



WDA is once again partnering with crowdfunding site Experiment to run a challenge grant for Wildlife Health and Disease. Over this 5-year partnership these challenge grants have raised \$130,000 for 29 projects focused on wildlife health.

To be eligible proposals must meet the following criteria:

- Involve a significant health or disease issue in free-ranging aquatic or terrestrial wildlife.
- Have implications for wildlife populations and ecosystems in which wildlife live.
- Emphasize species conservation or application of a One Health

approach.

See examples of past successful crowdfunding grants: <https://experiment.com/grants/wda>

The crowdfunding process is different from traditional grant funding. Successful crowdfunded grants are typically smaller funding amounts for smaller projects, and they should be written to appeal to the public rather than to scientists. The median amount raised for successful proposals is \$4,000-5,000.

The application process is quite straightforward. On average it only takes a few hours to create and submit a profile onto the Experiment.com platform. If you look at any previous project, you will see the questions asked and the average length of responses.

Experiment puts out the initial call and coaches researchers through the process of getting their grants ready for the crowdfunding campaign. WDA and Experiment will review each proposal for eligibility and clarity. Campaigns will launch on June 26, and it is the responsibility of the researcher to take advantage of the coaching provided by Experiment to ensure that their grant succeeds.

Although both Experiment and WDA publicize the campaign, grant submitters bear the primary responsibility to find supporters and advocates as well as to promote and publicize their grants. On-going coaching by Experiment will be provided.

In addition to the amount raised from the crowdfunding, WDA will provide 6 incentive prizes for those projects that have the greatest number of donors regardless of the actual amount raised.

Two awards are given on the 21st day of campaign.

1st place:

\$1500 for projects where primary investigator is a WDA member, \$1000 for a non-member.

2nd place:

\$1000 for projects where primary investigator is a WDA member, \$500 for non-member.

(To qualify the primary investigator must be a WDA member by the 20th day of the project)



Four awards on the 30th day of the campaign:

An additional four prizes will be awarded to the top 4 proposals (excluding the 2 winning proposals from the 21st) with the greatest number of supporters and whose primary investigator is a WDA member:

3rd- 6th place:

\$300 for projects where the primary investigator is a WDA member.

Key Dates are:

April 26 - May 21 – Grant preparation and submission

May 21 - Submission deadline

June 1 - Campaign coaching and strategy development period with Experiment staff.

Launch day - June 26 — Crowdfunding campaign kick-off.

July 17 - Day 21 of the crowdfunding campaign – bonus funds awarded by WDA.

July 26 - Crowdfunding campaigns end and 30-day awards and bonus funds awarded by WDA.

If you have questions concerning the process please contact support@experiment.com or Nicole Sharpe nicole@experiment.com.

More Information: <https://experiment.com/grants/wda2023>