

# Got a great idea?

Need  
funding?



★ FROM 167 BACKERS ★  
**£41,690**  
★ IN 42 DAYS ★

# 1 How to guide

A guide to running a successful Crowdfunder campaign

“

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

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# 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.

STEP

2

## 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 yourself, 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

★ FOR TIPS ★  
★ ON MAKING ★  
★ YOUR VIDEO ★  
★ VISIT: ★  
★ [Crowdfunder.co.uk](http://Crowdfunder.co.uk) ★

FROM 7 BACKERS  
★ **£155** ★  
★ IN 30 DAYS ★

To Venice



STEP

3

## 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.

STEP

4

## Rewards

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.



A photograph of three children sitting at a wooden table, engaged in a painting activity. They are surrounded by various art supplies like paint trays, brushes, and water containers. The scene is brightly lit, and the children appear focused on their work. The text is overlaid on the left side of the image.

Be creative with  
your rewards. A well  
thought out reward  
can become a great  
talking point.

A circular badge with a white background and a black border of stars. The text inside the badge is arranged in a circular pattern around the central amount.

FROM 41 BACKERS  
★ **£1,410** ★  
★ IN 30 DAYS ★

# The 'perfect' project page

The Teenage Skate Park: Sessions  
A community project from Bridport, Dorset by murrtyoms

PROJECT HOME | UPDATES & COMMENTS 99 | BACKERS

WATCH | SEND MESSAGE

£2,155  
RAISED OF £3,000 TARGET  
72%

DAYS LEFT 14 | BACKERS 70

PLEDGE

PLEDGE £5 OR MORE  
15 BACKERS  
A massive thank you, invited to the opening and get to skate before anybody else does.

PLEDGE £10 OR MORE  
28 BACKERS  
A massive thank you, invited to the opening and get to skate before anybody else does and 20% discounts of events at Sessions.

PLEDGE £15 OR MORE  
18 BACKERS  
A massive thank you, invited to the opening and get to skate before anybody else does, 20% discounts of events at Sessions and a limited edition T-Shirt designed by KEQ.

MORE REWARDS ▾

PLEDGE SKILLS

SUMMARY WRITERS

This project will only be funded if at least £3,000 is pledged by 9pm on Wednesday 22 March, 2013. Share it:

Like 69 people like this. Be the first of your friends.

Tweet | Facebook | LinkedIn | Email | Print | Download a poster

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

Vestibulum risus leo, interdum sed ornare ac, tristique gravida arcu. Vivamus in mi quis dui ultricies tempor ut vel enim. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vel pulvinar diam. Morbi eu titor at urna malesuada euismod. Donec sit amet erat eu nisi accumsan adipiscing a nulla. In laoreet hendrerit ipsum, eget dictum diam vestibulum elementum. Mauris magna libero, imperdiet non bibendum sit amet. Praesent gravida sed ligula. Sed molestie aliquet dolor, eu rhoncus sem tempor ac.

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Catchy project title

Engaging project video that's 2-3 minutes long

Encourage supporters to share

Short, concise pitch

Post regular updates to connect with backers

Reasonable target

At least 5 rewards reflecting the amount people are pledging

Ask people to help by pledging skills and time, not only money

# 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.

you



Four-step guide to running your campaign: STEP 1

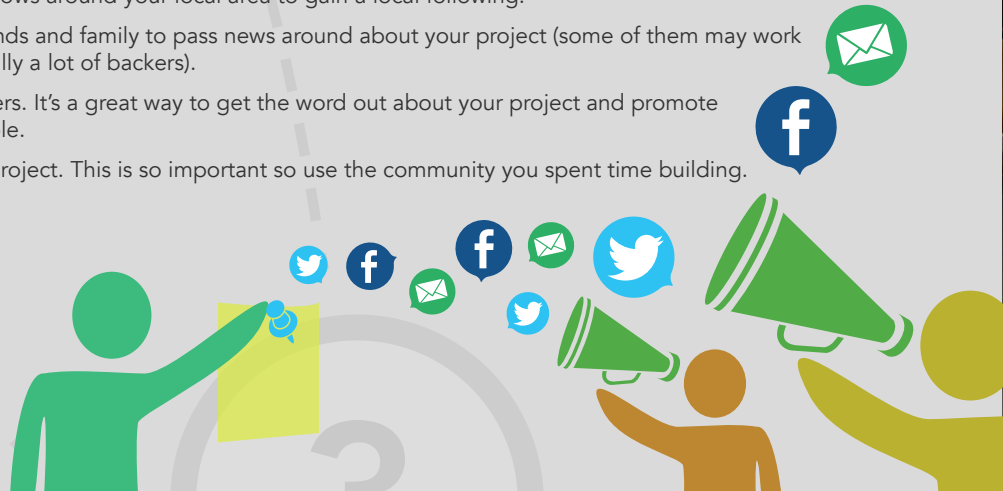
STEP

2

## 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.



INCLUDE AN  
IMAGE WHEN  
SENDING CONTENT  
TO NEWS  
DESKS FOR  
A BETTER CHANCE  
OF GETTING INTO  
THE PAPER

IF YOU REACH  
YOUR TARGET  
**EARLY**  
DON'T GIVE  
UP ON YOUR  
PROJECT - KEEP  
CROWDFUNDING!

FROM 274 BACKERS  
★ **£5,042** ★  
★ IN 45 DAYS ★

A photograph of two men sitting on a yellow sofa in a cafe. The man on the left is wearing a blue baseball cap and a grey hoodie with a 'CITY' logo. The man on the right is wearing a grey baseball cap and a grey hoodie. They are both looking at a tablet held by the man on the right. The tablet displays a crowdfunding page for 'Char-Schulwerk' with a progress bar showing '€9,210' and '25' pledges. A white coffee cup on a saucer is visible on the table. Large green quotation marks are overlaid on the image.

If just 10% of your Facebook friends share your project then 18,000 will know about your great idea. Wow!



STEP

3

## 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.



# STEP 4

## 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  
crowdfund as many ideas  
as you like, so feel free  
to come back in the future.

★ FROM 62 BACKERS ★  
★ **£1,000** ★  
★ IN 6 HOURS ★



# Crowdfunder.co.uk

Crowdfunding the Future

Crowdfunder is backed by KEO digital, the team behind [rivercottage.net](http://rivercottage.net), [fishfight.net](http://fishfight.net), [landshare.net](http://landshare.net) and [energysshare.com](http://energysshare.com)

“The success of our Fish Fight, Landshare, and energysshare 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.”



**PARTNERSHIP  
WITH  
PLYMOUTH  
UNIVERSITY**

# Nesta...

Feel free to get in touch  
@ [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)