




Part 1

Planning your project

Everything
you need
to know

2017
NatWest
RugbyForce

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Introduction

“ 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, 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



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.



Awareness - 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. As part of this campaign, you'll receive a contribution from England Rugby, in partnership with Natwest, to help you towards your funding target. You'll need to raise the first 30% of your target before you'll be eligible to receive a pledge of £750. You'll then need to raise the rest of the money from the crowd to receive the funding.

[Find out more about this funding](#)

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



Club legend



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 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.

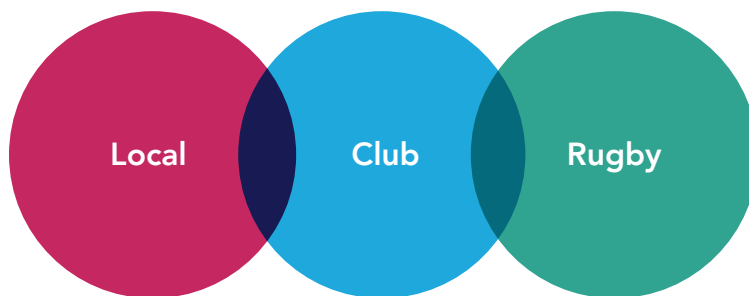
The core team behind great Crowdfunder projects is usually made up of 2-5 key people, so think about who you want on board and start those conversations!

TOP TIP

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

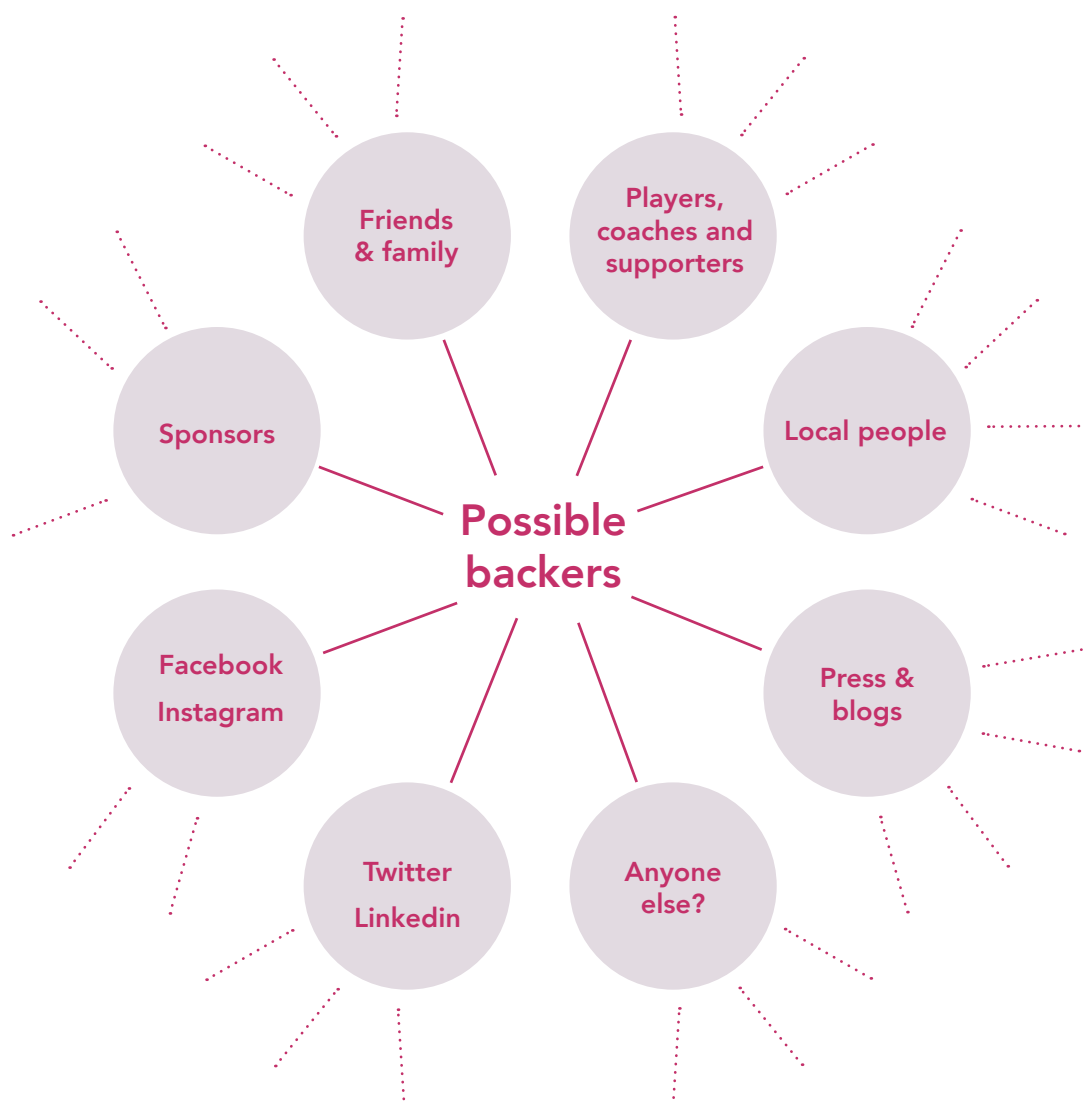
Identifying your crowd

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



Nuturing your crowd

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.



Players, coaches and supporters

As these people are already involved with the club, they're a fantastic group to nurture. Telling them about this new project before anyone else is a good way to keep them on board. Ask for their input, comments and suggestions.



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 get people interested. If you don't have a Facebook page for your club, set one up as early as possible.



Local people

Spend some time attending events and talking to local people to raise awareness. Collect business cards and email addresses – get networking!

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/rugbyforce2017

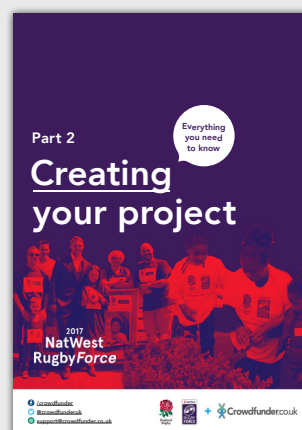
"I'm tempted to say that crowdfunding is more about everything else than the money you raise. It acts as a seal of approval for your idea/project - you get buy-in from a whole lot of people, those that contribute but also those that are willing to share it through their networks. Beyond that, it depends 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.



Up next:
Part 2 'Creating your project'