

Part 1

Planning your project

Everything
you need
to know

**JANUARY
JUMPSTART**

 /crowdfunder

 @crowdfunderuk

 support@crowdfunder.co.uk

 Crowdfunder.co.uk

INTRODUCTION

“ Entrepreneurs can change the world with their ideas and Crowdfunder is here to support everyone from the lightbulb moment, right through to the reality of launching a business.

Crowdfunding is about more than just raising funds, it's an education in marketing, in product placement and forward planning, we want to be a part of your journey.

Join our Crowd.”

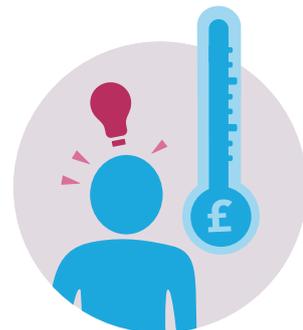
Phil Geraghty, MD,
Crowdfunder



1 Create your unique project page on crowdfunder.co.uk, explaining your business 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



Crowd validation - Crowdfunding is a fantastic way to test your market. A successful project proves there is demand for your product, and gives you confidence in your idea.



Marketing boost - Running a project on Crowdfunder can raise your brand 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 your business, expanding your experience and expertise at the same time.



Customer loyalty - Crowdfunding is for life, not just for fundraising. The people who support you on Crowdfunder become your customers and a part of your journey, meaning they make incredible ambassadors for your business 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 campaign in the future. It proves you know what you're doing.



Raising seed capital - The clue is in the name! Crowdfunding helps raise finance for your start up. On average each backer pledges £50, meaning the funding can add up quite quickly.

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.

Skills you'll need



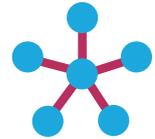
Project leader



Videographer



Content writer



Networker



Industry expert



Creative



Social media mogul



Marketeer

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

It's a 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 to outsource and think about anyone you know who has experience or expertise in that area.

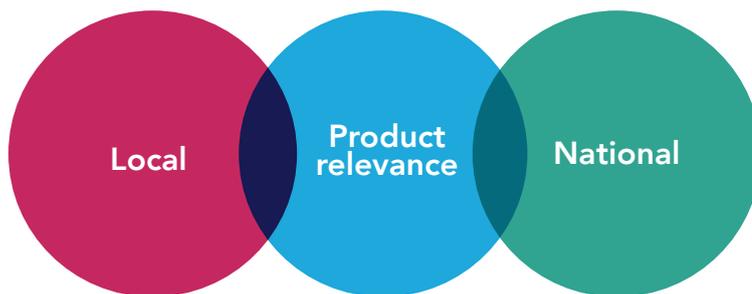
The core team behind great Crowdfunder projects is usually made up of 2-5 key people, so think about who you want on board and start those conversations!

TOP TIP

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

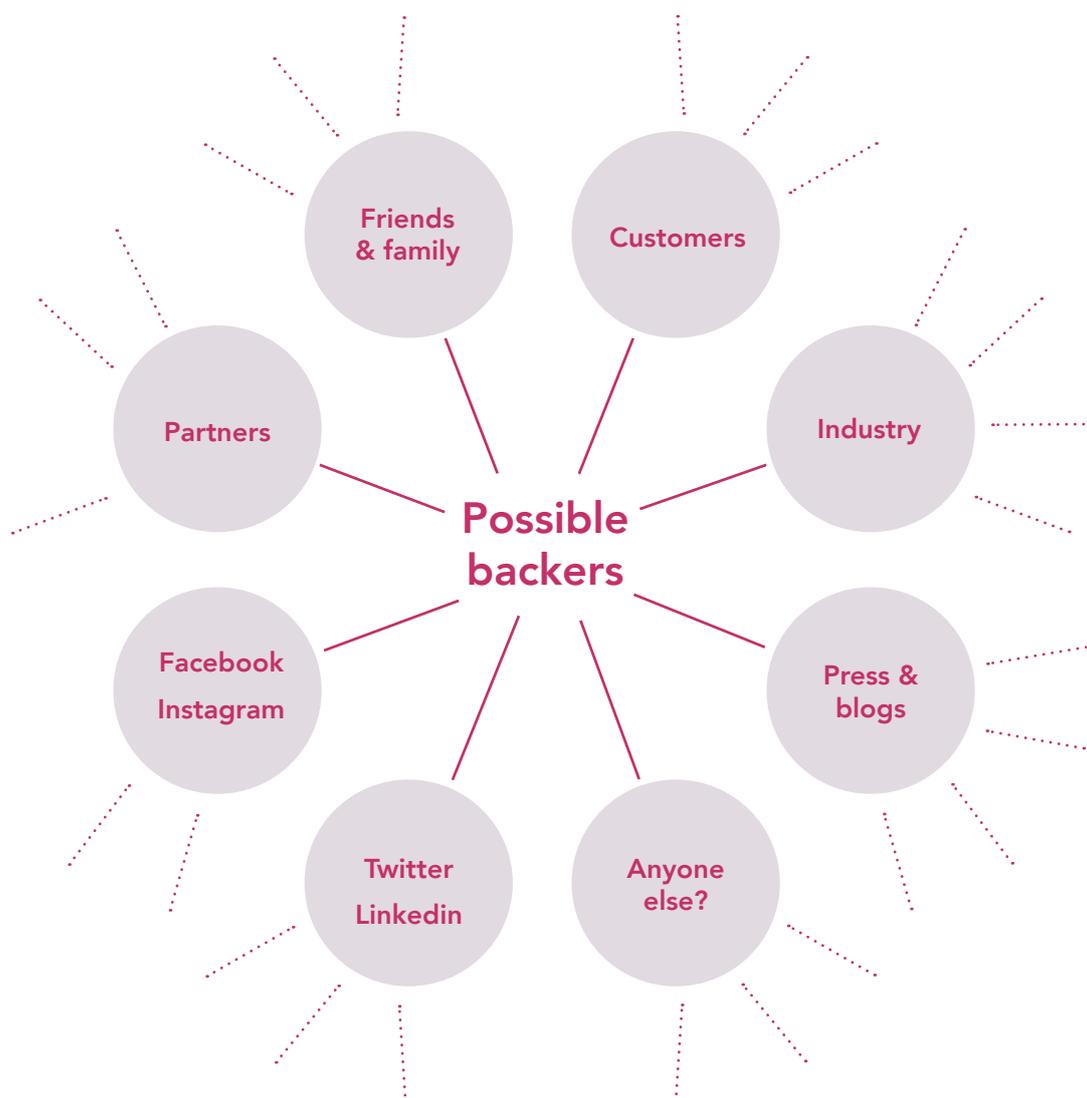
Identifying your crowd

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



Nuturing your crowd

Who's missing from your network map? Identify any groups or individuals you'd like market to, 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 customers

As these people have already engaged with your business, 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 for a product give-away to reach new audiences. If you don't have a Facebook page for your business, 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 business.



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

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/jumpstart

"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

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



Part 2 coming soon

Download 'Creating your project' from 6 January visit:

www.crowdfunder.co.uk/jumpstart