



Part 1

Everything  
you need  
to know

# Planning your project

#CROWDFUND  
**FROME**

# Introduction

## “ Raise funds to make your great idea a reality...”

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 turn into reality, 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.

Using the power of the crowd we can help make your great idea a reality. Let's get you started.”

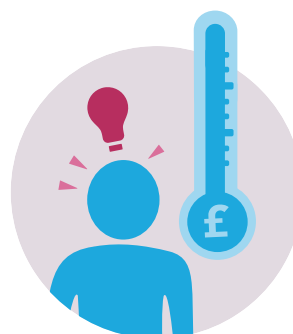
Phil Geraghty, MD,  
Crowdfunder



**1** Create your unique project page on [crowdfunder.co.uk](https://crowdfunder.co.uk), explaining your idea.



**2** Spread the word across your personal and professional contacts, telling everyone you know about the project.



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

# Why it's great - benefits

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**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 funding available from a range of partners on Crowdfunder - money that goes towards your target, just like money from the Crowd. In Frome, the town council is offering funding for not for profit organisations whose project will benefit the people of Frome. We're looking for projects that build a flourishing and active community, increase environmental sustainability or help with prosperity across the town.

[Find out how to get up £5,000 for your project](#)



"We believe this pioneering partnership will be of real benefit to our town. Not only will it stretch our grant funding that much further, it's a great platform for local innovation and entrepreneurship."

Cllr. Kate Bielby

# Making a plan

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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

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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.

# Skills you'll need

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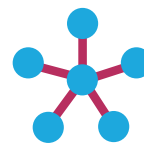
Project leader



Videographer



Content writer



Networker



Industry expert



Creative



Social media  
mogul



Marketeer

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.

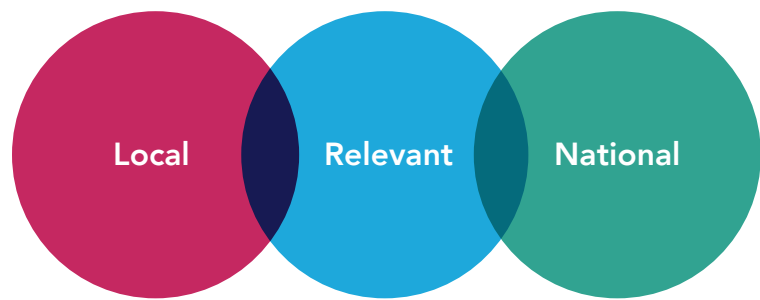
The core team behind great Crowdfunder projects is usually made up of 2-5 key people, so think about who you want on board and start those conversations!

## TOP TIP

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

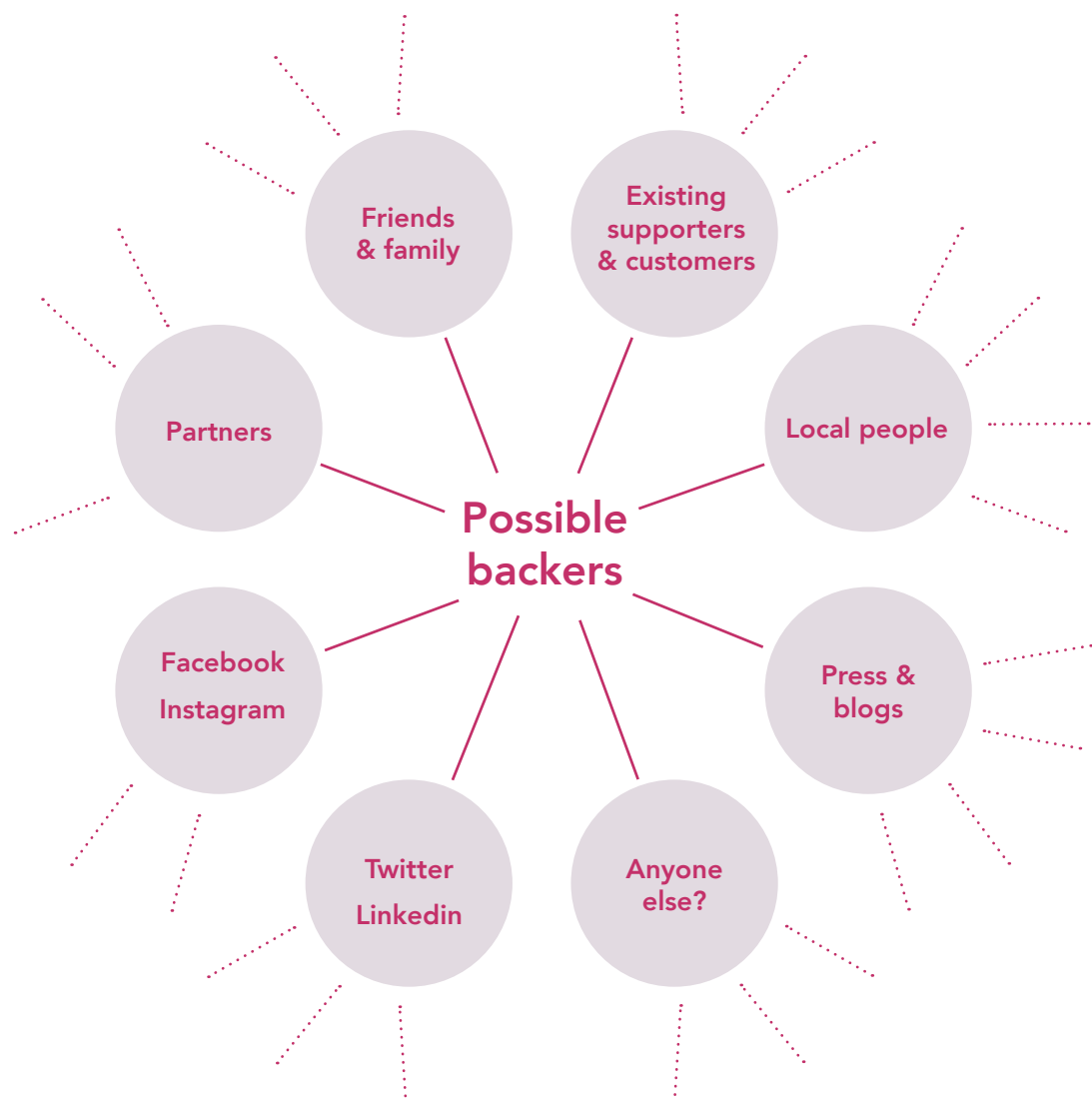
# Identifying your crowd

The success of your campaign relies on how well you connect to the people you know and your potential supporters – 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

or

**TYPE**  
into the  
boxes

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.

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# 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.

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# Nuturing your crowd

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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.



## **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.



## **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



## **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.



## **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!



## **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
- ✓ Identified your crowd
- ✓ Plotted your key activities onto a calendar
- ✓ Started nurturing your crowd
- ✓ Assigned key roles and responsibilities

## 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/frome](http://www.crowdfunder.co.uk/frome)

"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/project - 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 in one way or another. It's incredible how helpful people have been!"

Ilana Taub, Co-Founder, **Snact**

## Have any questions so far?

You can reach us at [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

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



Up next:  
Part 2 'Creating your project'