Part 1

Everything you need to know

Planning your project

Crowdfunder

@crowdfunderuk

support@crowdfunder.co.uk

London Borough of Barking & Dagenham
lbbd.gov.uk

Crowdfunder.co.uk

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, explaining your idea.

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-curser 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 funding available from a range of partners on Crowdfunder – money that goes towards your target, just like money from the Crowd. You could be eligible to get up to £10,000 funding from London Borough of Barking and Dagenham, if your project benefits the people who live and work in the borough.

Find out if your project could be eligible

crowdfunder.co.uk/funds/crowdfund-barking-dagenham

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
- [ ] Draw your network map
- [ ] List influencers
- [ ] Identify super-backers
- [ ] Nurture Crowd
- [ ] Bullet point key messages
- [ ] Choose title
- [ ] Add project image
- [ ] Write description
- [ ] Add visual content
- [ ] Plan your video
- [ ] Shoot the footage
- [ ] Edit your video
- [ ] Brainstorm rewards
- [ ] Refine rewards list
- [ ] Set your target
- [ ] Plan project timeline
- [ ] Marketing preparation
- [ ] Warm up your Crowd
- [ ] Plan launch
- [ ] Line up first 10 pledges
- [ ] **Get funded**

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.

Skills you'll need

Think about your strengths and weaknesses – are there any gaps in your own skillset that need to be filled?

It's good idea to share the load when running a crowdfunding project and find people to help with specific tasks. It can sometimes feel like a lot of work for one person to do alone, so delegating can free up more of your time to focus on driving the project forward. Run through the list of skills that you need outsource and think about anyone you know who has experience or expertise in that area.

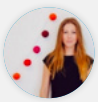
The core team behind great Crowdfunder projects is usually made up of 2–5 key people, so think about who you want on board and start those conversations!

- Project leader
- Videographer
- Content writer
- Networker
- Industry expert
- Social whizz
- Creative
- Marketeer

"Gather your team together for group brainstorming sessions on telling your story, offering rewards and spreading the word."

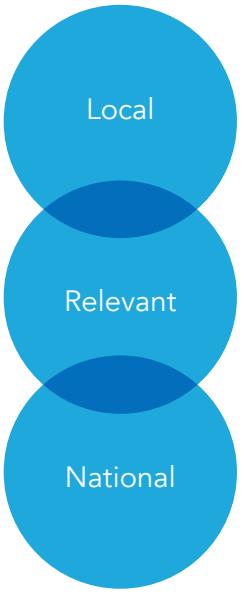
Si Walker, Coach
Crowdfunder.co.uk

"People can fill more than one role if that's where their skillset lies."



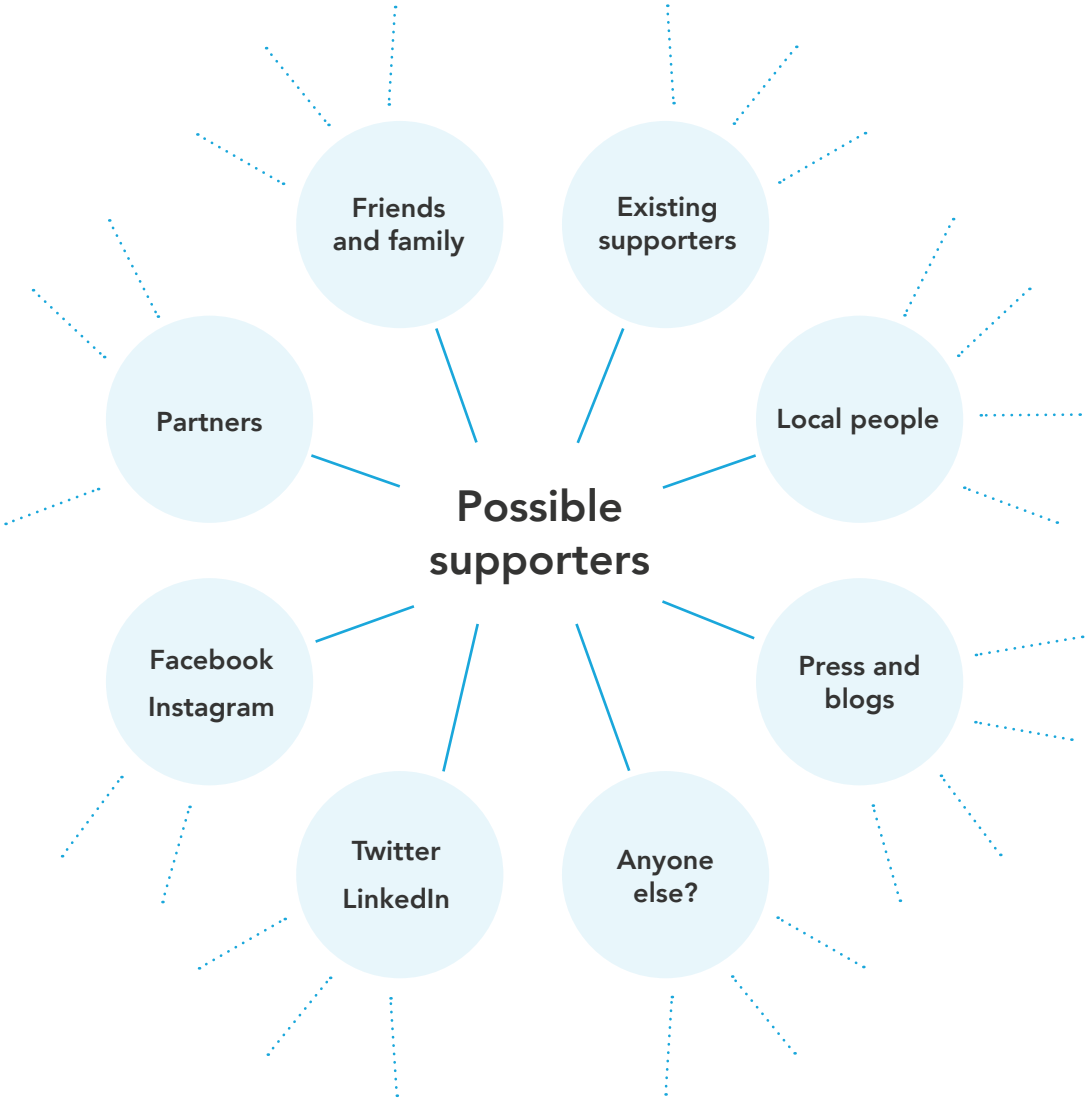
Sami Mauger, Coach
Crowdfunder.co.uk

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.



Identifying your Crowd

Now that you've figured out the different groups of people who might support your project, you can start to identify the key influencers and 'super-backers' in your network.

Influencers

People whose pledge or endorsement will most likely trigger other support. They might be a well-connected local hero, social media guru or even a celebrity. Get them on board before launching your project and make sure they understand the role they can play in your success.

Group	Name	Influence	On board?

Identifying your Crowd

Super-backers

People who might pledge bigger sums of money towards your Crowdfunder project. They might be a high-net-worth individual, local business or corporate partners. You'll need to start conversations with these people as early as possible to secure their support.

Group	Name	Pledge amount	On board?

Nurturing your Crowd

Who's missing from your network map? Identify any groups or individuals you'd like reach, but haven't yet connected with.

It's also important to make sure you engage with everyone already on the list, so your channels of communication are open and active. If you haven't spoken to a particular group in a while, now is the time to get back in touch.

Personal contacts

Speak with your friends and family to tell them about your upcoming project launch. It'll make them feel valued and will save you time explaining what you're up to later.

Social media

Get active and build your audience on Facebook, Twitter and Instagram before going live – don't wait until you launch to start engaging. You could even run a competition and give away some sort of prize to reach new audiences. If you don't have a Facebook page for your project, set one up as early as possible.

Local people

If your project is targeted towards a specific location, spend some time attending events and talking to local people to raise awareness. Collect business cards and email addresses, get networking!

Existing supporters

As these people have already engaged with your project, they're a fantastic group to nurture. Giving them an 'exclusive' early opportunity to see your new idea is a good way to keep them on board.

Relevant groups

Become active in forums and online groups that are used by your target audience. You can find lots of groups on Facebook and LinkedIn. Remember to engage with comments and ask questions, don't just talk about your project.

Website

If you're really tech-savvy, you could build a landing page on your website with a 'coming soon' message to capture interest with an opt-in box. It's a good idea to offer something in return for an email address, such as exclusive offers or free content. Launchrock is one useful tool you can use.

Recap

Let's recap what you've achieved already:

- ✔ Created your own unique checklist
- ✔ Plotted your key activities onto a calendar
- ✔ Assigned key roles and responsibilities
- ✔ Identified your Crowd
- ✔ Started nurturing your Crowd

Next step

You're now through the planning stage and ready to start creating your project page on Crowdfunder.

Start crowdfunding

www.crowdfunder.co.uk/start-crowdfunding

Our online community is full of useful tips and advice for planning, creating and running your project.

community.crowdfunder.co.uk

"I'm tempted to say that crowdfunding is more about everything else than the money you raise. It acts as a seal of approval for your idea – you get buy-in from a whole lot of people, those that contribute but also those that are willing to share it through their networks. Beyond that, it depends who is in your Crowd – off the back of our campaign, we gained clients, people who've supported us in continuing to develop Snact, people who have introduced us to others who've since become key to our growth, people who've offered to help us. It's incredible how helpful people have been!"

Ilana Taub, Co-founder
Snact

Up next:
Part 2 'Creating your project'

Have any questions so far?
You can reach us at
support@crowdfunder.co.uk

We always love to hear feedback, so let us know how we can make this pack better.