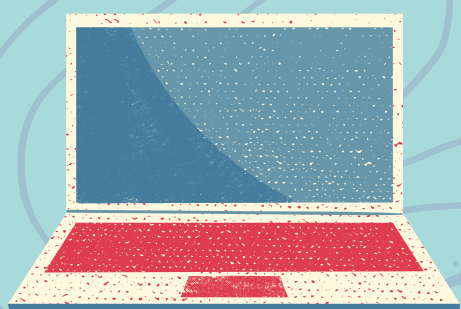# Crowdsourcing

Increasing Quantity of Translation Through Motivation

Offer Incentives

Rather than renumeration, offer prestige, recognition, rewards, or fun events for participation.

1

Make it Easy

2

Recognize that an average person isn't going to understand the specifics to the tools your company uses. Make sure participation doesn't require hours of training.

Evaluate Submissions

Have a system in place to determine if a translation is good or not. Think of using a voting system for participants to choose which translations are the best.

3

Make Them Feel Heard

4

Show them where and how their contributions are changing things. Make them feel valued, like what they're doing truly matters.

No Deadlines

Do not set deadlines for your volunteers as if they're employees. Expect volunteers to disappear and reappear as they please and allow them freedom to do so.

5