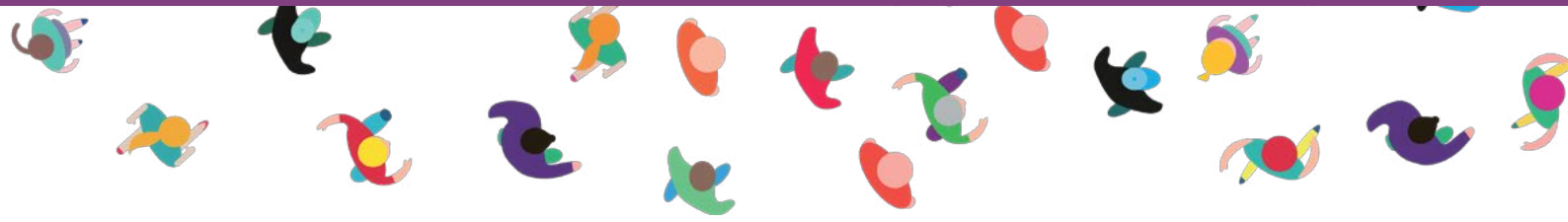# Part 2

Everything you need to know

Creating your project

CROWDFUND
STAFFORDSHIRE

f   Crowdfunder

🐦   @crowdfunderuk

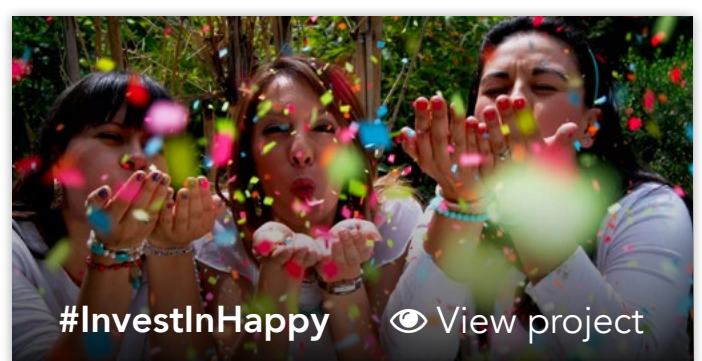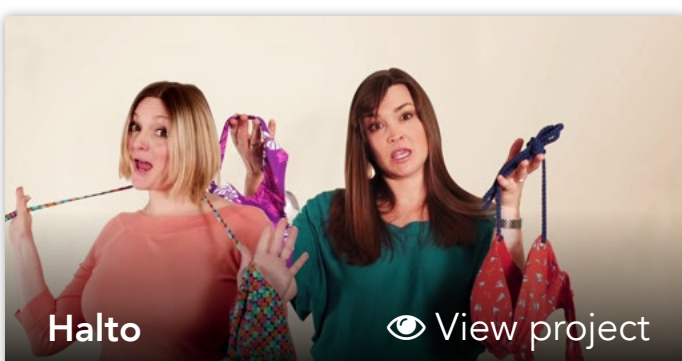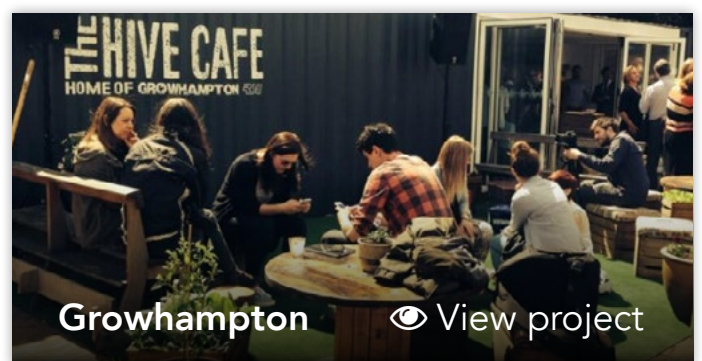✉   support@crowdfunder.co.uk

Staffordshire
County Council

Crowdfunder.co.uk
Where ideas happen.

Getting started

Now that you're ready to start building your project page, it's a great idea to look at some examples of other projects who have raised money with Crowdfunder. These guys have all been successful, so take a look and get inspired.

Be a critic. What do you like? What don't you like? What would you have done differently?

Moken 👁 View project

More United 👁 View project

Yoga for Refugees 👁 View project

FoodWorks 👁 View project

The Big Finish 👁 View project

Growhampton 👁 View project

Halto 👁 View project

#InvestInHappy 👁 View project

The perfect page

Möken Coffee

Project home Updates 4 Comments 7 Supporters 88 Contact project

Regular updates, to keep the Crowd connected

Clear, memorable title

Engaging shareable video (approx. 2 mins)

Encouraging people to share

Moken Coffee
from Olly Fawcett

02:17 HD :: vimeo

Project by mokencoffee

Share or follow

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**

Clear concise project aim

Realistic target

Cornwall, United Kingdom 🏷 Food and Drink
📢 Part of the Crowdfund Cornwall Campaign

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.

Great visuals

The Products

Moken 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

Rewards

Pledge £6
THE COFFEE - 1 x 227g bag of Möken coffee (in bean form or ground, please select on the next s

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

Good choice of rewards at varying costs

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

❌ Crowdfunder ➕ Start crowdfunding 🌐 Find project ❓ How it works 🔍

Key messages

You will probably already have a clear idea of your project's personality, core values and unique selling points. Think of words that you would use to describe your project. Cross out or circle our suggestions below, then add some more of your own. Keep referring back to these words to check that your finished project page reflects them all.

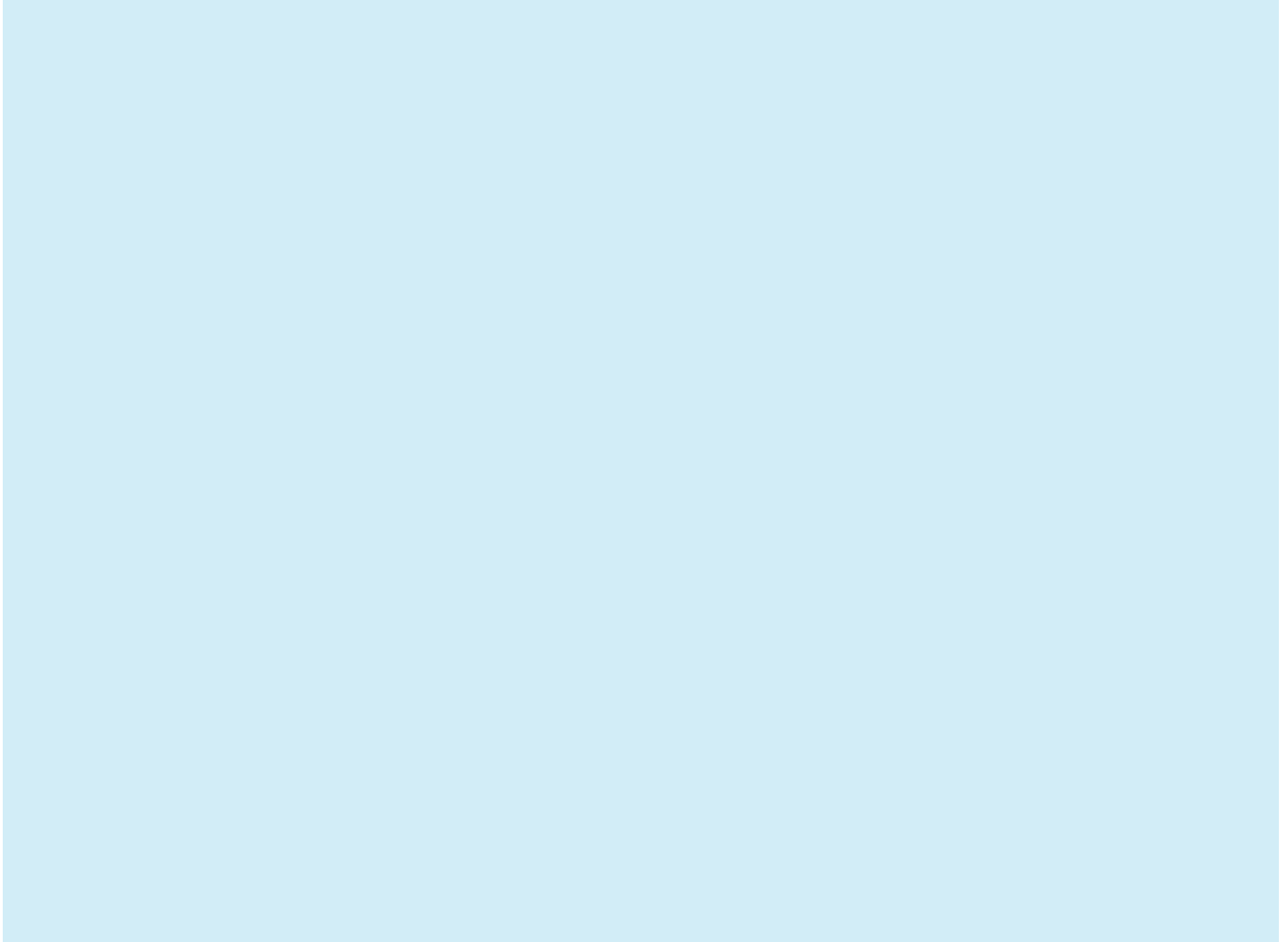|			
Smart	Timeless	Beautiful	Fun
Adventurous	Empowering	Rugged	Urban
Slick	Simple	Traditional	Fresh
Innovative	Vibrant	Luxurious	Sweet
Classic	Cool	Active	
Compassionate	Youthful	Mature	

Next, use this space to work out the key messages that you need to get across on your project page.

What are you trying to achieve?

Key messages

What makes your project great?

Who are you and what's your experience?

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.

Writing your description

Visual content

Project images
Use images that show everyone what your project involves.

Team photos
People fund people. Show that you are a real person and make sure your page shows off your personality.

Infographics
Can you show dreary data in a more visual way?

Headings
Use snappy subheading these to separate each section.

Testimonials
Add in some real quotes from people who like your project to build credibility.

Maps
Use diagrams or maps to add context to your project.

"Good images of the project were key. It made creating flyers, posters and social media posts much easier and more successful. We would definitely suggest getting good photographers on board to help promote your campaign."

Real Junk Food Project Brighton

"You can embed videos into your description to showcase other aspects of your project."

Si Walker, Coach
Crowdfunder.co.uk

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?

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.

Avoid using animation video makers or image montages

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

Get personal

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

Setting

Choose a place where your voice can be clearly heard on record - wind, traffic and crowds will drown you out.
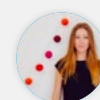
Watch the The Big Finish video here

"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

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

Sami Mauger, Coach
Crowdfunder.co.uk

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.

Setting your target

Your crowdfunding target needs to be a balance between what you need to raise to make your idea happen and what you think you can raise from your crowd. Be realistic - remember that you can always raise more and stretch your target to a bigger number once you hit 100%.

Calculate the minimum amount of money you need to deliver your project and fulfil your rewards. Don't forget that if your project is successful, there is a 5% platform fee that you'll need to account for. Read more on fees

How big does your Crowd need to be to reach your target? Here's some facts to note:

£50 The average pledge on Crowdfunder is £50

1/20 On average, one in twenty people who view a project page will make a pledge
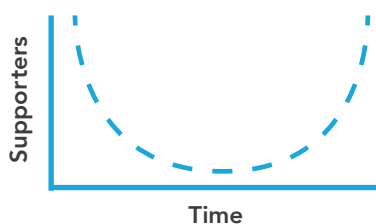
Choosing your project duration

Your campaign can last anywhere from one day to eight weeks, but more time doesn't necessarily mean you'll raise more money. Four to five weeks is the sweet spot.

Choosing a short and sharp campaign means you can get your crowd excited and maintain a sense of urgency. Longer campaigns can start to lose steam and might actually end up becoming annoyingly repetitive.

When picking your launch date, be aware of the calendar and factor in any events that might slow down or promote your campaign. When choosing what time of the day to launch, keep in mind that whatever time you launch the project, it will end at the same time of day – choose a time that will allow you to have a big push at the end.

"All or nothing can work better as a motivator for backers to help push your project - is has to reach target for them to get their reward."

Simon Deverell, Creative Director
Crowdfunder.co.uk

"Most pledges will come in at the beginning and the end of your project – so you'll want to make sure you've got a great plan to keep engagement high the whole way through."

Sami Mauger, Coach
Crowdfunder.co.uk

Funding method

You have two options to choose from on Crowdfunder:

All or nothing

This method means you need to raise 100% of your target to receive any money. If your project does not reach its target, no money is taken from your supporters and your project will not be funded.

This option is the best motivator for you and your crowd.

Keep what you raise

This method does what it says on the tin! This is a flexible funding method where you still receive the money, even if you don't reach your target. This is a good option for ongoing projects or charities, where any contribution can be put to use.

And finally...

Finish off by giving your project a strong title that's unique and catchy. Avoid using words like 'help', 'support', 'project' or 'fund' which are too generic.

Finally, upload a strong project image - something that captures the essence of your project, make sure it's inspirational, high resolution and good quality.

Boa Vida Açai - THE REAL DEAL
📍 Greater London

Our mission is to offer the purest, most authentic açai experience outside of the Amazon rainforest.

✔ Successfully overfunded

| 97 backers | £10.7k raised | 29 days |

#ToyLikeMe - celebrating disability in toys!
📍 United Kingdom

#ToyLikeMe - help take us to the next level, grow our organisation & develop a website celebrating disability representation in toys!

✔ Successfully overfunded

| 701 supporters | £17k raised | 28 days |

Buckt - The Bucket List Subscription Box
📍 West Midlands

Buckt - the UK's only subscription box inspired by the idea of a bucket list! Pledge for top rewards and help us make this happen. Thanks!

✔ Successfully overfunded

| 80 backers | £5.1k raised | 56 days |

Recap

Let's recap what we've covered in this pack:

- ✓ Great example projects
- ✓ Refining you key messages
- ✓ Writing your project description
- ✓ Making your video

- ✓ Giving rewards
- ✓ Setting your target
- ✓ Choosing your project duration

Next step

You're now ready to create your perfect project page on Crowdfunder and start planning for the launch day.

Start crowdfunding

crowdfunder.co.uk/funds/crowfund-staffordshire

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

community.crowdfunder.co.uk

"Have a story. From day one, way before I even considered running a crowdfunding campaign, I had built up a story (largely through blogging and social media) about setting up Baked (i.e. why I did it, what it was about, week by week diary-esque accounts). This meant by the time I decided to crowdfund I already had a) a well documented and read story and b) an army of supporters. People were able to delve into Baked Worthing's history and importantly, get to know me and my motivations."

Sarah Bentley, Project owner
Made in Hackney

Part 3

Everything you need to know

Running your project

CROWDFUND STAFFORDSHIRE

Crowdfunder
@crowdfunderuk
support@crowdfunder.co.uk

Crowdfunder.co.uk

**Up next:
Part 3 'Running 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.