

## The best of Crowdfunder videos

We've extracted the best bits from videos on Crowdfunder. You don't have to copy them exactly, or write your script in this order, but do take inspiration as all of these projects have been hugely successful! Just click on the images below to watch each video...

### A powerful opening



30 seconds is quite long for an introduction but AH20's video is beautifully filmed, engaging and leaves you wanting to find out more about their inspiring story... [0:00 – 0:28 seconds]



Tracy Edwards MBE, on the other hand, introduces her campaign straight away, also with great effect. [0:00 – 0:10 seconds]

### What's the problem/context?



A still photograph with a voiceover works well for Visible while they explain the problem they want to help solve. [0:08 – 0:18 seconds]

### Explain your aim



It takes less than 6 seconds for Action for Conservation to tell you their mission. [0:03 – 0:09 seconds]

### What's your project/solution?



The Snact team break their business down into three parts. [0:07 – 0:46 seconds]

### Introduce your team



Sutton Community Farm introduce us to their whole, friendly looking team and we get a snapshot tour of the farm at the same time. [0:06 – 0:15 seconds]

## Prove your idea works



Not everyone will be able to test their idea with the help of gorillas, elephants and leopards, but we love this video so much we had to include it somewhere. [2:15 - 2:50 seconds]

## Who else believes in you?



Interviews with advocates for your project are invaluable and show potential backers that you already have external support and strong relationships. [1:02 - 1:22 seconds]

## How much are you trying to raise?



Lemn Sissay uses his poetic talent to ask people to pledge towards his team's £5000 target. [1:25 - 2:05 seconds]

## How will the money be spent?



Natalie Fee takes some time towards the end of her video to explain exactly what she needs the money for, and even talks about the potential for overfunding. [1:35 - 2:33 seconds]

## How can people be involved?



FC United has drawn the biggest crowd on Crowdfunder to date, with 679 backers. Their video is all about the importance of community. [2:15 - 2:50 seconds]

## Call to action



Jackie, founder of Go Wild Nature Kits, runs through the Crowdfunder process with simple animations: registration, how to pledge, choosing your reward and helping to spread the word. [2:13 - 2:50 seconds]