Got a great idea?

Need funding?

crowdfunder.co.uk
Crowdfunding the Future

/crowdfunder
@crowdfunderuk
pitches@crowdfunder.co.uk
The Bicycle Academy
Here at Crowdfunder.co.uk we love working with people like you, people who have ideas, people who have passion, people who want to build a crowd and make great ideas happen.

Crowdfunder.co.uk will help you raise funds from the communities around you.

We have helped 1,000s of people to raise funds for their business, social enterprise, charity or individual project all over the UK.

We believe the UK needs more great ideas like yours and this guide will give you the tools you need to start your own great crowdfunding journey.

Together we can crowdfund the future.

Phil Geraghty, Crowdfunder MD
How does crowdfunding work?

Crowdfunding gives you the platform to raise money and generate support for individual projects and gives the crowd the opportunity to invest in an idea they believe in.

You will have 4-6 weeks to raise a target amount via an organised campaign. The platform works on an ‘all or nothing’ basis, so no funds will be released unless the target is met.

Communities can individually pledge money to a project and in return will receive a reward. Rewards are given in return for pledges and can be anything from a personalised thank you letter to a one-off experience.
What makes a successful campaign? You!

Don’t keep your idea to yourself - tell everyone!

Use every means possible to shout about your project. Start tweeting about it and posting updates on Facebook. Pick up the phone and tell everyone in your phone book. Tell everyone you pass in the street or meet at the pub. Encourage all of your friends and your family to share your project across their own communities.

Promotion is the key to a successful campaign.
A four-step guide to setting up your Crowdfunder project

STEP 1

Project idea

Fantastic, you have a brilliant idea! It’s now time to add this idea to Crowdfunder and start telling everyone about it.
Your pitch

Your pitch needs to encourage backers to pledge but at the same time be short enough they will read all of it and long enough that they understand what your project is. This step is easy if you follow these tips:

• Think of your project description like the blurb for a book.
• Offer clear and concise information.
• Show you’re passionate.
• Tell potential backers what your project is, how much funding you need and why you need it.
• Add images of yourselves, your product or your venue to engage the crowd.
• Include a video for better interaction.
• Include links to Twitter, Facebook, your blog and website.

WHAT DO YOU NEED? WHY DO YOU NEED IT? BE CONCISE
LINKING TO YOUR BLOG COULD BE HELPFUL SHOW PASSION
BE PERSONAL ENGAGE SHOOT A VIDEO ADD YOUR TWITTER
IT HELPS TO ADD A PROJECT VIDEO TO YOUR CAMPAIGN THAT WILL ENGAGE THE CROWD.

PROJECTS WITH A VIDEO RAISE TWICE AS MUCH THAN THOSE WITHOUT.

To Venice

From 7 backers

£155 in 30 days

For tips on making your video, visit: Crowdfunder.co.uk

Crowdfunding.co.uk
Financial target

This stage is always the hardest to decide. We encourage people to think realistically and by this we mean:

• You need to divide your financial target by 28 (or the number of days your campaign will run for if different). This will give you an idea of how much you need to raise each day. Does this seem reachable?

• Ask ten of your closest friends or supporters how much they would pledge to your project – this gives you a good idea of how many people you need to successfully hit your target.

• When thinking about your financial target it’s important to work out how much you think your rewards will cost and add this to the final figure.

• Crowdfunder charge a 5% fee if your project is successful, (this amount is taken off of the final amount raised). If your project is unsuccessful, no fees are charged so consider this when deciding your financial target.
Rewards can make or break a crowdfunding campaign. You need to offer a number of rewards that will appeal to a wide audience, ranging from as little as £1 to as much as £100.

- You must have at least five rewards, each of a different value.
- Make your rewards as attractive as possible by making sure they are good value for money and are meaningful. Remember you are thanking your supporters.
- A good tip is to ask your potential backers what they would like rewards to be in the pre-promotion stage of your campaign (this guarantees supporters).
- Offer ‘money can’t buy’ rewards. You want people backing your campaign to receive something they wouldn’t have the chance to otherwise.
Be creative with your rewards. A well thought out reward can become a great talking point.
The ‘perfect’ project page

- Catchy project title
- Engaging project video that’s 2-3 minutes long
- Encourage supporters to share
- Short, concise pitch
- Reasonable target
- Post regular updates to connect with backers
- At least 5 rewards reflecting the amount people are pledging
- Ask people to help by pledging skills and time, not only money

We want to shout about our project and hope you support us

This project will only be funded if at least £3,000 is pledged by 1pm on Wednesday 22 March, 2013. Share it:

- Like on Facebook
- Tweet
- Email
- Tumblr
- Stumble
- Reddit
- More

We're raising funds for: a community project from Bridport, Dorset by murrayisme

£2,155
RAISED OF £3,000 TARGET
72%
DAYS LEFT 14
BACKERS 70
PLEDGE
PLEDGE £5 OR MORE
16 BACKERS
A massive thank you, invited to the opening and get to skate before anybody else does, 10% discounts of events at Sessions.

PLEDGE £10 OR MORE
18 BACKERS
A massive thank you, invited to the opening, get to skate before anybody else does, 20% discounts of events at Sessions and an limited edition T-Shirt designed by RC0.

PLEDGE £15 OR MORE
18 BACKERS
A massive thank you, invited to the opening, get to skate before anybody else does, and 30% discounts of events at Sessions.

MORE REWARDS
PLEDGE SKILLS
SUMMARY WRITERS

We're raising funds to: Help fund the construction of a skate park in Bridport, Dorset.

We want to build an inclusive skate park which allows everyone to access the space. Our target is £3,000.

The skate park will be open for free to all with the only cost being the construction costs.
A four step guide to running your campaign

Step 1: Build and use your community

Start with the people closest to you. Tell your family, friends and work colleagues. You need to do these things before any other part of your campaign:

- Send an email to everyone in your database telling them that you’re now live.
- Tweet people who have already started following you telling them they can pledge.
- Post an update on Facebook. Why not post your project video to grab people’s attention?
- Ask everyone to spread the word. Use your community to help share your project.
- By getting your closest community to support your project it adds credibility, encouraging others to follow.
Have we told you you should shout about your project?! 

Promoting your project is the most vital part of running your campaign. Remember if you’re not telling anyone about your project then no-one will know it exists. Use your campaign team (friends, family and colleagues) to help you spread the word.

- Tweet every day on the progress of your funding.
- Use Facebook to post longer updates, add images and videos.
- Put a poster up in shop windows around your local area to gain a local following.
- Use word of mouth. Get friends and family to pass news around about your project (some of them may work in big offices, this is potentially a lot of backers).
- Contact your local newspapers. It’s a great way to get the word out about your project and promote it to a large network of people.
- Ask people to SHARE your project. This is so important so use the community you spent time building.
IN 45 DAYS
FROM 274 BACKERS
£5,042
IN 45 DAYS
IF YOU REACH YOUR TARGET EARLY DON’T GIVE UP ON YOUR PROJECT - KEEP CROWDFUNDING!
INCLUDE AN IMAGE WHEN SENDING CONTENT TO NEWS DESKS FOR A BETTER CHANCE OF GETTING INTO THE PAPER
FoodCycle Station House Community Café

FoodCycle Station House Community Café

£5,042
FROM 274 BACKERS
IN 45 DAYS

FoodCycle Station House Community Café
If just 10% of your Facebook friends share your project then 18,000 will know about your great idea. Wow!
Use project updates

Project updates are a feature of your page that should be used throughout your campaign. You can use them to keep all supporters updated on the latest news and encourage all your backers to share your campaign with their friends.

- Keep your network informed and interested by submitting project updates via the tab on your project page.
- Send an update at least twice a week on your progress.
- Thank backers for supporting your project via updates.
- Send an update every Monday throughout your campaign to update people on your weekly progress.
- If people offer rewarding comments, add this to an update. Testimonials are a great way to give your idea credibility.
- Project updates are a really useful tool to carry on using well after your project finishes. Update your backers regularly on your progress.
Hooray you did it!

Now send a project update to thank all of your backers for their contributions. These people supported you in the early days and will continue to do so.

- Send updates via Twitter and Facebook to thank backers and supporters. This will help with the next stage of your journey.
- Contact your local newspapers and let them know how much you have raised.
- Send your rewards to all backers.

Not successful this time round? Come back and try again!
Remember you can crowd fund as many ideas as you like, so feel free to come back in the future.
Crowdfunder is backed by KEO digital, the team behind rivercottage.net, fishfight.net, landshare.net and energyshare.com

“The success of our Fish Fight, Landshare, and energyshare campaigns have shown that solutions often come from grass roots action, and have the power to effect more remarkable change than we really ever imagined,” says TV food campaigner Hugh Fearnley-Whittingstall.

“Crowdfunder builds on that momentum, and gives people the means to take their ideas forward. That, in a nutshell, is why, I’m excited about Crowdfunder.co.uk.”