

# How to crowdfund your idea

A handy  
guide



FROM 549 BACKERS  
★ £20,260 ★  
★ IN 54 DAYS ★

Bombed Out Church

## “ Raise funds to make your great idea a reality...

If you are a community group, a business, a charity, a social enterprise, a sports club, or a person with the spark of an idea that you want to turn into reality, then we want to help you fund it.

We have worked with thousands of people to raise millions of pounds with the power of the crowd. We've learnt a lot about how to prepare, build, create and fund successful crowdfunding projects which is why we've created this guide for you.

Using the power of the crowd we can help turn your great idea into reality.

Let's get you started.

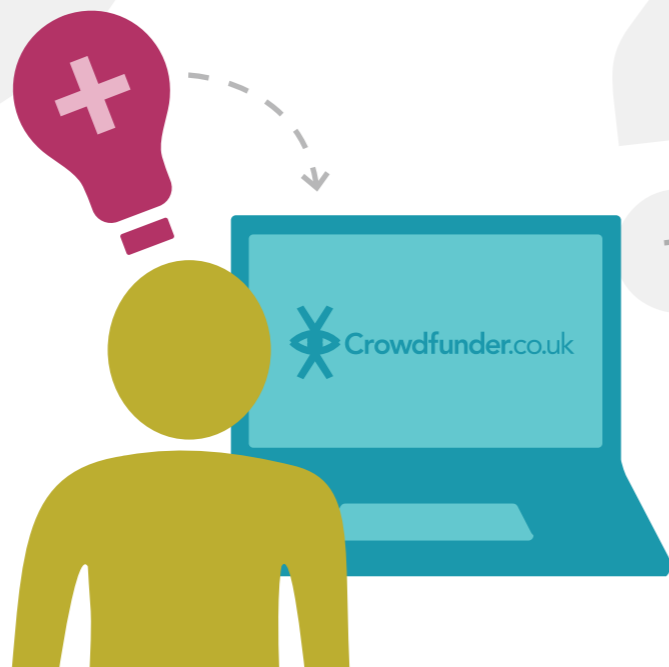
Phil Geraghty, MD, Crowdfunder



# What is crowdfunding?

Crowdfunding is a way to raise money, awareness and support for a project from the people around you.

- 1 First, you create a simple web page on our site, explaining your idea. It's an easy, step-by-step process.



- 2 Next, you tell all the people you know – and some of them share it with their friends in turn... and so on.



- 3 All the while, people who believe in your idea pledge money in return for a reward that they'll receive if your project succeeds.



# Four steps to crowdfunding success

Get your project off to a great start, follow these four simple steps:



**STEP 1** Write a compelling story, to make everyone believe in your idea.



**STEP 2** Offer some great rewards, that people will really want.



**STEP 3** Set a fundraising target that's realistic, but still ambitious.



**STEP 4** Do lots of promotion so people hear about your idea.

# Telling your story

First and foremost, people need to understand your idea, why it means so much to you, and why they should support it.

So use the video, description, aim and images on your crowdfunding page to explain:



**Who you are** – because not everyone who visits the page will know you.



**What your idea is** – what it will achieve, and why they should support.



**What the money's for** – so they can understand why you are fundraising.

The trick is to do all this in a way that's really punchy and concise (so people don't have to spend a lot of time watching and reading).

Try for a maximum of two minutes in your video, and 25 words for your aim; and use plenty of sub-headings and images in your description, to make it easier to read.



★ FROM 132 BACKERS ★  
★ £2,695 ★  
★ IN 14 DAYS ★

A great story:

**Baked Worthing**

📍 Worthing

A cake café that supports the local community and sells locally sourced, homemade baked goods. Operating as a social enterprise, Baked strives to enhance the fabric of community life.

## TOP TIP



*Tell a story. From day one, way before I even considered running a crowdfunding campaign, I had built up a story about setting up the bakery. This meant by the time I decided to crowdfund I already had a well documented and read story plus an army of supporters.*

Lauren Roffey,  
Raising Agent at Baked Worthing,

# Choosing great rewards

## Reward your supporters with something they want!

When you launch your crowdfunding project, people will be visiting your page and looking for tangible, unique and great value for money rewards to pledge on. This is how you raise your funds.

You'll need to come up with ideas for what you'd like to offer on your project. Make sure you've got a wide range of exciting rewards so there is something for everyone who looks at your page.

Be inventive. Supporters really enjoy rewards that, usually, money can't buy. A very unusual reward can be a talking point. Involve partners and sponsors. Don't go it alone; if there are local businesses and other people involved in your project, ask them if they can give you great rewards to offer.

Could you throw a party and invite people along? Do you know a local business that will offer up a product for you to put on your page? Or could you offer sponsorship for larger pledges?

Who's in your crowd? Many of the people who will be looking at your page are people you know, ask them in advance about what type of rewards they would pledge on to support you and your idea.

### TOP TIP



*Have a variety of rewards - but lots of them. For example, you've got a great prize (meal for two say) have a few of them lined up for people to pledge on, it's easier to manage!*

Sarah Bentley, Project Manager,  
Made in Hackney Community Kitchen



Clever rewards:

## Made in Hackney

📍 East London

The Made In Hackney Local Food Kitchen is a pioneering eco-community kitchen in East London. Nestled underneath not-for-profit health food shop Food For All, teaching vital food growing, cooking and composting skills that are good for people and planet.

Some of Made in Hackney's rewards:

**PLEDGE £15 OR MORE** - Large MIH organic shopping bag, name on donor mural and an invite to our celebration party

**PLEDGE £50 OR MORE** - Meal for two at Tibits Vegetarian restaurant ([www.tibit.ch](http://www.tibit.ch)), name on our donor mural and invite to our celebration party.

**PLEDGE £300 OR MORE** - Dinner party for four at your house cooked by the brilliant Cult Events supper club chef Ian Ballantyne, name on donor mural, invite to our celebration party.

# Setting the right target

There are two options for funding; you can either keep what you raise or only take the funds once you hit your target (all or nothing) - all or nothing projects raise around five times more than keep what you raise projects.



The average pledge on Crowdfunder is £50

So as a rule of thumb, you might need about 400 people to visit your page for every £1000 you want to raise.



On average, 1 person in 20 who views your page will make a pledge

Don't forget that once you've hit your target and secured your initial funds, you can always set a new, higher one to raise more.

## TOP TIP

“Do your research! We looked into how much it would cost for us to bring a waste food cafe to Brighton. We checked out similar projects on Crowdfunder to make sure our target amount wasn't unrealistic. We recommend you do the same for your project!”

Samantha Dobbie, Co-Director  
The Real Junk Food Project, Brighton

# The perfect Crowdfunder page

Catchy project title

Regular updates keep backers connected

Engaging, shareable video (approx. two minutes long)

Encourages supporters to share

Clear, concise aim

The screenshot shows a Crowdfunder project page for 'The Teenage Skate Park'. The page features a video of a skateboarder, a progress bar showing £22,155 raised of a £30,000 target, and a list of pledge options with their respective rewards. The page is annotated with callouts pointing to various elements.

Realistic target

Good choice of rewards (at varying costs)

# Tell everyone about it

People can't support your idea unless they hear about it – so don't leave that to chance.

There are plenty of ways to reach your audience – from Twitter, Facebook and email to phoning your friends and telling people in the pub. If your project is interesting and unusual, you might even get local journalists interested.

But reaching people is not enough – you need to reach the right people, who are most likely to support you... the ones you know, and the ones you don't.

Ask yourself: what groups can you see? How do you contact them, and what sort of messages do they like?

Remember:  
Asking relevant people for feedback is always helpful.



# Getting organised

Now you know who you need to tell, and how you're going to tell them, it's time to get busy.

## You might want to...



Email all your contacts



Pick up the phone to get the first pledges in



Encourage people to share online



Contact local newspapers



Put posters up in your local area



Tweet about your progress



Put pics and videos on Facebook



Ask friends and family to spread the word

That's quite a lot to do, so think about people who might help you (especially with different skills and abilities, to complement yours).

Are you part of any organisations, clubs or business groups that could help?

Make a list of your tasks, put them in a timeline... and once you've chosen a launch date, you're ready to go!



**Overfunding:****FC United of Manchester**

📍 Manchester

FC United of Manchester turned to Crowdfunder to raise £26,000 to kit out the function room and community space at their new grounds. Such was the enthusiasm shown by the crowd for this innovative club that the target was reached in just four weeks, with the club going on raise 200% of their target.

**TOP TIP**

*We contacted our database in advance to say that we were launching a crowdfunding project and emailed our members before we officially opened the campaign so that when we went live publicly there was already money coming in.*

Andy Walker, Press and Communications Officer, F.C. United of Manchester



# Getting funded

Get off to a great start - then keep the momentum going. When you start your campaign make sure you have the first backers lined up.

Keep your backers updated about your progress. It keeps them involved, and gives them lots of opportunities to keep sharing your idea with their own contacts.

Share compliments you receive. People can leave comments when they pledge; sharing these as updates will help people to see why others are supporting you too.

Keep a close eye on the figures. Crowdfunder has loads of tools to help you understand where your pledges are coming from, so you can concentrate on the things that work best.

**TOP TIP**

*Keep plugging away to keep the momentum, but don't go crazy - stagger your key messaging. Keep an eye on your Crowdfunder analytics dashboard - follow the data. Be one (or two) steps ahead at all times - think about where the campaign is going, and harness its full potential. Be bold.*

Murry Toms, Organiser, Cheltenham Town Billboard

# This is just the beginning...

Hitting your target is a wonderful feeling. But it's only the start.

Of course, the first thing you need to do is to thank all the people who supported you... and get to work on sending out their rewards. You might also want to set a new, higher target with your remaining time, and to tell the local news about your success.



But here's the secret: all the time you've been raising money, you've been building a community too.

When you've crowdfunded your idea and it comes to life, you have a ready-made audience. They're already involved, so they're an ideal place to look for your first customers, ambassadors, advisors, funders for stage two... whatever you need for the next step of your journey.

With crowdfunding you get funding, and a crowd.

## TOP TIP



*I'm tempted to say that crowdfunding is more about everything else than the money you raise. It acts as a seal of approval for your idea. Off the back of our campaign, we gained clients, people who've supported us in continuing to develop Snact and people who have introduced us to others who've since become key to our growth. It's incredible how helpful people have been!*

Ilana Taub,  
Co-Founder Snact

# Crowdfunder is the UK's biggest crowdfunding site





We've raised millions of pounds, for thousands of ideas.

We've helped send bicycles to Africa, and athletes to the Winter Olympics. We've helped books get printed and businesses get wheels.

Our Crowdfunder Academy of guides, tips and advice for running a successful campaign has been created to help you improve your campaign and hit your target... So we can celebrate with you when you achieve your goal.

Crowdfunding is a fantastic way to raise funds for great ideas and it costs you nothing to try... What are you waiting for?

Add your project today on [crowdfunder.co.uk](http://crowdfunder.co.uk).

-  [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)
-  [crowdfunder.co.uk](http://crowdfunder.co.uk)
-  [/crowdfunder](https://www.facebook.com/crowdfunder)
-  [@crowdfunderuk](https://twitter.com/crowdfunderuk)

# #1



Essential reading



## 95 Tips for Crowdfunders from Crowdfunders

For more advice on exactly how to run a successful campaign we teamed up with our Crowdfunder Community to offer top tips directly from the people who've been there, done it and crowdfunded the T-shirt (literally).

[crowdfunder.co.uk/95-crowdfunding-tips](http://crowdfunder.co.uk/95-crowdfunding-tips)

“ These 95 tips are an absolute must read for crowdfunders!

Tallie, Turning Earth

