



# Crowdfunding for Sport

This sports specific guide includes loads of tips and tricks to help you raise the funds you need.

## Hello!

I'm Chloe and I'm dedicated to helping sports organisations run successful campaigns and I'm on hand to help with any questions you may have.

Crowdfunding is a brilliant way to raise both money and awareness for an organisation, and you're in luck because sport crowdfunds really well!

My top tip to a great crowdfunding campaign is connecting with the community: get creative with rewards, ensure your page reflects the personality of your club and create an engaging page for a broad audience.



Chloe Jones  
Crowdfunding Coach

## Useful links:

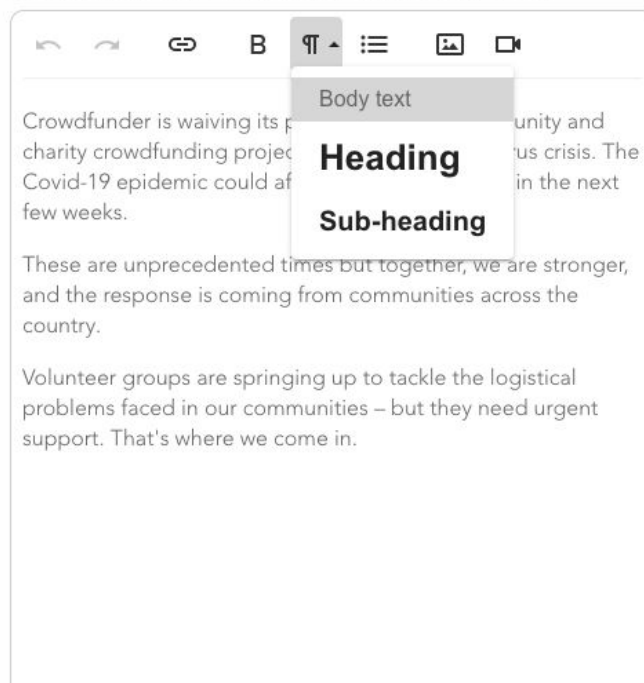
[Webinars](#)[Online Learning Platform](#)[Coaching Hub](#)[Help Centre](#)[+Extra Funding](#)[Crowdfunding Guides](#)

# Project page

Be sure to create a campaign page that targets a wide audience and not just your members. Your aim is to expand your reach beyond your immediate network. Here are some good ways of doing this:

## Tell your story

Talk about yourself, your team and your idea. What's your vision? And how will you use the money you raise to achieve it.



## Headings

Divide your project page into sections using headings and sub-headings. This helps break up information and makes your story easier to read.

### Here's what to include:

- ☐ An introduction to your organisation
- ☐ The project you are crowdfunding for; what's the need for funding?
- ☐ How you will spend the money raised?

## Images

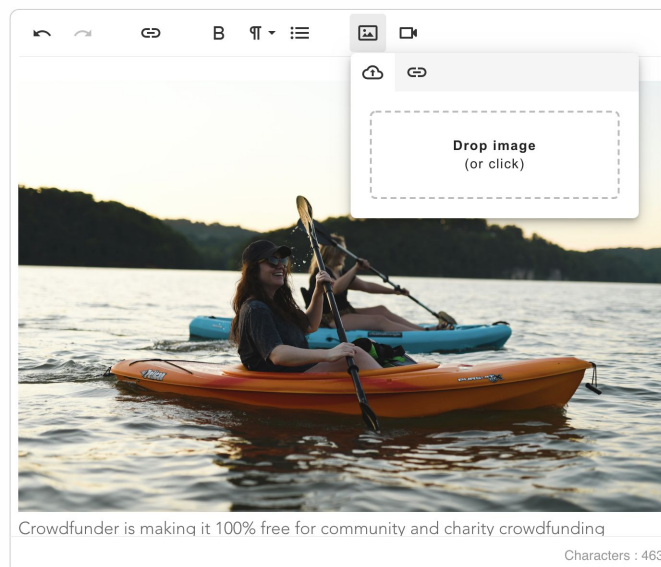
You can also add images amongst the text to create an engaging page that reflects the personality of your fantastic organisation.

Try to include pictures of the facilities, members of the club and community, as well as any events held on the grounds. If you're crowdfunding for new equipment or maintenance, show the audience what they look like now to demonstrate the need.

See how Guiseley CC did it [here](#).

## Tell your story

Talk about yourself, your team and your idea. What's your vision? And how will you use the money you raise to achieve it.



# Creating your video

Videos are a great way of pitching your campaign and making it more personable. We suggest making them somewhere between 1 and 3 minutes long.

Your supporters will like to see who they are supporting so include lots of smiley faces if you can! If you plan to make any improvements to the facilities, show us what they look like now to demonstrate the need for the funds.

## Our top tips:



**Short and sweet** - Less is more when it comes to video. Keep it short, 1-3 minutes maximum. Make sure you get the key information into the first 30 seconds - who, what, why, how?



**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.



**Avoid using animation video makers or image montages** - They often come out less engaging and won't get across your unique personality.



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



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

Watch The Big Finish video [here](#)



# Rewards

Rewards are the best way to extend your reach outside your immediate network. Sports clubs are seeing real success from speaking with local businesses, members and friends of the club who then donate products, discounts and experiences to be used as rewards.

## What to offer:

The best and most effective rewards are unique or a bargain. We've seen all sorts from cheese hampers to pottery classes to 1-week holiday rentals!

It's a fab way of attracting pledges from outside the sports world and getting the whole community involved. Always include RRP's in the description of your rewards so that your crowd can see they're getting a discount.

Rewards should be good value for money so apply a discount of 20-30% if your reward is available elsewhere.

Check out the rewards of the [Worcester Swimming Club](#)

## Our favourite rewards

Tom Cruise Signed  
WWFC Shirt

Stonebaked  
pizza voucher

Introduction to  
sea swimming

Metal detecting  
experience

Coffee for the  
whole year

Buy your seat  
and get it named

Have a good look at our pledge levels, as there really is something for everyone, with varied rewards at each level from a simple thank you, all the way up to our WWFC Oligarch Trophy! Along with the rewards gifted to us by generous local businesses and our wonderful club sponsors, we have a number of branded products we're also offering as rewards:



Don't delay, pledge today! The more money we raise, the more football we can provide, not just for our current players, but for all future Lions & Lionesses. We are a valued part of the local sporting community and hope that you can contribute towards our fundraising efforts; and help...

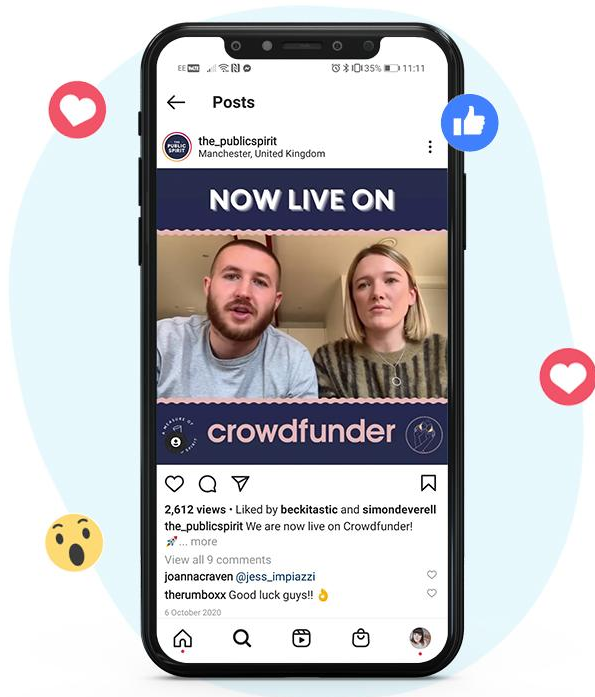
## Updates

Posting updates gives you the opportunity to thank your supporters, keep your crowd informed with your progress and encourage traffic back to the page.

This function is available in your dashboard. Updates will be posted on your page and sent in a message to all your supporters who have opted in to hear from you.

Woburn & Wavendon FC kept their supporters engaged with some great updates. [Take a look here](#)





## Let's get social

Social media is a fundamental way to get your project noticed by your community. Crowdfunder's social media experts have created a social hub that has everything you'll need to get started!

[Take me to the social media hub!](#)

## QR codes

[Generate your very own QR code](#) to make accessing/sharing your crowdfunding campaign even easier!

You'll find this function in the "Promo" section of your dashboard. Simply download your unique QR code and add it to your promotional materials, such as posters around the local area, on tables in the clubhouse, or on newsletters sent out to members.

Anyone that comes across your QR code can simply use their smartphone to scan the code and arrive swiftly on your crowdfunding campaign.



**Try it for yourself!**



# Applying for +Extra funding

We have a range of regional and national partners offering extra funding for projects like yours!



## British Cycling: Places to Ride

For projects who are developing or improving existing cycling facilities.

Up to £15,000



## Sport England: Return to Play: Active Together

To help organisations keep communities physically active throughout and after COVID-19.

Up to £10,000



## Sport Northern Ireland: Project Re-Boot: Activate

To help sport Build Back Better and keep communities physically active.

Up to £5,000



## Sport Wales: A Place for Sport

To help create, enhance, or redevelop sports facilities for the benefit of the community.

Up to £15,000

[Click here to see all of the +Extra funding](#) available from our national and regional partners.

Our partners review your application form AND your crowdfunding page so make sure your page is ready before applying. Once you're confident that you have a strong project page, here's how to apply:

1

Make sure you are logged in or have signed up

2

Create a project and click on your project dashboard

3

Click on the 'Extra Funding' tab on your dashboard

4

Pick a fund and then you can apply for funding!

Remember to check the T&Cs of each fund as they may differ between partners.

## Further support and guidance

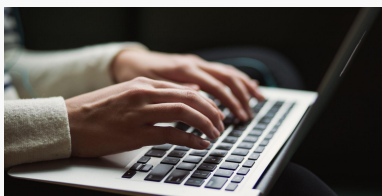
We want you to create the best possible campaign and to succeed in raising whatever funds you need. We have created a suite of resources to help you with this:



### Webinars

Free, 30-minute webinars, hosted by our crowdfunding coaches, with a Q&A and a guest speaker in the form of a sports project that has delivered a successful campaign.

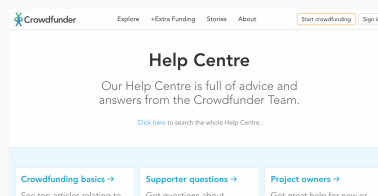
[Sign up to one of our sport webinars here](#)



### Online Learn Platform

Free, online courses, including an Introduction to Crowdfunding, Planning Your Project and Creating Your Project. Each course is quick and easy to complete, with video tutorials and some top tips.

[Why not grab a coffee and start one now?](#)



### Help Centre

Our Help Centre is full of advice and answers from the Crowdfunder Team. We have a range of articles to help with any of your crowdfunding needs as well as our handy [interactive video tool](#).

[Got a question? Visit the Help Centre](#)

## Crowdfunding Guides

We have a variety of free guides where you'll be able to find all of the information that you need to see success with your Crowdfunder campaign. Have a look around to find help, advice and guidance in these step-by-step guides written by our crowdfunding experts.



### Planning

Learn the basics of crowdfunding and where to start

[How to plan your crowdfunding project](#)



### Creating

Get inspired on how to create the perfect project page

[Learn how to create your crowdfunding project](#)



### Running

Learn how to connect with your crowd and keep up momentum

[Learn how to run your crowdfunding project](#)



# We're here to help!

If you have any questions, please don't hesitate to **contact Chloe**, one of the dedicated Coaches at Crowdfunder.

Alternatively, for any technical queries, the Support Team will be happy to help.

Crowdfund Sport Coach Contact: [chloe@crowdfunder.co.uk](mailto:chloe@crowdfunder.co.uk)

Crowdfunder Support Email: [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

