



The Back Her Business  
**Bring it 2020**  
Crowdfunding Guide

# Hello!

**Thanks for taking the time to read this guide and for entering your business idea into the Bring it 2020 competition! There's a lot to tell you, but first, here's a bit more about Back Her Business...**

NatWest, Royal Bank of Scotland and Ulster Bank set up Back Her Business, powered by Crowdfunder, to help women raise money and build skills to get women's business ideas off the ground. Crowdfunder is offering coaching, support and an exclusive platform for women to start businesses and NatWest, Royal Bank of Scotland and Ulster Bank provide grant funding to certain successful projects.

**You told us your idea as part of the Bring it 2020 competition.**

The Bring it 2020 competition was for female-led businesses where eligible entrants, like you, are now in with a chance of winning a cash prize of up to £10k for your business as well as unlocking grant funding up to £500, funded by NatWest, Royal Bank of Scotland or Ulster Bank.

We're looking forward to joining you on your crowdfunding journey. Good luck!



# Be in the running for . . .


Funded by NatWest, Royal Bank of Scotland or Ulster Bank, depending on your location.



£10,000

## **Gold award**

One person will receive  
a £10,000 cash prize



£5000

## **Silver awards**

Four people will receive  
a £5000 cash prize



£2020

## **Bronze awards**

Twenty people will receive  
a £2020 cash prize



£500

## **Grant funding**

Eligible live projects can also unlock  
up to £500 in grant funding

# You've told us your idea, what's next?



## **7 February**

Launchpad coaching programme starts  
(You will receive an invitation)



## **2 March**

Suggested launch date



## **10 March**

Crowdfunding projects must have  
submitted to go live by midnight



## **2 April**

Finalists announced



## **9 April**

Winners announced

# What are the judges looking for?

On 2 April 2020, Crowdfunder will announce the finalists. The winners will be announced on the 9 April 2020.

An independent judging panel will rank the finalists based on the following:



**Amount raised**



**Number of supporters**



**Marketing campaign run**



**Project page (including video)**



**Answers to judges questions**

## So, what do you need to do?

Make your dream business happen through crowdfunding. Our recommended launch date is **Monday 2 March** with the other Bring it 2020 projects. Make sure to put this date in your diary.

If you are having trouble setting up your project then please do contact our support team at [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

**To note:** Projects can either be part of Bring it 2020 **OR** the full Back Her Business programme.

**You will not be able to receive funding from both.**

Should you wish to be removed from the Bring it 2020 competition, please do email our support team at [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

# Planning your crowdfunding campaign

Take a look below to see our recommended timeline for planning your crowdfunding campaign. The more prepared you are, the smoother your campaign will run.

Over the coming weeks you'll be working through the three key phases (planning, creating and running) required for a successful Bring it 2020 campaign. We promise, it's worth your time!

<b>From 31 January</b>	Read the crowdfunding Bring it 2020 guide and make sure you've completed your ID verification video call.
<b>Friday 7 February</b>	Launchpad begins: A coaching programme to help you plan a successful campaign.
<b>Monday 2 March</b>	Our suggested launch date which will allow you four full weeks of crowdfunding before the finalists are announced.
<b>Tuesday 10 March</b>	Your project must be submitted for approval before midnight (if you haven't already!)
	Projects live for four weeks
<b>Thursday 2 April</b>	Five finalists announced

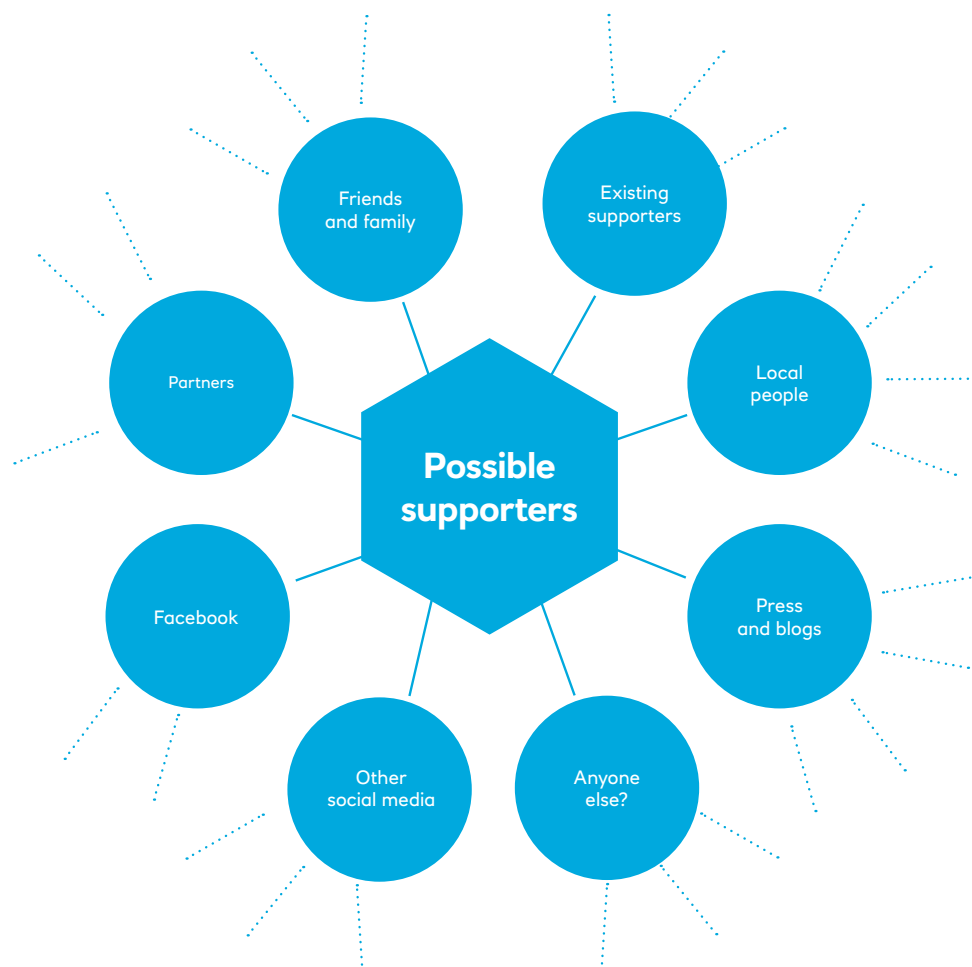
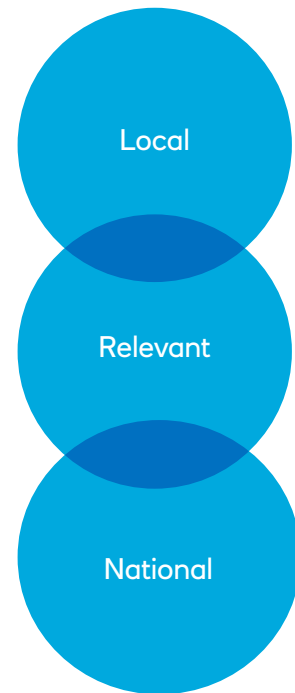
**Crowdfunder advice:** You will need to have completed the ID verification video call with our support team before any Bring it 2020 funding can be pledged on your project. Please do this as early as possible - we'll be in touch!

# The planning phase

## Identifying your crowd

A great first step is 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.

The best way to start is to gather your team together and start drawing a map of your network. This network map template will give you a much better picture of the shape and size of your crowd. Remember, the bigger the map, the bigger the supporters in your crowd.





# Selecting your first supporters

Give yourself a head start. It's important to get a handful of early (day one) pledges to create a buzz around your project. In the same way that no one wants to be the first to arrive at the party the same rule applies to your crowdfunding project. Laying this foundation will be the gateway to your first real customer, and establishing the demand for your product.

Wondering where to start? Write down a list of the 15 people closest to you and the best way to contact them.

Remember that you need to win people over. Take the time to start conversations and engage with people **personally**.

To help get you started Back Her Business is delighted to be a supporter of your project by pledging £50 towards your business.

	Name of supporter	Method of contact	Pledge amount
1	Bring it 2020	Directly on website	£50
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
	Total		



# Launching your project

Our suggested launch date is **Monday 2 March** which will allow you four weeks (our recommended campaign length) for your crowdfunding campaign to be live prior to Thursday 2 April when the finalists will be announced.

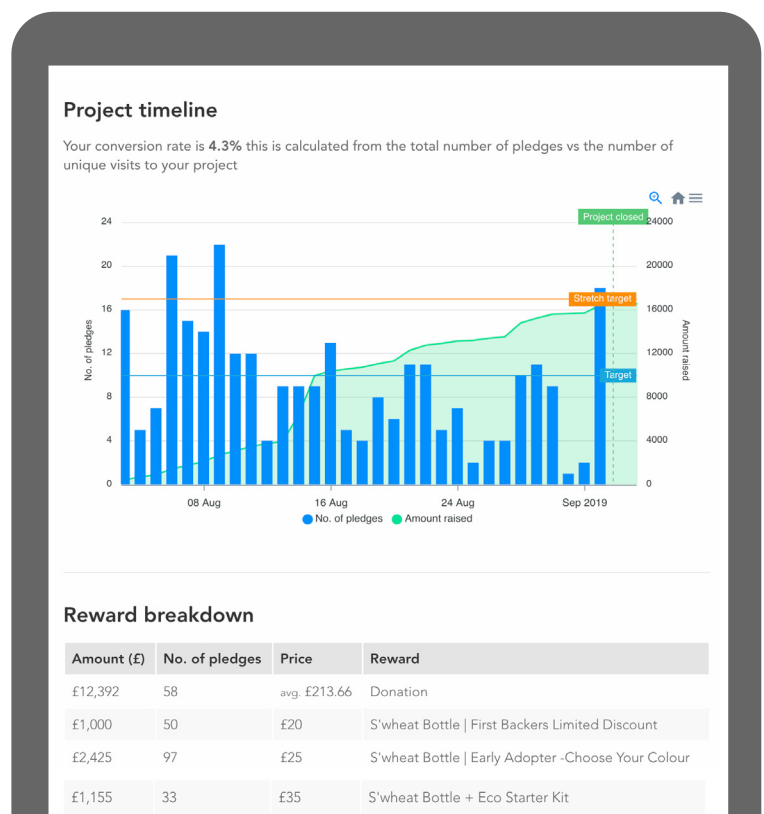
Once you've added all the details of your project, and you are ready to go live you'll need to submit your project for approval on the right of your dashboard. Our team will need to moderate your project before we set it live on the website. Please note it can take up to three business days.

If you are unable to click 'Submit for approval' you might not have completed all the necessary sections of your project. Check what's missing on your dashboard before submitting.

**Crowdfunder tip:** Don't be afraid to get started with creating your project page on the website as it can stay in draft mode where you can add/change information until you are ready to show it to the outside world!

## Why should your project be live for four weeks?

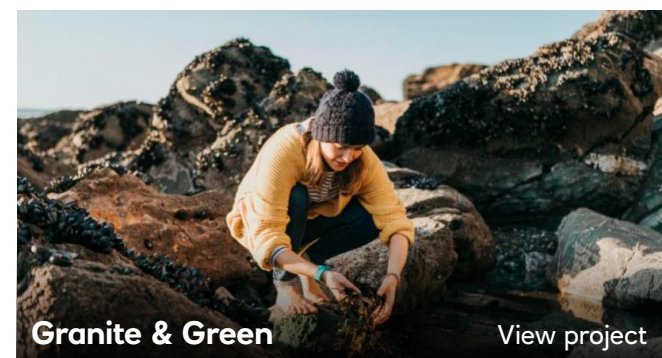
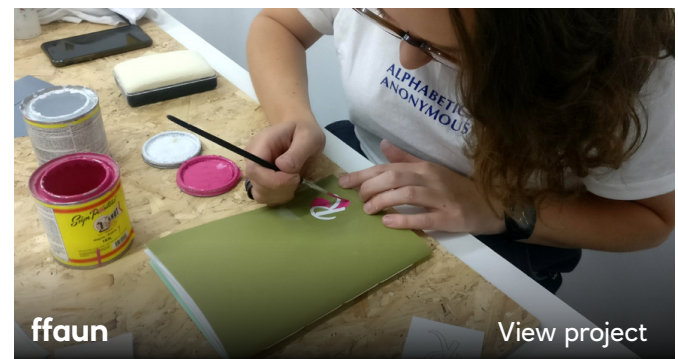
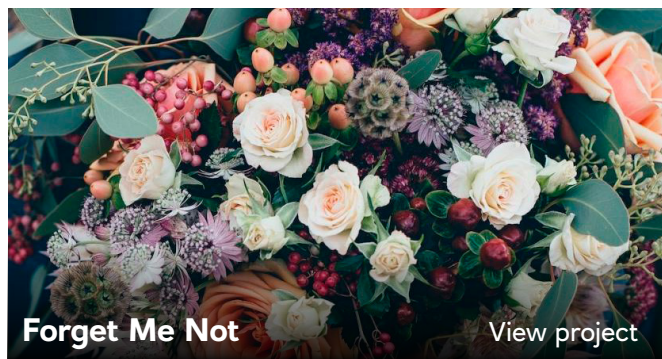
There is usually a peak at the start of a campaign, and a peak at the very end. Running the campaign for four weeks allows you to keep up the momentum in that middle section of the campaign. It's a misconception that more time means more money, so it's better to be short and sweet, four weeks is statistically the optimum.



# Getting inspired

Now that you're nearly ready to start building your project page, it's a great idea to look at some examples of other projects beforehand.

Take a look and get inspired. Be a critic. What do you like? What don't you like? What would you have done differently?



# Setting your target

## Crowdfunder suggestion: Flexible funding or ‘Keep what you raise’

‘Keep what you raise’ does what it says on the tin!

This is a flexible funding method where you still receive the money from the crowd, even if you don’t reach your target. You’ll need to ensure you can still deliver your rewards if you don’t hit your target. Please read below on how to keep the Bring it 2020 extra funding.

## Crowdfunder suggestion: £1,000 or less.

Back Her Business Bring it 2020 has £500 for your project if you raise £500 from 10 supporters, so a £1,000 target makes sense.

Back Her Business will firstly pledge £50 towards your campaign, to ensure you keep this money you’ll need to raise a further £50 from one supporter.

Following the initial £50 pledge, an additional £450 will be pledged only if the project can raise a total of at least £500 from a further nine or more supporters.

**Note:** If you choose an ‘All or Nothing’ funding method, you will need to reach your target in order to receive any funding.

## How to get the Bring it 2020 funding

+ £50 pledge from Bring it 2020

+ £50 pledge from one supporter

+ £450 pledge from Bring it 2020

+ £450 pledge from the crowd  
(at least nine supporters)

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**Total: £1000** (Total of £500 from Bring it,  
from at least 10 supporters)

Don’t forget that if your project is successful, there will be platform and payment fees that you’ll need to account for. Our fees are published in the **Crowdfunder terms and conditions**.

# Making it real

## Telling the story

Writing a unique project page is great fun and should take one afternoon.

**Crowdfunder tip:** Keep the project page clear and concise using clear headings. The quicker you can get your point across on the project page the better.

## Visual content



### Project images

Use images that show everyone what your project is about.



### Headings

Use punchy subheadings to help separate each section.

To help you structure the content of your page, the key questions you need to ask yourself are:

1

What is your product or service? Explain what you are trying to achieve, and why it's important in a few words.

2

What makes your project great? Introduce your project and all the key facts focusing on what makes it unique. Why is it different? Why should people support it? Why is it important?

3

Who are you and what's your experience? This is your chance to show off your expertise and build credibility. Demonstrate that you are the right person to make this idea happen. The more personable the page is, the better - remember "people fund people".



# Giving rewards

During your crowdfunding campaign you can offer rewards in return for pledges, as well as simply collecting donations.

## What can they be?



**Products  
and services**



**Experiences  
and events**



**Sponsorship**



**Thank you**

## Three top tips for Bring it 2020 rewards

1

Keep it simple: Choose one or two rewards that best align with your business.

2

Rewards should be good value for money. If one of your rewards is available elsewhere, 20-30% discount is a great way of making it attractive to your crowd.

3

Offer exclusive ‘behind the scenes’ experiences, tickets to events, masterclasses or special editions – things that aren’t available elsewhere.

“Once you’ve finished your project page and decided on your rewards, it might be a good idea to ask a friend or a family member to give some feedback.”

Anna Gordon  
[Crowdfunder coach](#)

## Example rewards

Some great reward examples from [Forget Me Not](#)

### Pledge **£25**

#### **A seasonal bouquet of our favourite flowers**

Treat yourself or a loved one to one of our seasonal bouquets of flowers. These can be collected from the weekly market, or delivered to your door.

### Pledge **£48**

#### **A full-day floristry workshop with lunch**

Chloe and Anna will host a full-day floristry workshop, where you’ll have a tour of our flower field, pick the flowers and then learn the art of flower arranging.

## Communication check list

Over the course of your project campaign you will need to push the marketing net as wide as possible, through as many methods as possible. Run through the list below to get a better idea of which key communication tools you will need to use.

**Crowdfunder tip:** Marketing emails and Facebook posts 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		

Read our full [running a project guide](#) for tips on communicating on these channels.

# Next steps

You're now ready to launch your project and start collecting funds.

Good luck!

Starting on the 7 February, you can join Launchpad. You should receive an invitation by email.

Launchpad is an exclusive online course on Facebook hosted by our Crowdfunder experts to turn your business idea into a funded project.

If you are having trouble setting up your project or joining Launchpad, please contact: [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

## Summary

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

- ✓ How crowdfunding works
- ✓ Identifying your crowd
- ✓ Selecting your first 10 supporters
- ✓ Planning your launch date - 2 March recommended (must be before 10 March)
- ✓ Setting your target
- ✓ Telling your story
- ✓ Choosing your rewards - you need a reward to receive a Bring it 2020 pledge
- ✓ Communication checklist
- ✓ Join Launchpad - officially starts on Friday 7 February





# FAQ's

## Where do I find coaching advice?

You can use this guide to find top tips for a successful Bring it 2020 crowdfunding project. Please make sure you also book into our Bring it 2020 Launchpad starting on Friday 7 February, Launchpad is an exclusive online course on Facebook hosted by our Crowdfunder experts to turn your business idea into a funded project. Contact [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk) if you are having issues signing up.

## What's the difference between Bring it 2020 and Back Her Business funding?

Bring it 2020 competition	Back Her Business standard funding
<p>Prizes you could be in the running for:</p> <ul style="list-style-type: none"><li>• £10,000 for one person</li><li>• £5,000 for four people</li><li>• £2,020 for twenty people</li><li>• All other projects can receive up to £500 grant funding</li></ul> <p>Funded by NatWest, Royal Bank of Scotland and Ulster Bank</p>	<p>No prizes available.</p>
<p>Raise just £50 from one supporter and you'll receive £50 from Bring it 2020. Then raise a further £450 from nine or more supporters to top up your total to £1,000.</p>	<p>The project will get match funding of up to 50% towards the crowdfunding target, up to a maximum of £5,000:</p> <ul style="list-style-type: none"><li>• 10-49 supporters = max pledge £1,000</li><li>• 50-99 supporters = max pledge £2,500</li><li>• 100+ supporters = max pledge £5,000</li></ul>
<p>You cannot apply for full Back Her Business funding.</p>	<p>You cannot receive Bring it 2020 funding if you are part of the full Back Her Business programme.</p>
<p>You will receive crowdfunding coaching through our February Launchpad programme.</p>	<p>You will receive crowdfunding coaching through our Launchpad programme in April.</p>

## Can I apply to Back Her Business funding if I'm part of Bring it 2020?

Bring it 2020 is a fantastic opportunity where you could win up to £10,000 funded by NatWest, Royal Bank of Scotland or Ulster Bank towards your business. If you have chosen to be part of Bring it 2020 you will not be able to access the other Back Her Business funding too.

## Can I apply to other Back Her Business funding if I crowdfund again?

If you have entered your business idea into this competition, and have crowdfunded and closed your project, you cannot re-enter that same business idea into the Back Her Business programme or any associated competition. If you decide that you want to crowdfund again, without receiving Back Her Business funds, then you can on Crowdfunder.co.uk without Back Her Business funding.

## Where can I see the other Bring it 2020 projects?

When the projects are live, you'll be able to see all the other amazing projects here:

[Bring it 2020 projects →](#)

## Can I still be in the running if I close after the finalists are announced on the 2 April?

It is important that your project is submitted to be live by midnight on Tuesday 10 March, but your project does not need to have closed when the finalists are announced. On 2 April we'll be looking for the top projects who will be picked by our independent judging panel. See page five for more details.

## How will the finalists and winners be announced?

The finalists and winners will be informed by email, and we will also make an announcement on the Crowdfunder Facebook page.

## What does a winning project look like?

To give you inspiration for your project page and to see what makes a successful campaign have a look at our most recent competition winners in December 2019:

[Side Hustle winners →](#)

# Thanks!

Thank you for taking time to read this guide. Good luck!



Funded by



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