



the lost words

**The definitive
crowdfunding guide**

Congratulations on being part of The Lost Words movement

We're delighted to invite you to start crowdfunding for your The Lost Words project.

We have worked with thousands of people to raise millions of pounds through the power of the crowd.

This pack is a complete guide to everything you need to know to make your projects a success.

Before proceeding, [read these notes](#) on insights and experiences of being involved in The Lost Words crowdfunding campaigns.

And for resources, information and articles take a look at [The Lost Words](#).

Let's get started.

How crowdfunding works



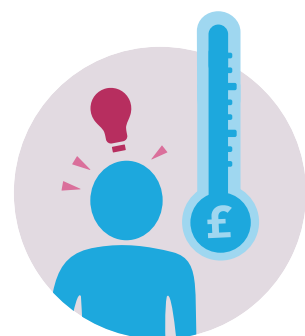
1.

Create your unique project page on [Crowdfunder.co.uk](https://www.crowdfunder.co.uk), set a target and how long you need to reach it.



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-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 money available from a range of partners on Crowdfunder – money that goes towards your target, just like money from the Crowd.

[Find out if your project could be eligible](#)

crowdfunder.co.uk/funds

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 your project. 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 quickly as you work through this pack, likely adding in other tasks that will be specific to your Crowdfunder campaign. To get you started, here's our checklist with all the essentials:

Checklist

Draw your network map

Edit your video

List influencers and identify super-backers

Brainstorm rewards

Bullet point key messages

Refine rewards list

Choose title

Set your target

Add project image

Marketing preparation

Write description

Warm up your Crowd

Add visual content

Plan launch PR

Plan your video

Line up first 10 pledges

Shoot the footage

Go live!

Key action

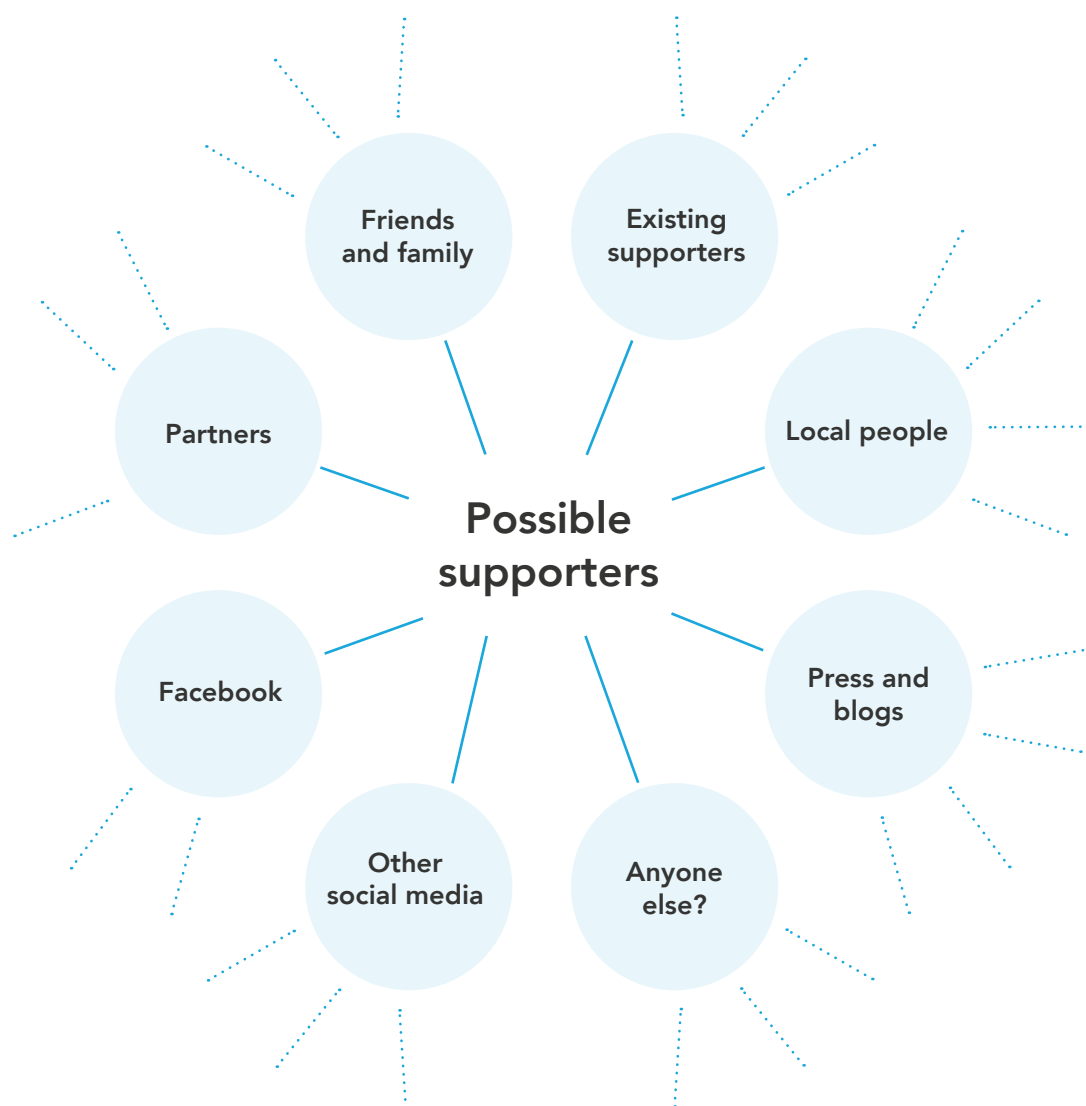
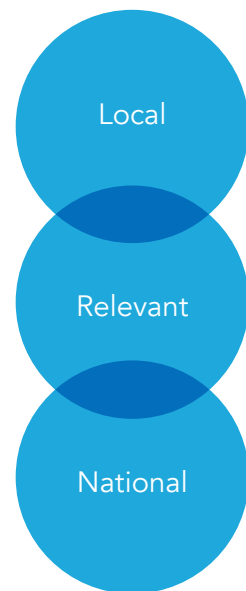
Use a calendar to prioritise and map out deadlines for each task, showing what needs to be done by when. Try your best to stick to those dates to stay on track.

Identifying your Crowd

You will need to engage with everyone that you know to make your project a success. Usually your friends and family will be the first to pledge, with new audiences coming after. 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.

Don't forget to add on any connections that people within your own network can make. Crowdfunding works best when you can get the people *you* know telling the people *they* know about your project.



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.

[illegible]

Identifying your Crowd

Super-backers

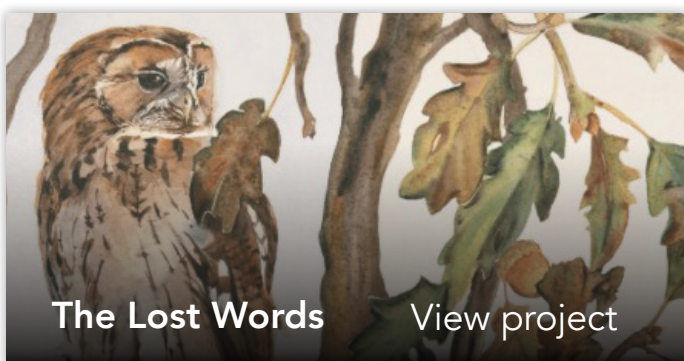
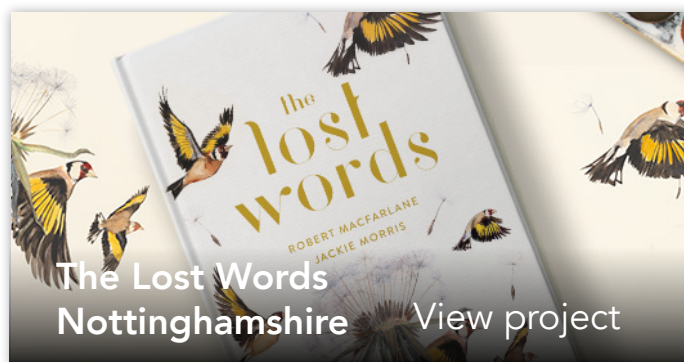
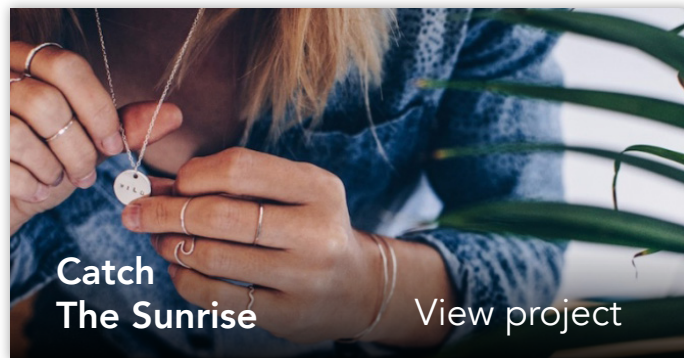
People who might pledge bigger sums of money towards your Crowdfunder project. They might be a high-net-worth individual, local business or corporate partners. You'll need to start conversations with these people as early as possible to secure their support.

[illegible]

Creating your project page

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?



The perfect page



Explore projects Stories How it works

Start crowdfunding

Sign in

Regular updates,
to keep the Crowd
connected

The Lost Words Yorkshire

Clear, memorable title

Project home

Updates 3

Comments 103

Supporters 183

Contact project



Engaging
shareable video
(approx. 2 mins)

Encouraging
people to share

To supply a copy of The Lost Words
to every primary school in York &
North Yorkshire, Hull & East
Yorkshire

Clear concise
project aim

£2,291 raised of £7,000 target 11%
22 supporters 24 days left

Support us

Realistic target



Project by Amy-Jane Beer



Share



York, North Yorkshire Environment

'Once upon a time, words began to vanish from the language of children. They disappeared so quietly that at first no one noticed - until one day they were gone. But there is an old kind of magic for finding what is missing, and for summoning what has vanished. If the right spells are spoken, the lost words might return..'

Please help us restore the language of nature to children across North and East Yorkshire.

The Lost Words, by Robert Macfarlane and Jackie Morris began as a book (published October 2017) and grew into a movement promoting connection with the natural world.

Our project, coordinated in East Yorkshire and Hull by Paddy Hall and in North Yorkshire and York by Amy-Jane Beer, has three pillars: Words, Wildlife and Wellbeing. In fact it's hard to separate these three, so perhaps rather than pillars, we should call them branches. Like branches, they sprout from a shared trunk and each has the potential to grow and bear shoots and leaves and flowers and fruit. We want to put a copy of *The Lost Words*, and teaching materials to accompany it, into every primary school in North and East Yorkshire, York and Hull, and copies in each of the four Yorkshire Wildlife Trust gateway sites at Potteric Carr, Stirley Farm, Spurn and Flamborough Head, where they can be used by visitors and school groups. If we exceed our initial target, we'll move on to the wider community, issuing books to hospital children's wards and GP surgeries across the region.

We'd love to see more children benefit from the joys of reading and wildlife, which is why we'll be distributing the books you help us buy at events in bookshops and nature reserves around the region - with postal options for schools unable to send a representative to collect their copy. We're grateful for the support of Waterstones, especially the wonderful team in the Hull branch.



£3 will cover postage and packing for one book. £10 will buy a book for a school, thanks to a generous discount from the publisher. £65 will see five books winging their way. Everyone donating five pounds or more is in with a chance of winning stunning original illustration, by Jackie Morris (see left) - painted with vintage ink and river water. We will invite donors able to make contributions of £200 or more to attend on of our distribution events in the autumn as VIP guests, with the opportunity to hand over a book in person to a recipient school. For £500 you can buy 50 books, plus a special copy of the book signed by Robert Macfarlane and Jackie Morris, for you to keep.

Great visuals

Rewards

Pledge £5

Raffle entry for Jackie Morris original

Everyone who donates £5 or more will be entered into a prize draw with the chance to win an extraordinary prize - an original work in Sumi ink 'A Tumble of others' by Jackie Morris herself.

87 claimed so far

Estimated delivery: September 2018

Select reward

Pledge £200

VIP distribution event invitation

Those donating £200 or over will be invited as VIP guests to one of our distribution events in the autumn, with for the opportunity to hand over a book in person to a recipient school.

0 claimed so far

Select reward

Pledge £500

Special signed edition

For £500 you can buy books for an amazing 50 schools across our region. In recognition of such generous contributions, we'll invite you to a distribution event and present you with a special copy of *The Lost Words*, signed by Robert Macfarlane and Jackie Morris

1 claimed so far

Estimated delivery: September 2018

Select reward

Good choice
of rewards at
varying costs

The basics

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

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



The Lost Words Yorkshire

📍 North Yorkshire

To supply a copy of The Lost Words to every primary school in York & North Yorkshire, Hull & East Yorkshire

✔ Successfully overfunded

183 supporters £7.1k raised 35 days



Tap Social Movement

📍 Oxfordshire

We have a passion for good beer and social justice. Help us grow! #CriminallyGoodBeer

✔ Successfully overfunded

305 supporters £32.8k 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

Key points

You will probably already have a clear idea of your project's personality, core values and unique selling points. Start thinking about how you would answer these three key questions:

1

What are you trying to achieve?

2

What makes your project great?

3

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 images 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?



Get personal

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



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.



Setting

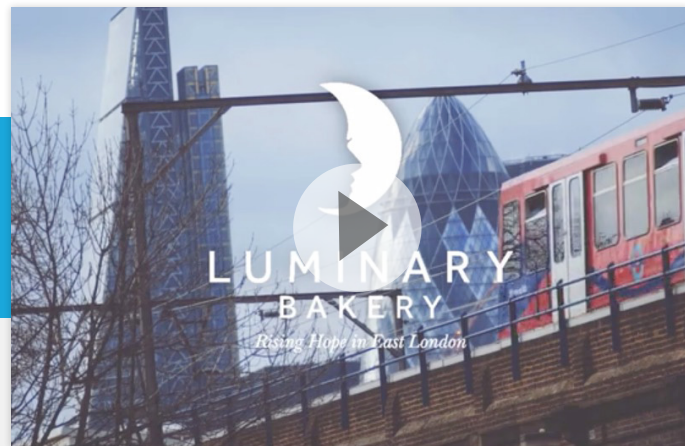
Choose a place where your voice can be clearly heard on record - wind, traffic and crowds will drown you out.



Avoid using animation video makers or image montages

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

Watch the Luminary Bakery video



"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



Sami Mauger, Coach
Crowdfunder.co.uk

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

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.

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%.

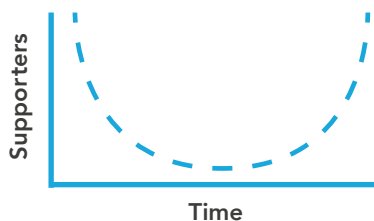
Calculate the minimum amount of money you need to deliver your project and fulfil your rewards. Don't forget that if your project is successful, there is a 5% + 3% platform fee that you'll need to account for. [Read more on fees](#)

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



Project duration

We'd recommend that you run your The Lost Words project for 28 days. Too much longer and you run the risk of sitting in a mid-project plateau for too long..

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.

Marketing basics

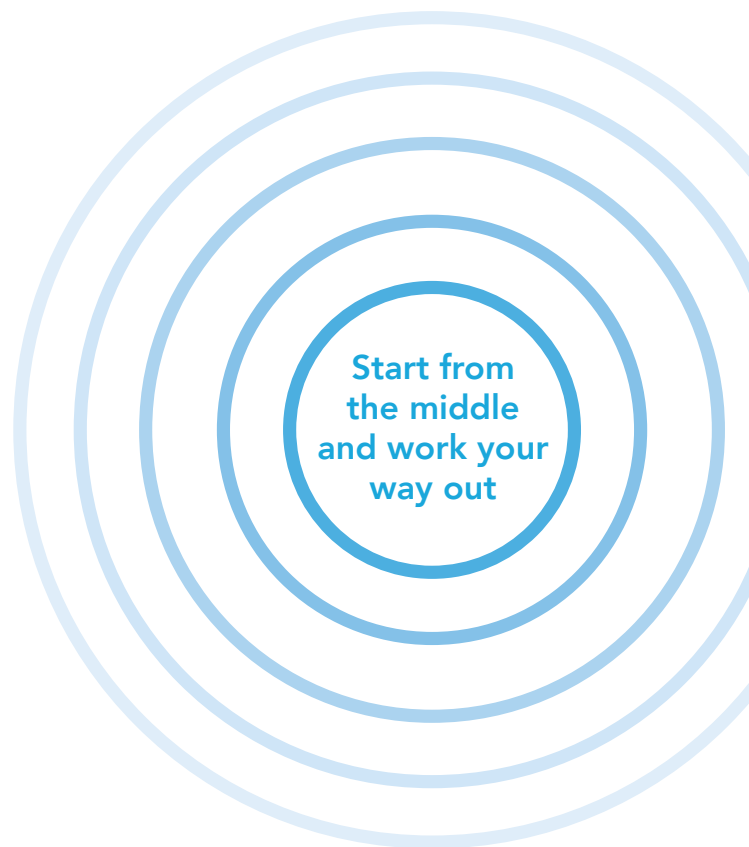
Now that your project page is looking good, you need to build a plan to connect with your Crowd.

Take another look at your network map. Now think about which communication tools are best for each group. For example, who do you usually reach via email, who's best to reach by phone or on Facebook? Add these notes to your network map.

When spreading the word about your Crowdfunder, always start with the people closest to you, before engaging with others. People who already know you are more likely to support your project than those who don't.

Similarly, people who are already aware of your business are also more likely to engage than those who are not. As your project starts gain momentum, it'll begin to look more attractive to people outside of your own network. Be patient – get some pledges before posting publicly on social media.

Remember that you need to win people over. Take the time to start conversations and engage with people personally. Spamming doesn't work.



Be personal. Be direct.

Key action

A project without any pledges does not look credible or attractive to people outside of your own close network. Because of this, it's important to secure your first few pledges by speaking directly to people you know before promoting your project to everyone else.

"Plan plan plan! Know who you're going to promote to, how and when. Ask people to review your rewards and the campaign before posting it – whether it's friends or people who've successfully crowdfunded before."



Ilana Taub, Co-founder
Snact

"Have a member of your team available to respond to questions, feedback or concerns during and after the campaign."



Matt Giles, Head of Projects
Crowdfunder.co.uk

Counting down to launch



Save the date

Your launch date. Make sure everyone has it marked on their calendar. Set up a virtual event on Facebook, send out messages or even postcards to start getting people excited.



Prepare images

Check that you have plenty of new images that you can use to promote your project. Photographs of people, places, events and products are all great. Bright, bold images make creating content, flyers, posters and social media posts much easier and effective.



Send press release

If you want to reach a wider audience, having your Crowdfunder featured in the press should be high on your list. Unless your project has a big national impact concentrate your time on local media. Local news outlets love publishing stories local angles, so make the connection clear in your press release.



Getting off to a good start

Launch day can be both exciting and nerve-racking. If you've put in the work and followed your plan, it could be one of the biggest and best days of your Crowdfunder campaign.

There are three main ways of getting off to a good start. If you want to get off to a great start, do all three. Be proactive from the first day to the last.

Check which messages you're sending out to which groups, when they're being sent, and how.



Line up the first 10 pledges

The hardest part is getting off zero, so aim to have secured at least 10-20% of your target in promised pledges before going live. Make sure those people know exactly when your project is launching and encourage them to make their pledge in the first couple of hours. Getting a strong number of backers early on will give your project credibility and make it look much more attractive to wider audiences.



Pick up the phone

Call, text, WhatsApp, Facebook Messenger – all give you access to your friends and family at the touch of a button. Drop them a line to let them know that the big day is here as soon as your project goes live. Try not to stress if people don't reply immediately. Give them a gentle reminder in a day or two, be persistent and they'll probably still pledge in the first week.



Throw a launch party

One of the best way to get everyone excited about your campaign is throwing a party. It can be an informal affair in your local pub or as lavish as you like. Ask all the key groups on your network map to come along and get them to bring a friend. Make it fun, showcase your project video and introduce people to some of your rewards. Take lots of pictures and invite local press along. Choose somewhere where attendees can access the internet on their smartphones and get the pledges flowing!

Communication check list

Next, a quick inventory check. Run through the list below to get a better idea of which key communication tools you have ready to go and which you need to spend some time prepping. Decide which ones you need to focus your time on.

Email and Facebook are the two biggest drivers of pledging.

Channel	# of people	Plan
Personal emails		
Business emails		
Facebook		
Twitter		
Instagram		
LinkedIn		
Press		
Blogs		
Website		
Events		
Printed materials		
Partnerships		

Sending emails

Around 40% of pledging on Crowdfunder is driven by emails, so don't neglect your inbox during your campaign.

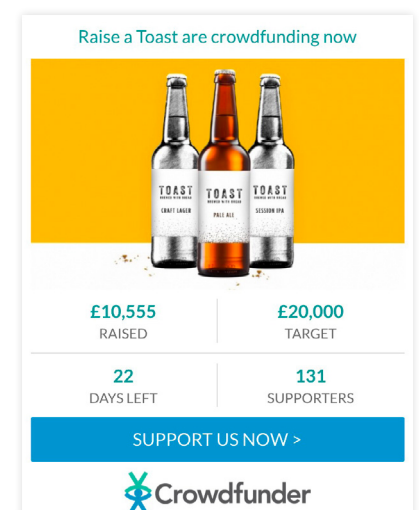
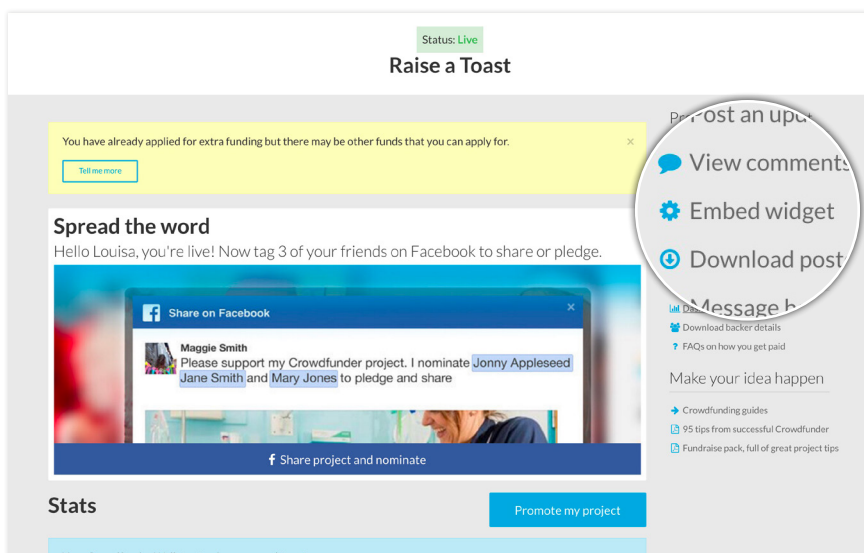
6 email essentials

- 1** Contacting personal contacts directly with personal messages is key – nobody likes a 'Dear Sir' email. One-to-one is always more effective.
- 2** If your business has a larger email database, there are some fantastic tools like MailChimp that can help to lighten the load. It's handy to be able to check open and click rates on your emails so that you can specifically target those who didn't engage the first time.
- 3** Emailing your personal and business contacts should be high on your list of priorities when your project goes live. If people don't respond to your first message, email them again a few days later.
- 4** When sending follow up emails to your contacts, name drop people who have already pledged on the project – don't forget to say thanks and celebrate together!
- 5** Think carefully about what to write as the subject of your emails – make it interesting and unique, avoid using lines like 'please pledge' or 'help me' as they can look spammy and will put people off.
- 6** Include an image and link to your Crowdfunder page in your email signature so that everyone will see it each time you message them!

Updating your website

For the duration of your campaign, your website should aim to funnel all traffic over to your Crowdfunder page. If your website has a great big image on the home page, replace it with a graphic that links straight to your Crowdfunder project.

You also have the option of using your own unique Crowdfunder widget. This is a little piece of code that you can use to embed on web pages. If you're not sure how to do that, get in touch with a techie friend or whoever helped you to set up your website.



Using social media

Social media is another heavy-weight crowdfunding tool that can hugely impact your campaign's success, if you use it well. Most of us are pretty familiar with various social media platforms and use it to stay in touch with friends, share photos, find jobs or even just stay up to date with the latest news.



Facebook is one of the best platforms for generating pledges



Twitter is brilliant for generating awareness



LinkedIn is a great place to look for corporate support



Instagram is best suited to businesses with strong visuals

Get established

If you haven't set up a Facebook page for your business yet, now is the time! Add a strong profile picture, pre-load a few interesting posts, then invite everyone you know to like it. Encourage your friends to all like and share your page.

Ground rules

A good rule to stick to is one Facebook post a day. Look at when your audience is most likely to be online – that's the time to post! Your Facebook posts should always include an image, video or link – posting with plain text alone is a big no-no. Prepare a bank of good quality, vibrant, eye catching images.

Content

Post a variety of different types of content; stories, testimonials, videos, infographics, stats, progress towards your target and behind the scenes updates. You could also highlight your best rewards with a stand out post.

Share

A great way to reach people outside of your existing audience is by asking your friends to share your posts on Facebook.

Boost your posts

Boosting a post may help you get more likes, shares and comments. Boosted posts are also a way to reach new people who are likely interested in your idea but don't currently follow you on Facebook.

Competitions

Running competitions through your Facebook page is a great way to build your audience and create a buzz around your project.

Events

It's a good idea to hold at least one event either before, during or after crowdfunding. You can easily create an event on Facebook to connect with your online audience in an offline way.

Facebook live

Facebook Live is the best way to interact with your audience in real time. Answer any questions they may have. The engagement levels on Facebook live is much higher than a generic Facebook post, so be sure to plan a few of these through the duration of your project.

Top Tip

Tag your backers on social media to show your appreciation and make them feel important – particularly those who have contributed larger amounts. It's a great way of get your project in front of their contacts too.

"Social media was the most useful tool for us. We had a large following already on Facebook (over 1,000) which really helped us get the word out there. We asked our friends and supporters to spread the word"



The Control Tower Bed and Breakfast



Si Walker, Coach
Crowdfunder.co.uk

"Cut sections from your video into short snippets that can be shared around on social media."

Press and blogs

If you're hoping to reach a wider audience, having your Crowdfunder featured in the press or on blogs should be high on your priority list. Don't be disheartened if you don't get any coverage straight away – be persistent and try a different angle.

Images

Attach a selection of vibrant high resolution photographs with your press release. Include real people, not just product images and a mix of portrait and landscape.

Focus

Make sure all press coverage mentions your Crowdfunder campaign specifically. Include your project URL and check the spelling carefully – ask for it to be included in the piece.



Click here to download the 'What's your idea' press template

Sending project updates

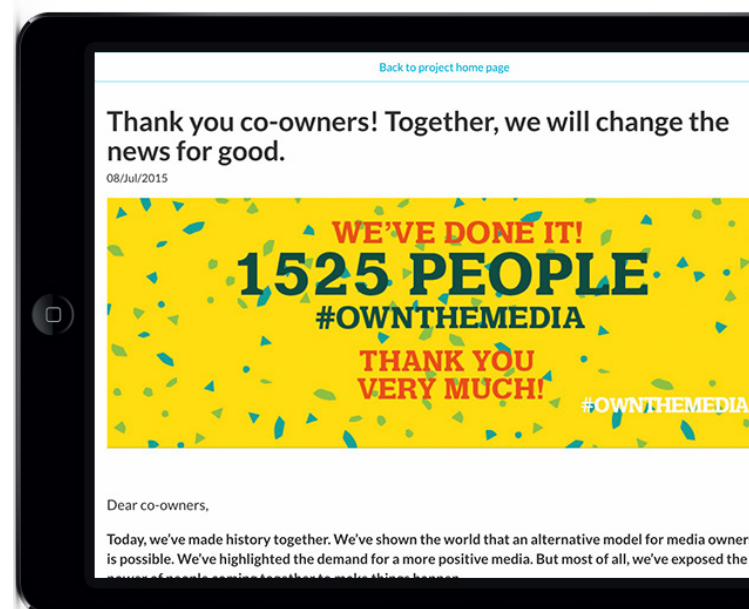
From your Crowdfunder project page you can send 'updates' to keep your supporters in the loop. It's the best way to keep in touch with everyone, make them feel valued and excited about the campaign. Include a shareable graphic or bit of text that you can ask your backers to re-post to their own contacts.

It's also a brilliant way to show newcomers that you're active and engaged – make them want to join your Crowd!

Each project update you send out will land in every backer's email inbox, so try to keep to sending just one or two updates a week. It's fine to send a few more at the end when things can move very quickly – keep on top of the excitement. Use a mix of text and images to encourage your backers to share the message.

Make connections

- Ask if anyone you know has any contacts in the press or blogging world. An introduction can massively improve your chances of getting coverage.
- Bloggers are contacted every day by strangers who only want publicity, without offering much in return. To stand out, think about out how you can help them out – don't rush straight in with your request.
- Look through newspapers to find the name of journalists who are writing about stories like yours – address your press releases to them personally and follow up with a phone call. It's usually quite easy to find journalists on Twitter too.



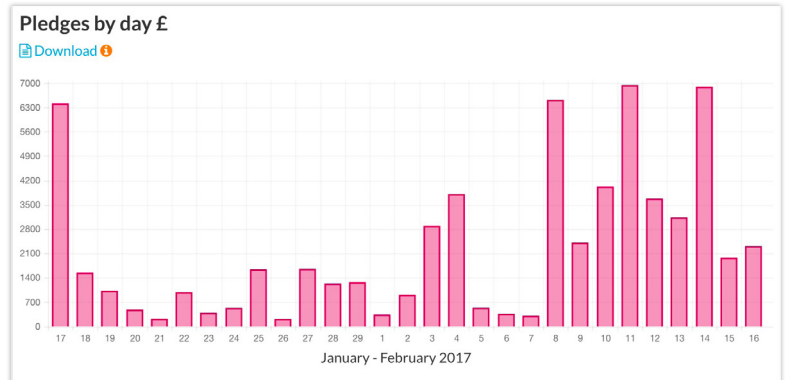
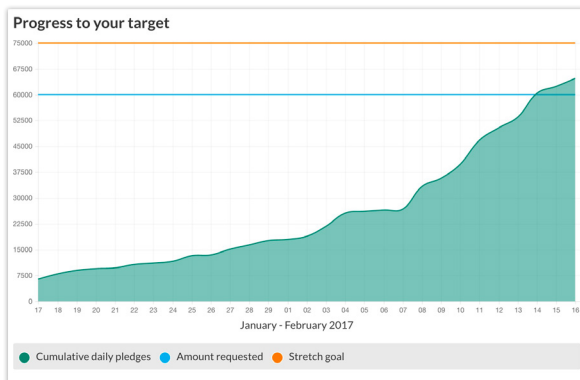
In a recent survey, 84% of Crowdfunder supporters said that receiving project updates is important to them. Keep your supporters up to date and build stronger relationships for the future.

Reading dashboard stats

Your project dashboard is packed full with useful data that tells you how well your campaign is performing. What's working well? What's working less well? Which rewards are most popular? Where are your pledges coming from?

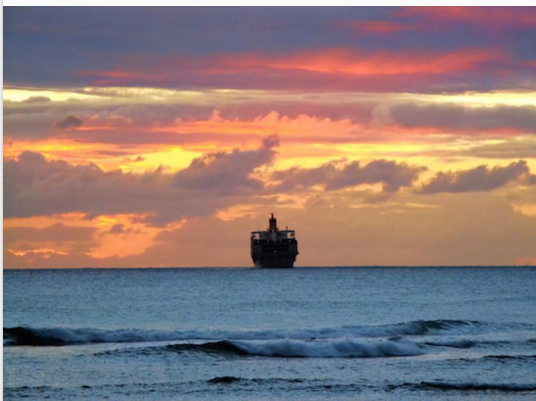
Use this information to make decisions on where to focus your time and energy.

Expect a lull in pledges in the middle – stay positive, it's normal. Some people will always wait until the end to contribute and most projects see a big surge in pledging in the final two days.



The aftermath

Crowdfunded Elephant Boxes arriving January!



Dear Elephant Box supporters

We just wanted to let you know that the first batch of boxes are now at sea and on their way to the UK. So, they won't be coming to you in time for Christmas BUT you will be able to take your healthy January lunches to school or work in them as we will be posting them out to you early January. We are very excited to be able to get your pledges to you..finally!

Thank you again for your patience and support.

Joy & Liz

Once you've made it through your successful crowdfund, it's time to pat yourself on the back and think about what's next:

- Take a breather and celebrate with your team, you deserve it!
- Remember thank everyone as loudly and publicly as you can.
- Keep your backers updated with any developments, firstly when they can expect their rewards and later how the business is progressing.

Important

If later there are hitches along the way, make sure you let everyone know. It's important to be transparent. If rewards are going to be delayed, keep your backers updated.



the lost words

Start crowdfunding



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