

THE 2017 THIS PLACE MATTERS CROWDFUNDING COMPETITION HELPED COMMUNITIES RAISE MONEY AND AWARENESS FOR THEIR HISTORIC PLACES

Investing in community places



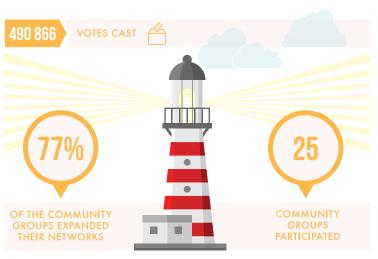
BUILDING COMMUNITY CAPACITY

83% WOULD USE CROWDFUNDING AGAIN

EARNED NEW FUNDRAISING TECHNIQUES & GAINED KNOWLEDGE OF SOCIAL MEDIA



mobilizing support



raising awareness

17 659 109	POTENTIAL AUDIENCE REACH THROUGH EARNED MEDIA	
32 131	UNIQUE VISITORS TO TH	HISPLACEMATTERS.CA
167	PRINT, RADIO & TV STO	RIES
45 405	TWITTER IMPRESSIONS	
40 400	TWITTER IN REGULATION	
49 776	FACEBOOK REACH	









