




Part 2

Everything  
you need  
to know

# Creating your project



2017  
**NatWest**  
**RugbyForce**

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# 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?





# The perfect page

Regular updates, to keep the Crowd connected

Engaging shareable video (approx. 2 mins)

Encouraging people to share

Crowdfunder

Start crowdfunding Find project How it works

Creating the best ground around

Project home Updates 3 Comments 6 Supporters 23 Contact project

Creating the best ground around

from woollentwister



01:37 HD :: vimeo

Project by Os\_Mo

Share or follow



Help our village cricket club pursue an ambition to create the best ground around...starting by replacing our worn out roller!

✓ We did it!

On 22nd Jun 2015 we successfully raised £3,300 of £3,000 target with 23 supporters in 35 days

Cornwall, United Kingdom

Community

Part of the Cornwall Cricket Campaign

New stretch target

Overfunding will enable us to rapidly accelerate the project and direct additional funds towards other ground improvement activity.

Why support Pencarrow Cricket Club?

Good question! Well, we want to be good ancestors, and we need your help to do that. We're a village cricket club based in the Camel Valley, near Bodmin in Cornwall. Our club is steeped in history. Once the recreational pursuit for the Pencarrow Estate workforce, we have now extended our membership to a growing following. Pictured below is the team from 1902. Teams of the past would have been made up of skilled groundsmen - they would have had a real passion for the upkeep of the cricket pitch as well as participating in the game. Well, we want to keep that passion alive and create the best possible ground we can, after all our ground and its setting is our biggest attraction.

So, where will the money go?

Our money will help us fund a new roller, an important piece of kit when trying to prepare a top quality pitch. Our existing roller is worn out, it really has seen better days and besides, it's incredibly tricky to operate and incredibly heavy to push!

Any overfunding will help us speed up the purchase; we will also direct any additional funds raised towards other grounds equipment - our Groundsman will be delighted!!

We're a passionate lot, particularly when it comes to improving our playing facilities. Over the years we've raised funds and deliberately directed them towards equipment to improve the playing surface. Given our rural location we believe that to compete with the larger surrounding town based clubs we need to offer something different. Our appeal will be our ground, not scale, not a state of the art clubhouse, not proximity to local schools, but a firm belief that people want to play cricket on the best ground around.



Rewards

Pledge £5

Just because...you believe in our project.

9 claimed so far

Select reward

Pledge £10

A special mention on our website as a thank you for supporting our project.

3 claimed so far

Select reward

Pledge £15

Get your name on our honours board and have a permanent place in our clubhouse.

1 claimed so far

Select reward

Pledge £20

Hospitality at 1st or 2nd XI game during the 2015 season. Food and drinks included.

0 claimed so far

Select reward

Pledge £25

A place at our fundraising celebration day. We'll be holding an end of season cricket match and after party.

0 claimed so far

Select reward

Clear, memorable title

Clear concise project aim

Realistic target

Good choice of rewards at varying costs

# Key messages

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You will probably already have a clear idea of what you’re trying to achieve and why that’s important. 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.

Local	Nurturing	Family	Active
Innovative	Empowering	Sporty	Caring
Engaging	Simple	Youthful	Fun
Compassionate	Cool	Tradition	Inclusive

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

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What makes your project great?



About the club



# Writing your description

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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 clear, structured and concise. Add some images and testimonials to make it engaging too.

## Structure

**Opening** – Briefly summarise your key points in two or three sentences. Keep it simple.

**What are you trying to achieve?** – Explain in more detail what you're planning to do and why. Will it encourage young people to get active? Will it nurture players' talent? What are the benefits?

**What makes your project great?** – Talk about the wider impacts and how it connects to the local community. Why is it exciting? Why should people support it? Why is it important?

**About the club** – This is your chance to tell everyone about the club's history and where it's looking to go in the future. Highlight your big successes, notable past-players and evolution of the club over time.

**How is the money being spent?** – Outline what the money raised will enable you to do. You could even create a pie chart to show that you're making smart decisions with your spending.

**Rewards** – Highlight the strongest rewards in your description to 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 club, plans or crowdfund.

# Writing your description

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## Visual content



### **Project images**

Use images that show everyone what your project involves



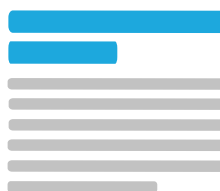
### **Team photos**

People fund people. Show that you are real people and make sure your page shows off your club's personality.



### **Historical moments**

Do you have any old photos from the club's early days?



### **Headings**

Use snappy subheading these to separate each section.



### **Testimonials**

Add in some real quotes from people in and around the club to build a sense of community.



### **Maps**

Include a small map to show people where your club is based.

#### **TOP TIP**

You can embed videos into your description if you have any good footage from matches or events.

# Creating your video

It's becoming more and more important for clubs and organisations 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!

1.



## 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?

2.



## Get personal

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

3.



## 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.

4.



## Setting

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

5.



## Avoid using animation video makers or image montages

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

Watch the [The Big Finish](#) video [here](#)



"Keep it short, to the point, clear and concise. Don't be scared of it. Your cameraphone will suffice, in one take. Script your main points, make sure you hit your marks and your idea will sell itself."

Murry Toms, Organiser, [Cheltenham Town Billboard](#)

## TOP TIP

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



# Giving rewards

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:



Merchandise



Experiences



Sponsorship



Events

## 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 experiences, special training sessions, masterclasses or fun opportunities - 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 is 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 example rewards from [Pencarrow CC](#)

#### Pledge **£15**

Get your name on our honours board and have a permanent place in our clubhouse.

#### Pledge **£20**

Hospitality at 1st or 2nd XI game during the 2015 season. Food and drinks included.

#### Pledge **£300**

Advertising around the ground x1 large sign. Also includes website advert and link.

# 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?

There are a few facts to note...



The **average pledge** on Crowdfunder is **£50**



On average, **one in twenty people** who view a project page will make a pledge

"Look at your network and work back to discover how much you think you can raise. It's got to be big enough to be worth all the effort - but it's also got to be attainable and realistic so you don't waste your time."

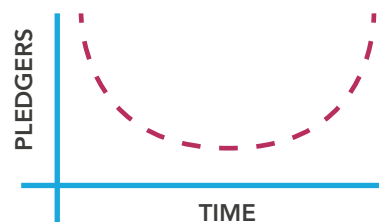
Sarah Bentley, Project Manager, [Made in Hackey Community Kitchen](#)

## 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.



### TOP TIP

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.

# 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.



## 1st Mixed Ability Rugby World Tournament

📍 Bradford, West Yorkshire, United Kingdom

Players with & without Learning & Physical Disabilities in all teams. 400 Players 10 Countries 5 days 1 Host City, Bradford. Rugby for All

✔ Successfully overfunded

132 supporters   £50.2k raised   35 days



## Bristol Grand Prix Cycle Race - Sat 20 June 2015

📍 Bristol, United Kingdom

Bristol Grand Prix: a day of cycle events and races to put Bristol on the sporting map and inspire Bristolians to #lovethefuture of cycling!

✔ Successfully overfunded

273 supporters   £16.3k raised   46 days



## New Oars for the World Championships

📍 Cornwall

To get a new set of great racing oars for the Gig Racing World Championships in May 2014.

✔ Successfully funded

20 supporters   £3.1k raised   28 days



## Plymouth Argyle Ladies FC

📍 Plymouth, United Kingdom

To raise funds to be able to sustain our future in the Women's Premier League.

✔ Successfully overfunded

37 supporters   £1.7k raised   56 days



## Forfar Athletic - Lets get Physical!

📍 Angus

Forfar Athletic Football Club is a small club with a big heart. We are looking to raise funds for new physiotherapy equipment.

✔ Successfully funded

70 supporters   £1.5k raised   37 days



## Breathless

📍 Bristol, United Kingdom

Help UK record holder Rebecca train for success at the pool freedive World Championships

✔ Successfully overfunded

70 supporters   £2.7k raised   28 days

# Recap

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

- ✓ Great example projects
- ✓ Refining your 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

[www.crowdfunder.co.uk/rugbyforce2017](http://www.crowdfunder.co.uk/rugbyforce2017)

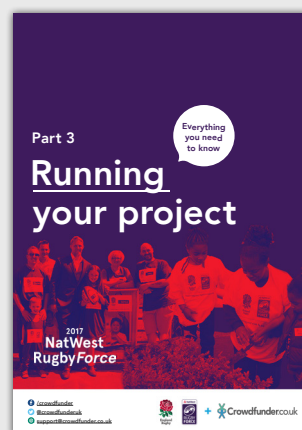
"Have a story. From day one, way before I even considered running a crowdfunding campaign, I had built up a story (largely through blogging and social media) about setting up Baked (i.e. why I did it, what it was about, week by week diary-esque. accounts). This meant by the time I decided to crowdfund 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."

Lauren Roffey, Raising Agent, **Baked Worthing**

## Have any questions so far?

You can reach us at [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

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



Up next:  
**Part 3 'Running  
your project'**