Crowdfunding for Sport

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

**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](#).
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 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.

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

Check out the rewards of the Worcester Swimming Club

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.
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.

Ballinderry Shamrocks GAC received £5,000 in +Extra funding
Check out the project here

Treharris Kids Football received £1,500 in +Extra funding
Check out the project here

Brixton BMX Track received £30,000 in +Extra funding
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. 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:

**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**
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.

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