to share social media posts in their language in relevant groups

Golden Key:

"Encouraging Conversations" with inspiring people that show their courage in the world and create a web of encouragement

Stretch Goals - free downloadable translated editions, online training to use the cards

Backerkit to handle shipping costs so we can charge what it actually costs to ship when we are shipping

send a PDF version to change makers

Allow for the possibility of the seemingly impossible

INTEGRATION

The cards are key stone to explain the tools

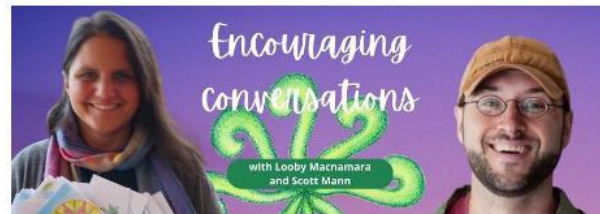
The main goal is global engagement with the Cultural Emergence toolkit and

-> through the Kickstarter campaign the toolkit gets more attention with

-> possible side effects like

more book readers, a growing online community, more facilitators, possible translations to other languages...

Use talks and podcasts with inspiring people and their networks so we create a web of encouragement



Presence in the process & Plan then flow

ACTION

- Create our core team culture
- Create list of stepping stones for each day of the campaign
- Recording and sharing Encouraging Conversations,
- Making appearances in person and online,
- Send personal emails,
- Group emails,
- Kickstarter updates,
- Newsletters,
- Social media posts

To keep MOMENTUM we have setup:

- shared drive,
- shared calendar
- shared task list
- Kickstarter page
- Backerkit page
- Social media planning

Plan & organize podcast series

And we left space for emergence!

Use the intelligence of cooperating hearts

PAUSE

2 Pause days a week so people don't get tired of us being enthusiastic about the card deck.

REFLECTION

Top tips for collaborative designing

- Create group culture - even or especially if there is existing relationships and culture, acknowledge entering into new space of designing together
- Define roles and keep boundaries fluid

Top tips for digital organizing

- Clear naming
- Not too many folders and documents
- Don't keep old versions (in same place)
- Use of tools like commenting and edit-suggestions in a document

End

"Transition from a Design Process to the reality of how that shows up while knowing the reality of how that actually happens we don't know yet. We will have to be emergent in the process and follow the opportunities that come up." - Looby Macnamara

