



Everything  
you need  
to know

# How to crowdfund for your sports club or organisation

## Hello!

This handy guide summarises the key features that make a really great crowdfunding campaign page. Following this guide will help you raise more money and potentially secure funding from our partners.



## Useful links:

[Webinars](#)

[Online Learning Platform](#)

[Knowledge Hub](#)

[Help Centre](#)

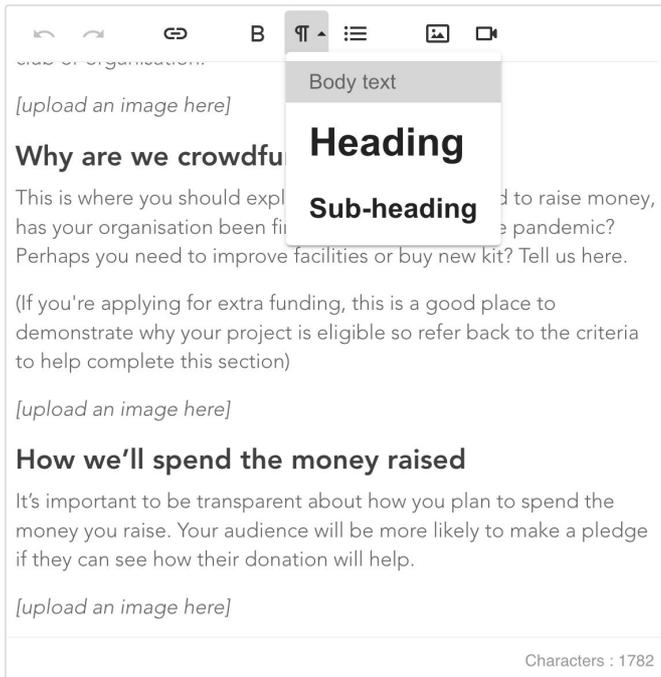
[+Extra Funding](#)

[Social Hub](#)

# 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:

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



The screenshot shows a rich text editor interface. At the top, there's a toolbar with icons for undo, redo, link, bold, italic, bulleted list, image, and video. Below the toolbar, there's a text area with the following content:

[upload an image here]

**Why are we crowdfunding?**

This is where you should explain why you need to raise money, how has your organisation been affected by the pandemic? Perhaps you need to improve facilities or buy new kit? Tell us here.

(If you're applying for extra funding, this is a good place to demonstrate why your project is eligible so refer back to the criteria to help complete this section)

[upload an image here]

**How we'll spend the money raised**

It's important to be transparent about how you plan to spend the money you raise. Your audience will be more likely to make a pledge if they can see how their donation will help.

[upload an image here]

Characters : 1782

Think about how to use images, subheadings, testimonials and the length of your main description. The most successful projects use plenty of detail to

## 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

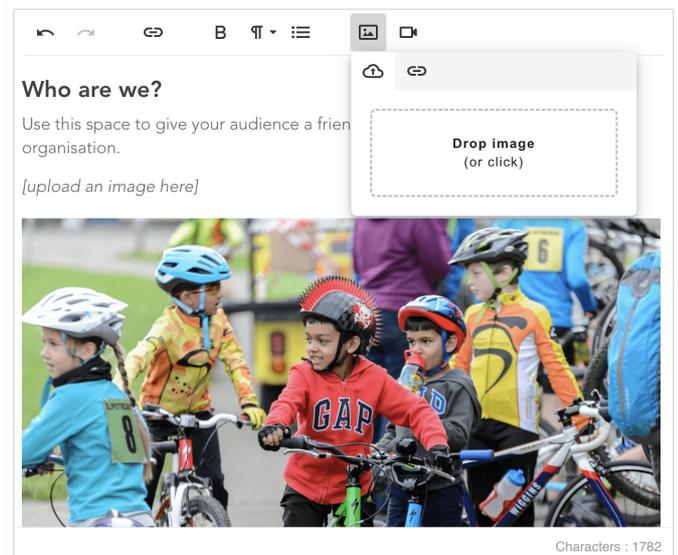
Add images to create an engaging page that reflects the personality of your club.

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

See how South Shields Cricket Club 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.



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**Who are we?**

Use this space to give your audience a friendly introduction to your organisation.

[upload an image here]

Drop image (or click)



Characters : 1782

Think about how to use images, subheadings, testimonials and the length of

# 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 York RI's video here](#)



### Did you know

Adding a video can double your chance of success!

# 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.

## Reward ideas:

Having a wide range of different rewards is an effective way to encourage support. They increase the average size of the pledges you receive. Your rewards don't have to be all about sport – often, non-sport rewards are a great hook to encourage interest in your campaign.

Local businesses will be keen to get involved but they won't always be able to support you with money themselves. However they can offer you their services or products that can be used as tempting offers in your campaign.

Coaches and staff will also be able to offer their time at discounted rates, all of which represents great value for money to your supporters. Adding the RRP will make them even more attractive.

Check out the rewards of the [Mayfield Tennis Club](#)

## Our favourite rewards:

£10

A £20 beauty voucher

£15

Stonebaked pizza voucher

£20

2 hour litter pick in the local area

£25

1-1 football training

£35

Local taxi airport service

£50

Seaside sauna for one

£100

Clubhouse hire plus bar staff

£250

2 night stay in a hotel

## What project owners say:

“Rewards sparked a whole lot of community involvement - some of the businesses who gave us Rewards have now become club partners, and are bringing in fantastic new skills and ideas that could potentially change the future of the club.”

“Going out to speak to businesses in the community has been hugely rewarding - I've been really pleased by the enthusiasm and support we have had from local businesses and feel we have grown a small group of supportive businesses we didn't have before.”



## Did you know

One third of supporters are from people with no prior connection to your club or organisation, which is how we know rewards really work!

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](#)**

## 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!**



# Spreading the word



## Social media

This is a great way to communicate to a new audience as well as your existing crowd. Make sure you have a simple message and clear call to action. Try to sound authentic - you want your crowd to be just as excited about your project as you are! Using good quality, relevant images and video will also help to tell your story.



## Press

You can reach a whole new audience if you contact your local and national newspapers, magazines, and news sites. You don't have to send them a polished article, just inspire them your story and they'll do the rest. Make sure you send them some good quality images as well to go alongside the article. Including quotes will also help to add some authenticity.



## Email

Let your supporters and customers know what you are planning to do. Even if you just have a small database, these contacts will be valuable ones. Make it personal to them as they'll be more likely to want to support you and your cause. You can give them some teasers of what's to come, such as some exclusive rewards.



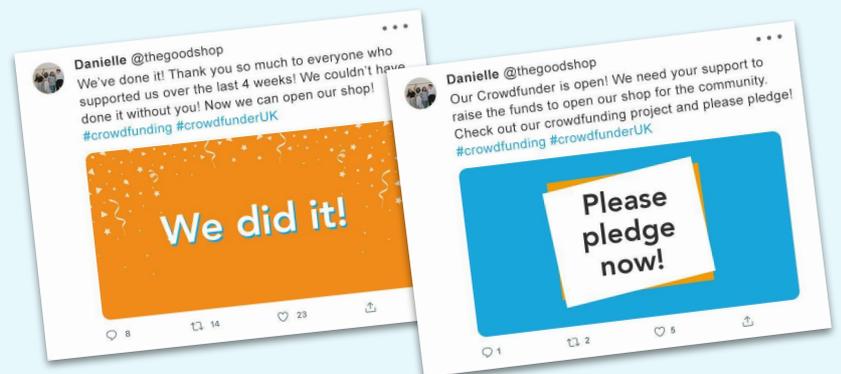
## Updates

Keep your supporters in the loop with Crowdfunder's update tool. Your crowd are invested in you, your story, and your cause, so let them know how you're getting on. Your crowd will appreciate being involved in your journey, and you might need to call on their support again for any future campaigns.

## Need some help?

We've created a library of images to help you promote your project.

[Download them here](#)



### What project owners say:

"...as part of our social media campaign we've also had the head of the local town council reach out to offer support, and local groups who donate to charities / local clubs suggest that they will support us in their next funding rounds..."



### Did you know

Three in four project owners feel an improved level of skill when it comes to using social media

# Applying for +Extra funding

We have millions of pounds of +Extra funding from a selection of national and regional partners which, depending on what your club is doing, may be available to help you raise more funds. See the funds available [here](#).

Get inspired by the projects below who have benefitted from +Extra funding.



**St Werburghs Community Centre in Bristol received a total of £10,197 of +Extra funding.**

[Check out the project here](#)



**Swansea's Waunarlwydd Rugby Club received a total of £20,000 of +Extra funding.**

[Check out the project here](#)



**Brixton BMX Track received £30,000 from three +Extra funding partners.**

[Check out the project here](#)

[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

Login or sign up

2

Start your project

3

Visit your dashboard

4

Apply for available funding

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

Find out more about [applying for +Extra funding](#).

## 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:



### Online events

Our team regularly host live and interactive sessions to share all the tips and know-how you need to be successful on Crowdfunder.

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



### Crowdfunder Learn

Take part in our crowdfunding course designed specifically for sports ideas and ventures starting out looking to raise funds.

[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.

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

**You're now ready to start raising funds for your sports project on Crowdfunder**

**Good luck!**

**Start crowdfunding**