

Crowdfunding Top Tips for Community Businesses

Practical guidance for Plunkett members
from The Crowdfunding Coach



Crowdfunding brings people together around a shared goal. It combines traditional community fundraising with an online “home” where progress is visible, the story is clear and support can be gathered securely. The most successful campaigns plan carefully, involve local people early and maintain steady visibility throughout.

Build a Campaign Team

A volunteer group helps share the workload and ensures all aspects of the campaign are covered. Typical responsibilities include coordinating promotion and social media, organising events, contacting local groups and businesses, organising rewards, sourcing photographs and creating a film and liaising with local press. A coordinated approach ensures consistent and active outreach.

Map the Community Network

Create a comprehensive list of potential supporters and promoters. Include personal contacts, residents, community groups, local businesses, suppliers, councillors, clubs, schools, churches, newsletters and community champions. Mapping the network ensures no potential supporter is overlooked and highlights the strength of local relationships.

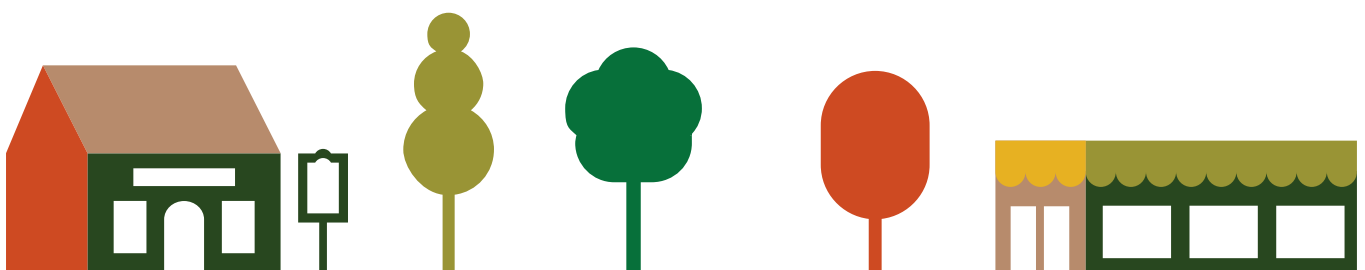
Plan a Clear Timeline

Start with a pre-launch period to engage your network and warm up supporters. Plan your launch carefully, ideally with an event that excites and involves the local community. Maintain momentum with a steady stream of varied, inspiring content throughout the campaign, using tools such as mailing lists, newsletters, and social media to keep your story visible and compelling.

Coordinate pre-booked shares and posts from partners, supporters, and local groups and schedule media opportunities to amplify your reach at key points. Conclude with a final push to energise last-minute pledges.

Consistent, planned visibility keeps the campaign front-of-mind and maximises the chance of success.

More over...



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Create Early Credibility

Two golden rules before you go live:

Social Proof

Line up at least 100 supporters who will back the campaign as soon as it launches. This instantly shows momentum and encourages others to join in.

Financial Proof

Identify where the first 25% of your target will come from. These early funds demonstrate confidence in your project and dramatically increase your chances of success.

Campaigns that hit 25–30% in the first few days are far more likely to reach their final target.

Engage the Community

Community involvement is crucial. Launch events, postal leaflets with QR codes linking to the campaign, posters in shops and community hubs, flyers at schools and markets and support from local businesses help widen awareness and build trust.

Develop Rewards

Rewards encourage higher pledges and strengthen community involvement. These may include products or services already offered by the business, local experiences or events, sponsorship or membership opportunities, or simple acknowledgements such as supporter walls. Local artists, makers, or businesses can contribute to broaden engagement.

Create a Great Page and Video

A compelling campaign page and video are essential to communicate the project's story and motivate supporters.

Key tips -

- *Tell a clear story*: Explain the local challenge, the solution and the impact on the community.
- *Be authentic*: Show real people and places connected to the project.
- *Keep it concise*: A video of 1–2 minutes works best; text sections should be clear and easy to scan.
- *Include visuals*: Photos, graphics and captions can highlight key points.
- *Call to action*: Make it obvious how people can support and share the campaign.



<https://www.thecrowdfundingcoach.org/>



<https://www.plunkett.co.uk>