

ABSTRACT

Environmental NGO is a nonprofit organization, and one of its main activities is fundraising. Crowdfunding is an alternative to raise public funds which has not been widely utilised in Indonesia, but has the potential to be developed. Some crowdfunding projects managed by environmental NGO are succeed and some are not. In the early 2015, one of the NGOs that have applied crowdfunding is the Coral Triangle Center (CTC). The CTC Crowdfunding project can only raise about 1% of the targeted fund. This research aims to design a more effective business model in order to improve the implementation of crowdfunding in the Coral Triangle Center (CTC). Business model platform used in this research is the Business Model Canvas (BMC). Evaluation on the business model is conducted using SWOT analysis. The result of this evaluation is the identification of necessary improvements, which lead to the proposed new business model. In the proposed business model, identification of donors in the customer segments consist of geographic, socio-demographic, and psychographic perspectives. Value proposition mapping is accomplished using a sustainable business model approach to describe the contribution value of crowdfunding project on the four sides of the value: for donors, environmental, social, and relevant stakeholders.

Keywords : Crowdfunding, Business Model Canvas, environmental NGOs, public fundraising