

Everything
you need
to know

Make your idea happen



Crowdfunder



@crowdfunderuk



support@crowdfunder.co.uk



Crowdfunder.co.uk

Where ideas happen.

Introduction

"Raise funds to make your great idea happen.

If you are a community group, a business, a charity, a social enterprise, a sports club, or a person with the spark of an idea that you want to make happen, then we can help you fund it.

We have worked with thousands of people to raise millions of pounds with the power of the Crowd. We've learned a lot about how to prepare, build, create and fund successful crowdfunding projects.

When people come together, great things happen. Change your world."



Phil Geraghty, Managing Director
Crowdfunder.co.uk

How crowdfunding works



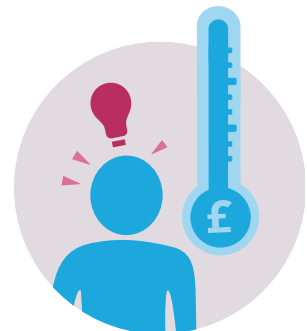
1.

Create your unique project page on [Crowdfunder.co.uk](https://www.crowdfunder.co.uk), set a target and how long you need to reach it.



2.

Spread the word to friends, professional contacts and others in your community, telling everyone you know about the project.



3.

People who like your idea donate or pledge money in return for a reward that they'll receive once your project succeeds.

Benefits of crowdfunding



Crowd validation

Crowdfunding is a fantastic way to test your idea. A successful project proves there is demand for what you're doing, and gives you confidence in your idea.



Marketing boost

Running a project on Crowdfunder can raise your profile in a big way. Think of the funding period as an intensive marketing exercise and an opportunity to try out new ways of promoting yourselves, expanding your experience and expertise at the same time.



Advocates

Crowdfunding is for life, not just for fundraising. The people who support you on Crowdfunder become your customers, volunteers and members. Your supporters take part in the journey, meaning they make incredible ambassadors for you in the future.



Future funding

Having a successful crowdfunding campaign can help to unlock loans and investment or can be a pre-cursor to a much bigger equity crowdfunding or community shares campaign in the future. It proves you know what you're doing.



Extra funding

There is extra money available from a range of partners on Crowdfunder – money that goes towards your target, just like money from the Crowd.

[Find out if your project could be eligible](#)

crowdfunder.co.uk/funds

Making a plan

This is your crowdfunding project, so it's up to you to make sure you have everything lined up and ready to go before launching. You might want to use a simple checklist list or dive into the detail with a spreadsheet; it's your call.

You'll build your plan as you work through this pack, adding other tasks that are specific to your Crowdfunder campaign. To get you started, here's our checklist with all the essentials:

Checklist

Assign roles

Edit your video

Draw your network map

Brainstorm rewards

List influencers

Refine rewards list

Identify super-backers

Set your target

Nurture Crowd

Plan project timeline

Bullet point key messages

Marketing preparation

Choose title

Warm up your Crowd

Add project image

Plan launch

Write description

Line up first 10 pledges

Add visual content

Get funded

Plan your video

Shoot the footage

Key action

Use a calendar to prioritise and map out deadlines for each task, showing what needs to be done by when. Try your best to stick to those dates to stay on track.

Identifying your Crowd

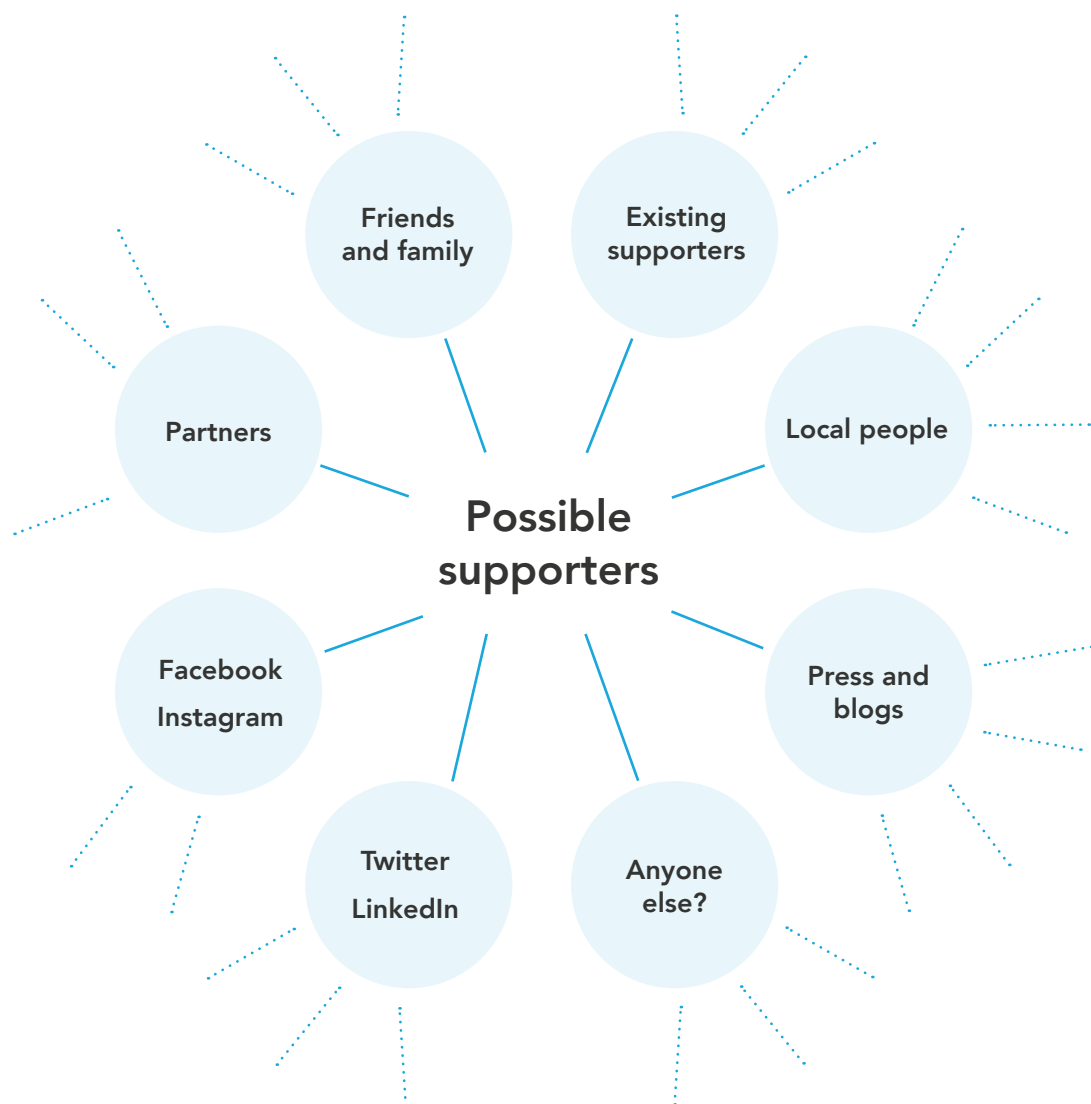
You will need to engage with your personal and professional contacts to make your project a success. Usually your friends and family will be the first to pledge, with new audiences coming later. Let's look at the big picture first.

The best way to start is to gather your team together and start drawing a map of your network. Using this network map template will give you a much fuller picture of the shape and size of your Crowd. Your unique network map will be the basis for all the key elements you'll be creating next, so leave nothing out.

Local

Relevant

National



The perfect page

Regular updates, to keep the Crowd connected

Engaging shareable video (approx. 2 mins)

Encouraging people to share

Great visuals

Crowdfunder

Start crowdfunding Find project How it works

Möken Coffee

Project home Updates 4 Comments 7 Supporters 88 Contact project

Möken Coffee

from Olly Fawcett

02:17

HD vimeo

Project by mökencoffee


Share or follow

EST. 2014 • THE ART OF COFFEE IN THE HEART OF ADVENTURE

MÖKEN COFFEE

About Möken

We blend adventure with good coffee. We serve a community of like-minded individuals through sustainable, ethical and quality coffee and the tools to create it amidst your adventure.



The Products

Möken is made up of two core products. The Coffee (we are a coffee company after all) and The Adventure Kit. Adventure goes hand in hand with Coffee as it provides that all important 'kick' that keeps you going. The Moken Adventure Kit has everything you need to make a tasty brew on the move!

The Coffee

Clear subheadings

Its fairtrade and tastes damn good. We are not trained Barista's, we are not coffee experts and we don't intend to pretend we are any of these. We know good coffee when we taste it, and that is what we have developed. With beans sourced from Fairtrade farms in Brazil, Ethiopia, Indonesia and

Clear, memorable title

We blend adventure with good coffee whilst serving a community of likeminded folk. Help us make our vision a reality & join our journey.

✓ We did it!

On 21st Jul 2016 we successfully raised **£4,928** of £3,000 target with **88** supporters in **35** days

Realistic target

Clear concise project aim

Rewards

Pledge £6

THE COFFEE - 1 x 227g bag of Möken coffee (in bean form or ground, please select on the next screen)

23 claimed so far

Estimated delivery: August 2016

Select reward

Pledge £10

MOKEN MUG - Be proud sipping from an enamel Moken mug.

8 claimed so far

Estimated delivery: September 2016

Select reward

Pledge £20

MOKEN T-SHIRT - Get your hands on a high quality, ethically produced Moken T-shirt.

13 claimed so far

Estimated delivery: September 2016

Select reward

Pledge £30

COFFEE SUBSCRIPTION

1 x 227g bag of Möken Coffee delivered to your doorstep every month for 6 months

14 claimed so far

Estimated delivery: August 2016

Select reward

Good choice of rewards at varying costs

Writing your description

When visitors land on your project, you need make a connection quickly and get them excited about your project. To do this well you'll need make sure your description is structured, concise and engaging. Add some images and testimonials to give it a professional-looking finish.

Structure

Opening

Briefly summarise your key points in two or three sentences. Keep it simple.

What are you trying to achieve?

Explain the problem that your project solves and why it's important. Does it address social exclusion? Does it give people training or skills? Does it build a sense of community?

What makes your project great?

Introduce your project and all the key facts. Focus on what makes it unique. Why is it different? Why should people support it? Why is it important?

Who are you and what's your experience?

This is your chance to show off your expertise and build credibility. Demonstrate clearly that you are the right people to make this idea happen.

Tell your story

Explain how your idea was started and why you decided to make this project happen. Talk about your journey and inspiration. Don't forget that your story is still unfolding – what does the future hold, where are you going?

How is the money being spent?

Outline what the money raised will enable you to do. Create a pie chart to show that you're making smart decisions with your spending.

Rewards

If you have chosen to give rewards, use this section to highlight the strongest rewards and draw more attention to them. Give any extra information that will make them more attractive to potential backers.

FAQs

Anticipate common questions that people might have about your idea, organisation or crowdfund.

Creating your video

It's becoming more and more important for organisations, charities and businesses to use video to connect with their Crowd. Stay ahead of the curve and create something bespoke for your Crowdfunder project. It doesn't have to be professionally made, shooting it with your phone or camera is fine!



Short and sweet

Less is more when it comes to video. Keep it short, 2-3 minutes maximum. Make sure you get the key information into the first 30 seconds - who, what, why, how?



Get personal

Getting in front of the camera will help you to build a rapport. Don't be afraid to include others too.



Script

If you're struggling to think of what to say, write a rough script but let people ad-lib and speak from the heart, honesty will always win people over.



Setting

Choose a place where your voice can be clearly heard on record - wind, traffic and crowds will drown you out.



Avoid using animation video makers or image montages

They often come out tacky and won't get across your unique personality.

Watch the The Big Finish video



"Ask people in your network for feedback on your video at every stage. Script, storyboard, shots and the final cut."



Georgie Barr, Customer Support
Crowdfunder.co.uk



Sami Mauger, Coach
Crowdfunder.co.uk

"Include your campaign's URL at the end of your video to direct external traffic onto your project page."

Giving rewards

On Crowdfunder you can offer rewards in return for pledges, as well as simply collecting donations. Rewards are a great way of increasing the amount of money a supporter will pledge as well as a great way for generating excitement around your project. Think about the kind of people who will be making the pledges and offer rewards that you yourself would want to get. Consider the four main types of reward that you can offer:



Products
and services



Experiences
and events



Sponsorship



Thank you

7 top tips for rewards

- 1** Rewards should be good value for money. If one of your rewards is available elsewhere, 20-30% discount it a great way of making it attractive to your Crowd.
- 2** Offer exclusive 'behind the scenes' experiences, tickets to events, masterclasses or special editions – things that aren't available elsewhere.
- 3** Limited rewards are a fantastic way of securing early support. Having just a small number available is a good way to get your Crowd motivated.
- 4** Offer authentic mementos or opportunities to leave a legacy in some way.
- 5** Have a few rewards priced at around £20 – this where a good chunk of pledges are made.
- 6** Spread your rewards evenly across different price points from £10 to £100 and include some sort of sponsorship at the top end to attract support from businesses or large organisations.
- 7** Don't just stick to numbers that end in zeros – odd numbers imply that your rewards have been thoughtfully costed.

No rewards? No problem.
You can run a project with donations only.

Example rewards

Some great reward examples from [Growhampton](#)

Pledge £10

Souper Sandwich – A wonderful Growhampton drink of your choice and a sandwich or soup.... And as a special thank you from us, your name will appear on our Growhampton Hall of Fame.

Pledge £40

Eggcellent tour – Come and meet our newest addition – the growhampton Chooks! Our Chickens can't wait to meet you and provide you a set of half a dozen Growhampton eggs.

Pledge £500

Come dine with us – Host your very own private dinner party for up to 10 people. Includes three course dinner, drinks and coffee. Including dinner entertainment from our very own 'Live At The Hive' artists.

Marketing basics

Now that your project page is looking good, you need to build a plan to connect with your Crowd.

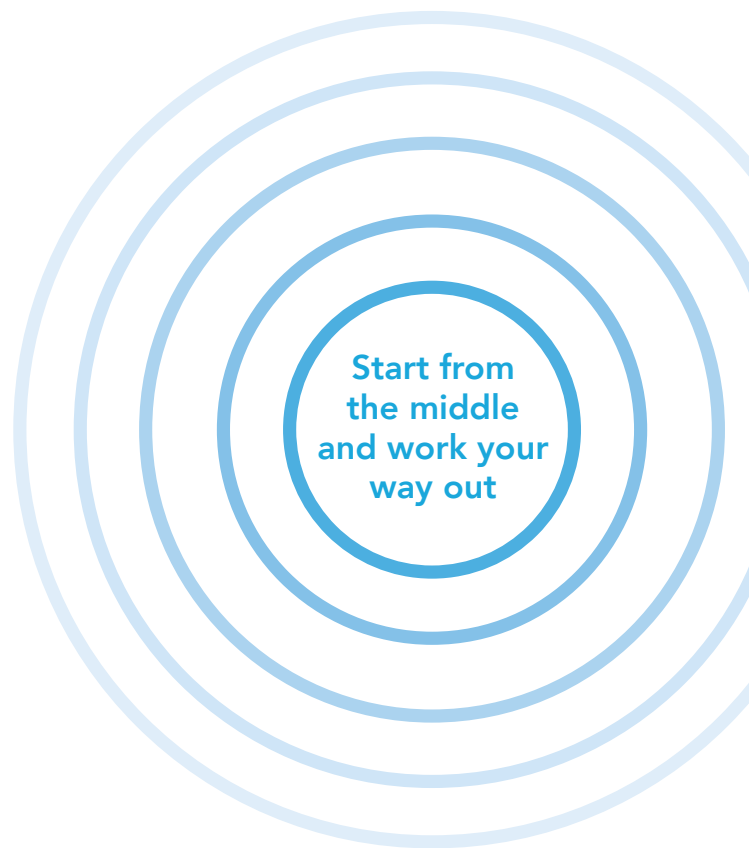
Take another look at your network map. Now think about which communication tools are best for each group. For example, who do you usually reach via email, who's best to reach by phone or on Facebook? Add these notes to your network map.

When spreading the word about your Crowdfunder, always start with the people closest to you, before engaging with others. People who already know you are more likely to support your project than those who don't.

Similarly, people who are already aware of your business are also more likely to engage than those who are not. As your project starts gain momentum, it'll begin to look more attractive to people outside of your own network. Be patient – get some pledges before posting publicly on social media.

Remember that you need to win people over.

Take the time to start conversations and engage with people personally. Spamming doesn't work.



Be personal. Be direct.

"Plan plan plan! Know who you're going to promote to, how and when. Ask people to review your rewards and the campaign before posting it – whether it's friends or people who've successfully crowdfunded before."



Ilana Taub, Co-founder
Snact

"Have a member of your team available to respond to questions, feedback or concerns during and after the campaign."



Matt Giles, Head of Projects
Crowdfunder.co.uk

Counting down to launch



Save the date

Once you've decided on a launch date, make sure everyone has it marked on their calendar. Set up a virtual event on Facebook, send out messages or even postcards to start getting people excited.



Prepare images

Check that you have plenty of new images that you can use to promote your project. Photographs of people, places, events and products are all great. Bright, bold images make creating content, flyers, posters and social media posts much easier and effective.



Review the plan

Make sure that you are clear on the plan to promote your Crowdfunder from the first day to the last. Check which messages you're sending out to which groups, when they're being sent, and how.



Getting off to a good start

Launch day can be both exciting and nerve-racking. If you've put in the work and followed your plan, it could be one of the biggest and best days of your Crowdfunder campaign.

There are three main ways of getting off to a good start. If you want to get off to a great start, do all three. Crowdfunder from the first day to the last.

Check which messages you're sending out to which groups, when they're being sent, and how.



Line up the first 10 pledges

The hardest part is getting off zero, so aim to have secured at least 10-20% of your target in promised pledges before going live. Make sure those people know exactly when your project is launching and encourage them to make their pledge in the first couple of hours. Getting a strong number of backers early on will give your project credibility and make it look much more attractive to wider audiences.



Pick up the phone

Call, text, WhatsApp, Facebook Messenger – all give you access to your friends and family at the touch of a button. Drop them a line to let them know that the big day is here as soon as your project goes live. Try not to stress if people don't reply immediately. Give them a gentle reminder in a day or two, be persistent and they'll probably still pledge in the first week.



Throw a launch party

The best way to get everyone excited about your campaign is throwing a party. It can be an informal affair in your living room or as lavish as you like. Ask all the key groups on your network map to come along and get them to bring a friend. Make it fun, showcase your project video, serve great food and introduce people to some of your rewards. Choose somewhere where attendees can access the internet on their smartphones or other devices and get the pledges flowing!

Key action

A project without any pledges does not look credible or attractive to people outside of your own close network. Because of this, it's important to secure your first few pledges by speaking directly to people you know before promoting your project to everyone else.

Communication check list

Next, a quick inventory check. Run through the list below to get a better idea of which key communication tools you have ready to go and which you need to spend some time prepping. Decide which ones you need to focus your time on.

Email and Facebook are the two biggest drivers of pledging.

Channel	# of people	Plan
Personal emails		
Business emails		
Facebook		
Twitter		
Instagram		
LinkedIn		
Press		
Blogs		
Website		
Events		
Printed materials		
Partnerships		

Sending emails

Around 40% of pledging on Crowdfunder is driven by emails, so don't neglect your inbox during your campaign.

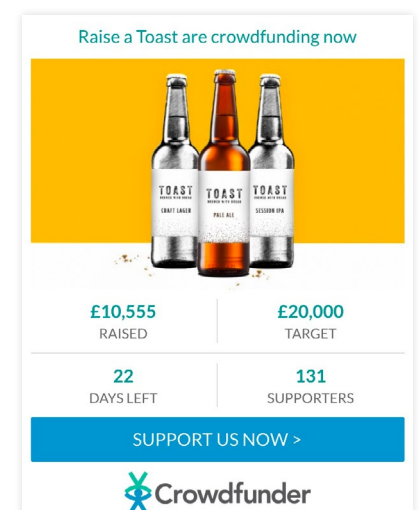
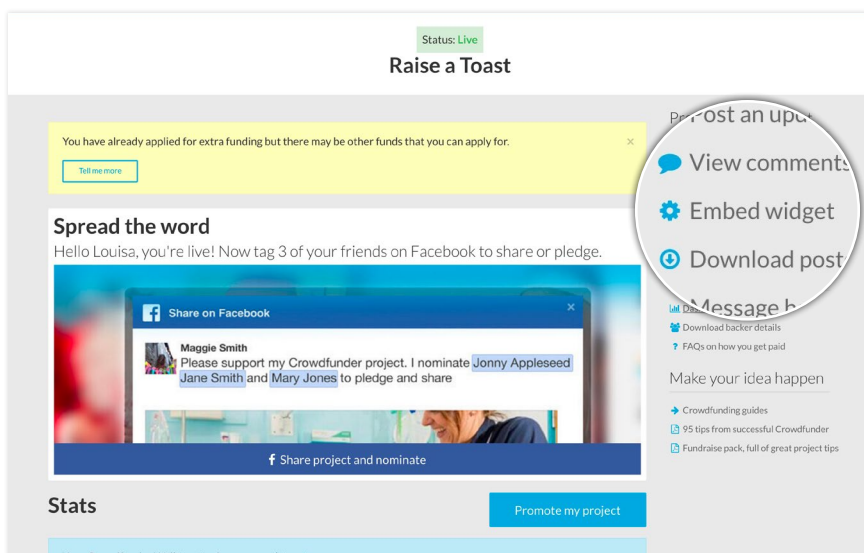
6 email essentials

- 1** Contacting personal contacts directly with personal messages is key – nobody likes a 'Dear Sir' email. One-to-one is always more effective.
- 2** If your business has a larger email database, there are some fantastic tools like MailChimp that can help to lighten the load. It's handy to be able to check open and click rates on your emails so that you can specifically target those who didn't engage the first time.
- 3** Emailing your personal and business contacts should be high on your list of priorities when your project goes live. If people don't respond to your first message, email them again a few days later.
- 4** When sending follow up emails to your contacts, name drop people who have already pledged on the project – don't forget to say thanks and celebrate together!
- 5** Think carefully about what to write as the subject of your emails – make it interesting and unique, avoid using lines like 'please pledge' or 'help me' as they can look spammy and will put people off.
- 6** Include an image and link to your Crowdfunder page in your email signature so that everyone will see it each time you message them!

Updating your website

For the duration of your campaign, your website should aim to funnel all traffic over to your Crowdfunder page. If your website has a great big image on the home page, replace it with a graphic that links straight to your Crowdfunder project.

You also have the option of using your own unique Crowdfunder widget. This is a little piece of code that you can use to embed on web pages. If you're not sure how to do that, get in touch with a techie friend or whoever helped you to set up your website.



Using social media

Social media is another heavy-weight crowdfunding tool that can hugely impact your campaign's success, if you use it well. Most of us are pretty familiar with various social media platforms and use it to stay in touch with friends, share photos, find jobs or even just stay up to date with the latest hashtag trends.



Facebook is one of the best platforms for generating pledges



Twitter is brilliant for generating awareness



LinkedIn is a great place to look for corporate support



Instagram is best suited to businesses with strong visuals

Get established

If you haven't set up a Facebook page for your business yet, now is the time! Add a strong profile picture, pre-load a few interesting posts, then invite everyone you know to like it. You could even run a give-away competition to drive likes before launch.

Profile update

Change the profile picture and cover photos for all your social media channels so that every time someone looks at your profile, they'll be seeing that you are crowdfunding!

Create and curate

Share a mixture of things that you've written and things from elsewhere on the web – just make sure it's relevant content. Be sure to balance shouting about your Crowdfunder campaign with talking about other things too.

Visuals rock

Always include an image, video or link – posting with plain text alone is a big no-no in 2017. Prepare a bank of good quality, vibrant, eye catching images.

Mix it up

Post a variety of different types of content; stories, testimonials, videos, infographics, stats, jokes, progress towards your target, behind the scenes updates and any new rewards that have been added will keep your posts interesting.

Keep it fresh

A good rule is one Facebook post a day and 4-6 Tweets a day. Use tools such as [Hootsuite](#) or [Buffer](#) to schedule posts and updates so that you're always active. Look at when your audience is most likely to be online – that's the time to post!

Spotlight

Tag your backers on social media to show your appreciation and make them feel important – particularly those who have contributed larger amounts. It's a great way of getting your project in front of their contacts too.

"Social media was the most useful tool for us. We had a large following already on Facebook (over 1,000) which really helped us get the word out there. We asked our friends and supporters to spread the word"



The Control Tower Bed and Breakfast

"Cut sections from your video into short snippets that can be shared around on social media."



Si Walker, Coach
Crowdfunder.co.uk

Press and blogs

If you're hoping to reach a wider audience, having your Crowdfunder featured in the press or on blogs should be high on your priority list. Don't be disheartened if you don't get any coverage straight away – be persistent and try a different angle.

Go local

Unless your project has a big national impact concentrate your time on local media. Local news outlets love publishing stories local angles, so make the connection clear in your press release.

Timing

Wait until your project has started to gain some momentum before pushing out a press release. It needs to be 'newsworthy' to catch journalists' attention, which is usually just after launch, when it hits a key milestone or closes successfully.

Images

Attach a selection of vibrant high resolution photographs with your press release. Include real people, not just product images and a mix of portrait and landscape.

Sending project updates

From your Crowdfunder project page you can send 'updates' to keep your supporters in the loop. It's the best way to keep in touch with everyone, make them feel valued and excited about the campaign. Include a shareable graphic or bit of text that you can ask your backers to re-post to their own contacts.

It's also a brilliant way to show newcomers that you're active and engaged – make them want to join your Crowd!

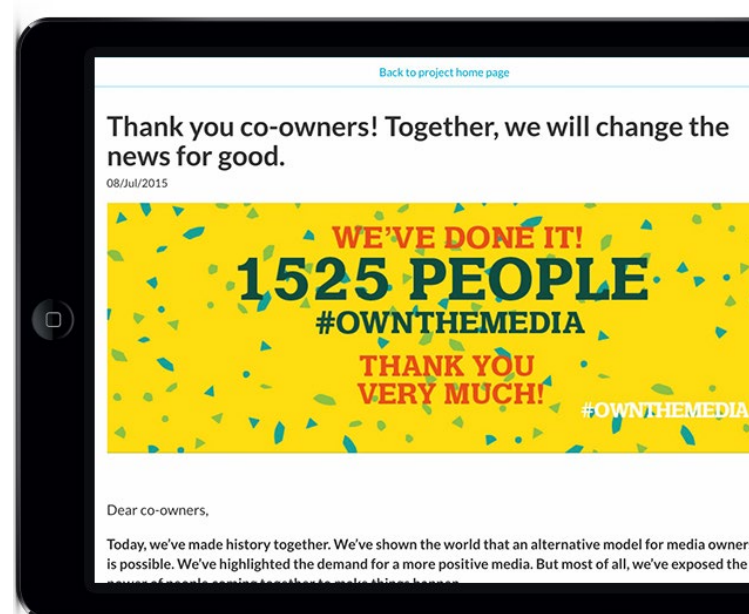
Each project update you send out will land in every backer's email inbox, so try to keep to sending just one or two updates a week. It's fine to send a few more at the end when things can move very quickly – keep on top of the excitement. Use a mix of text and images to encourage your backers to share the message.

Focus

Make sure all press coverage mentions your Crowdfunder campaign specifically. Include your project URL and check the spelling carefully – ask for it to be included in the piece.

Make connections

- Ask if anyone you know has any contacts in the press or blogging world. An introduction can massively improve your chances of getting coverage.
- Bloggers are contacted every day by strangers who only want publicity, without offering much in return. To stand out, think about out how you can help them out – don't rush straight in with your request.
- Look through newspapers to find the name of journalists who are writing about stories like yours – address your press releases to them personally and follow up with a phone call. It's usually quite easy to find journalists on Twitter too.



In a recent survey, 84% of Crowdfunder supporters said that receiving project updates is important to them. Keep your supporters up to date and build stronger relationships for the future.

Going offline

Although most activity will take place online, you can still go out into the offline world to share your idea in person. This is particularly important if your project is rooted in a particular place – if you're opening a new cafe or upgrading a community space for example.

Conversation

Talk to people face to face. Drop it into conversations. Let people know that you're working in something super exciting at the moment.

Events

If your project is very relevant to locals, attend as many community events and networking opportunities as possible to meet more people and spread the word. You can also research any relevant industry events or conferences and be sure to attend.

Posters

Design your own or download a poster from your project dashboard, in the 'promote my project' section. Then you can put it up anywhere and everywhere, including noticeboards, local shops, libraries, community centres, bus stops etc.

Party time!

A launch event is a great way to showcase your idea, bag a few pledges and generate some interest, but it's not the only opportunity for a knees-up.

Celebrate the half-way point of your campaign with a few drinks or nibbles. Invite along everyone who has pledged on your project so far to make them feel valued and give everyone a fresh burst of energy.

Gather everyone for an event an hour before the campaign closes. You can rally for some more pledges from around the room and get to celebrate

Flyers

A good old-fashioned flyer can go a long way. Dish them out in your office, hand them out in person and take a few to a local shop, cafe, co-working space or university. the moment with your Crowd.



"Have business cards printed with details of your project and the URL. They're easy to keep on you at all times – remember to give them out whenever you talk to someone about your campaign."



Sami Mauger, Coach
Crowdfunder.co.uk

The background is a solid blue color, decorated with numerous small, colorful geometric shapes (squares, triangles, diamonds) in shades of yellow, orange, and purple, scattered across the top half of the page.

Next step

You're now ready to launch your project on Crowdfunder and start collecting funds. **GOOD LUCK!**

Start crowdfunding

www.crowdfunder.co.uk/start-crowdfunding