

HOW TO RUN A SUCCESSFUL CROWDFUNDING CAMPAIGN



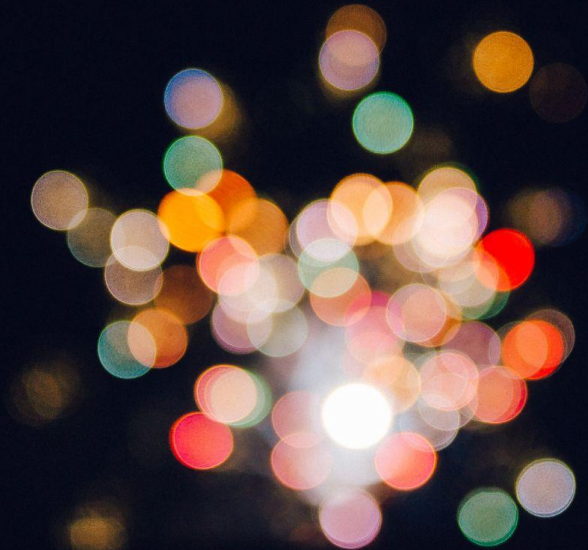
Agenda

- Introducing crowdfunding, how it works and the different tools available
- Examples of successful campaigns
- Planning / Creating / Running your project
- How to tell your story
- A conversation with Isla Miller from The Old Forge CBS
- Q&A



Welcome!

Please check that you're on mute to begin with,
we'll have some time for a Q&A at the end, in
the meantime please feel free to drop any
questions into the chat box



Introduction to crowdfunding

What is crowdfunding?

Raising money online in
relatively small amounts
from lots of different
sources

What is donations & rewards based crowdfunding

Donations

Those who give expecting nothing in return

Rewards

Offering a benefit of some kind in return for a financial contribution





What platforms are there?



JustGiving™

gofundme™

It's estimated that 1 in 4
people in the UK have
supported a crowdfunding
appeal.....

Has anyone supported a
crowdfunding campaign
before?



How does crowdfunding work?

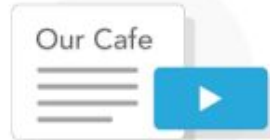
1. You have a nice idea
2. ... it magically gets funded



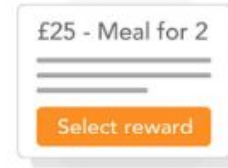
How it really works



Add a project



Create a page to tell your story & set a target



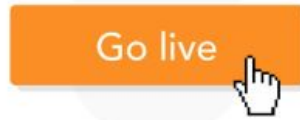
Add a range of rewards you can offer



Research your audience and network



Create a marketing plan



Launch your project



Share your page with your network & implement your strategy



Thank your supporters and deliver any rewards

Why crowdfund?



Validation



Awareness



Advocates



Learn new skills

There are **four** pieces of work involved in a campaign

1. Creating a page
2. Making a video
3. Identifying a network
4. Making a marketing plan



Creating your project

Project basics

Begin to create your project here, clearly adding the important information to make an instant connection with your supporters

What is the name of your project?

0/50

💡 This will be the first thing a potential supporter will see, so be clear and concise to give the best possible sense of what you're up to

Create your unique web address

This is the link to your project that you can share with your supporters

Project slug

💡 There are certain characters you cannot use so please double check your link before you continue

Who is running this project?

Select your entity type from the list below to help match your project with relevant [+Extra funding](#).



Getting started



About 1 minute

Let's start making your project

Success comes from the foundations, so make sure that your project name, which will appear right at the top of your Crowdfunder project, really reflects what you're crowdfunding for. Ensure that your unique URL is quite similar to your project name too, to keep everything consistent. If your project is having an impact on a community level, you could be eligible for extra funding too.

[Find out more →](#)

Raising funds on Crowdfunder

There are **two ways** of raising funds on Crowdfunder



All or nothing

Or



Flexible funding
(keep what you
raise)

Setting a target

Setting a target is a balancing act between what is **realistic** from your crowd and what is needed to make the project happen.

Always start with the **minimum** needed and plan to over fund.



The story

Their project description should tell potential supporters the following:

1. Who you are
2. What you are trying to do
3. Why it's important
4. How people can help

The Old Forge Community Benefit Society

📍 Mallaig, Highland Council, United Kingdom



£66,496

🟢 Successful



556 supporters

[Share](#)

Need to raise money?

Get started with Crowdfunder



The Old Forge CBS
[About the project owner](#)

Rewards



Products & services



Experiences & events



Sponsorship & memberships



Thank you



Fees



Stripe:

Non profits: 2.4% + 20p (per pledge) + VAT on UK/EU cards

Charities: 1.9% + 20p (per pledge) + VAT on UK/EU cards

Optional tip

The total sum raised by a successful project, will be paid into the nominated bank account, minus the fees, within 7 working days.



Urgency

SAVE OUR GLENELG SHOP

📍 Kyle, United Kingdom



£15,763

raised so far



148 supporters

[Donate](#)

[Share](#)



Crowdfunder is secure

Your payment details are protected



Glenelg & Arnisdale Development Trust

[About the project owner](#)

Charity number: SC039874

Feasibility study

New Lease of Life for Elie Kirk as a Community Hub

📍 Leven, Fife, United Kingdom



£15,970

raised so far



79 supporters

[Donate](#)

[Share](#)



Crowdfunder is secure

Your payment details are protected



Elie Kirk Community Enterprise
[About the project owner](#)

Community shares - additional fundraiser

Glenueig Community Inn

Lochailort, United Kingdom



£14,440

Successful



124 supporters

Share

Need to raise money?

Get started with Crowdfunder



Glenueig Inn Community Buyout
About the project owner

Inn at Kingsbarns Community Buyout

St Andrews, Fife, United Kingdom



£25,320

Successful



131 supporters

Share

Need to raise money?

Get started with Crowdfunder



Inn at Kingsbarns Community Buyout
About the project owner

Growing the business

Kitty's Launderette Electric Van and Solar Panels!

📍 Liverpool, England, United Kingdom



£20,863

raised so far



341 supporters

[Donate](#)

[Share](#)



Crowdfunder is secure

Your payment details are protected



Kitty's Launderette

About the project owner

Crowdfunding **is**
evolving

Prize draws

Win one of 25 pairs of tickets to Glastonbury 2027

📍 London, Greater London, United Kingdom



Médecins Sans Frontières/Doctors Without Borders (MSF) UK



About the project owner
Charity number: 1026588

£929,480

🟢 Successful



44,115 supporters

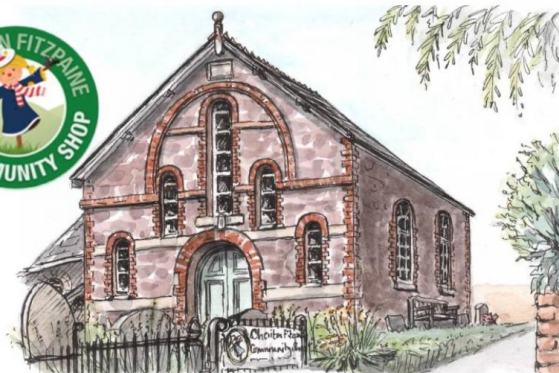
[Share](#)

Need to raise money?

[Get started with Crowdfunder](#)

Cheriton Fitzpaine Community Shop Art Prize Draw

📍 Crediton, Devon, United Kingdom



£3,380

🟢 Successful



173 supporters

[Share](#)


Need to raise money?

[Get started with Crowdfunder](#)

Multiple fundraisers

Chinley & Buxworth Community Centre

High Peak, Derbyshire, United Kingdom



Chinley Film

£32,062 raised so far

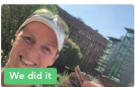
508 supporters

Donate

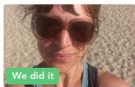
Share

Fundraisers


Want to raise money for this cause? It's easy to get started




Target: Sub 4 Hour Marathon
I plan to run a sub 4 hour marathon before my 50th birthday and to help get our community centre ...
146% raised




Sandra runs for the hills
I want to be able to run. On hills. Without hyperventilating. I'm working towards a 10km fell ru...
160% raised




Chinley Primary School Non Uniform Day
We are raising money to help build a new community centre for Chinley & Buxworth.
204% raised



500K of summer
I am challenging myself to walk 500km by the end of August to raise money for a new community cen...
£400 total



Brownies Bake Sale
We are raising money to help build a new community centre for Chinley & Buxworth.
175% raised



The Maiden Factor Foundation

Project by The Maiden Factor

£154,431 raised so far
+ est. £10516.75 giftaid

769 supporters

Start fundraising

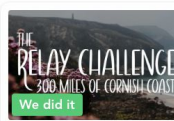
Donate

Project Facebook

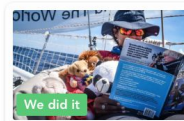
Maiden is a Global Ambassador
Maiden tours the world raising money for The Maiden Factor Foundation

Fundraisers


Want to raise money for this cause? It's easy to get started



The Relay Challenge - 300 miles of Cornish Coast
We're running a relay across 300+ miles of the Cornish coastline in aid of The Maiden Factor Foun...
150% raised



Betty Bear and Friends
Vulnerable girls are most at risk from not returning to education after COVID 19. I am raising fu...
104% raised



Pass it on...
I am raising funds for The Maiden Factor Foundation to make sure all girls have equal access to t...
£1035 total

Match funding



Aviva Community Fund

📍 National

£50,000 extra

Taking action for climate or providing services to make people more financially resilient.

[Find out more](#)



BA Better World

BA Better World Community Fund

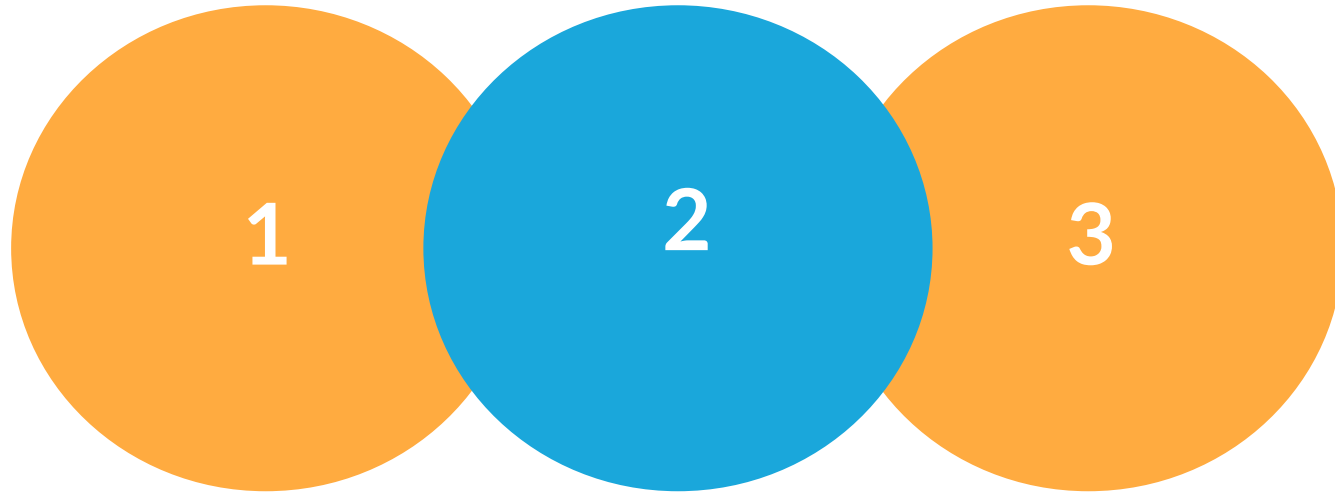
📍 National

£10,000 extra

Supporting communities to create a better world and more sustainable future.

[Find out more](#)

Why do people support crowdfunding campaigns?





They like
the idea

They want
to support
who's
running it

They
want the
reward

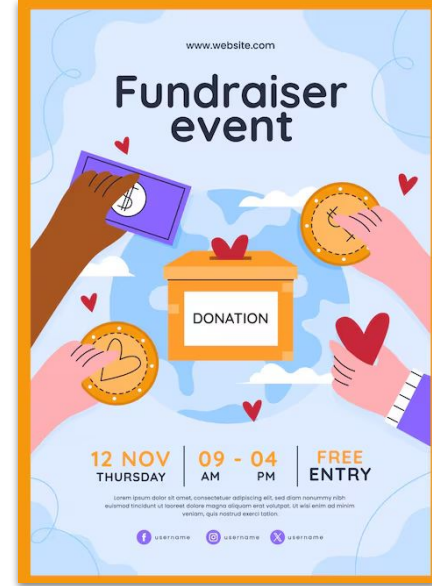
When crowdfunding doesn't work

1. Unclear or unconvincing story
2. No obvious public or supporter benefit
3. No suitable networks or audiences in place
4. No strong call to action
5. Lacking credibility
6. A lack of planning and time set aside
7. Relying heavily on one group or source of funding

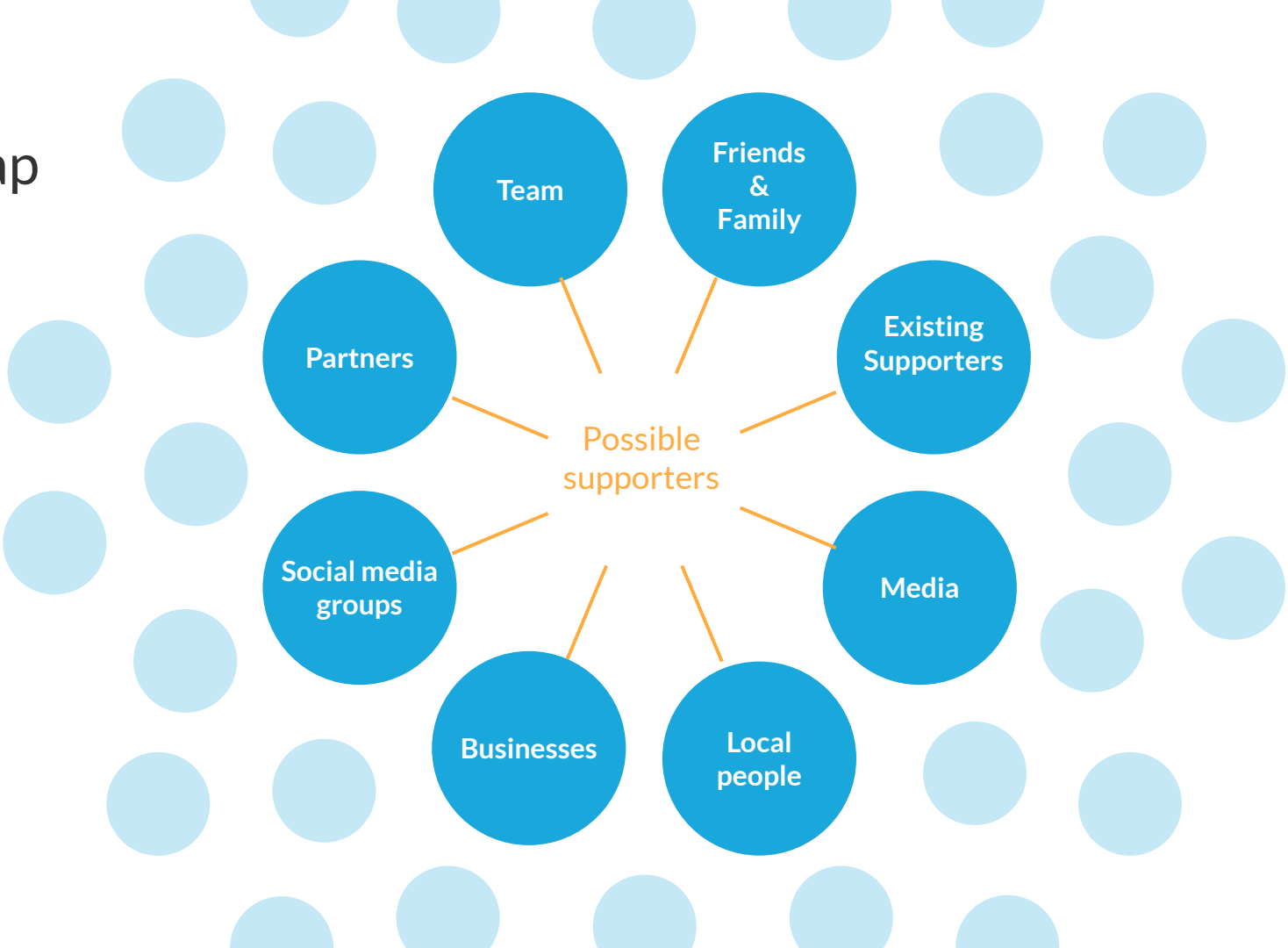














Planning your project &
finding your crowd



Network Map



Use a spreadsheet

Network contacts		Contacting			Goals and notes		
Contact name	Organisation name	Contact email	LinkedIn	Social media	Type	 What can they do for you?	Notes
							
							
							
							
							
							
							
							
							



Running the project

Basic Strategy

The minimum and the maximum

Everyone has a potential role to play in a crowdfunding campaign and the project owner's role is to find out what their contribution will be. These conversations need to be started before the live date.



Share the project



Offer a reward



Make a pledge

Crowdfunding credibility

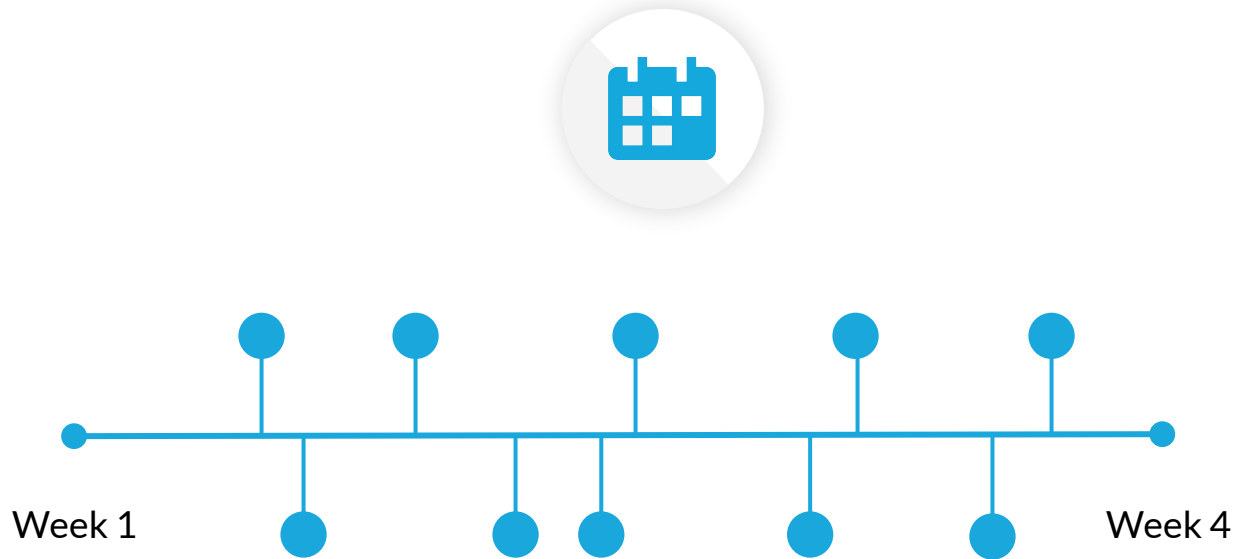
The social proof
Identifying your first 100
supporters

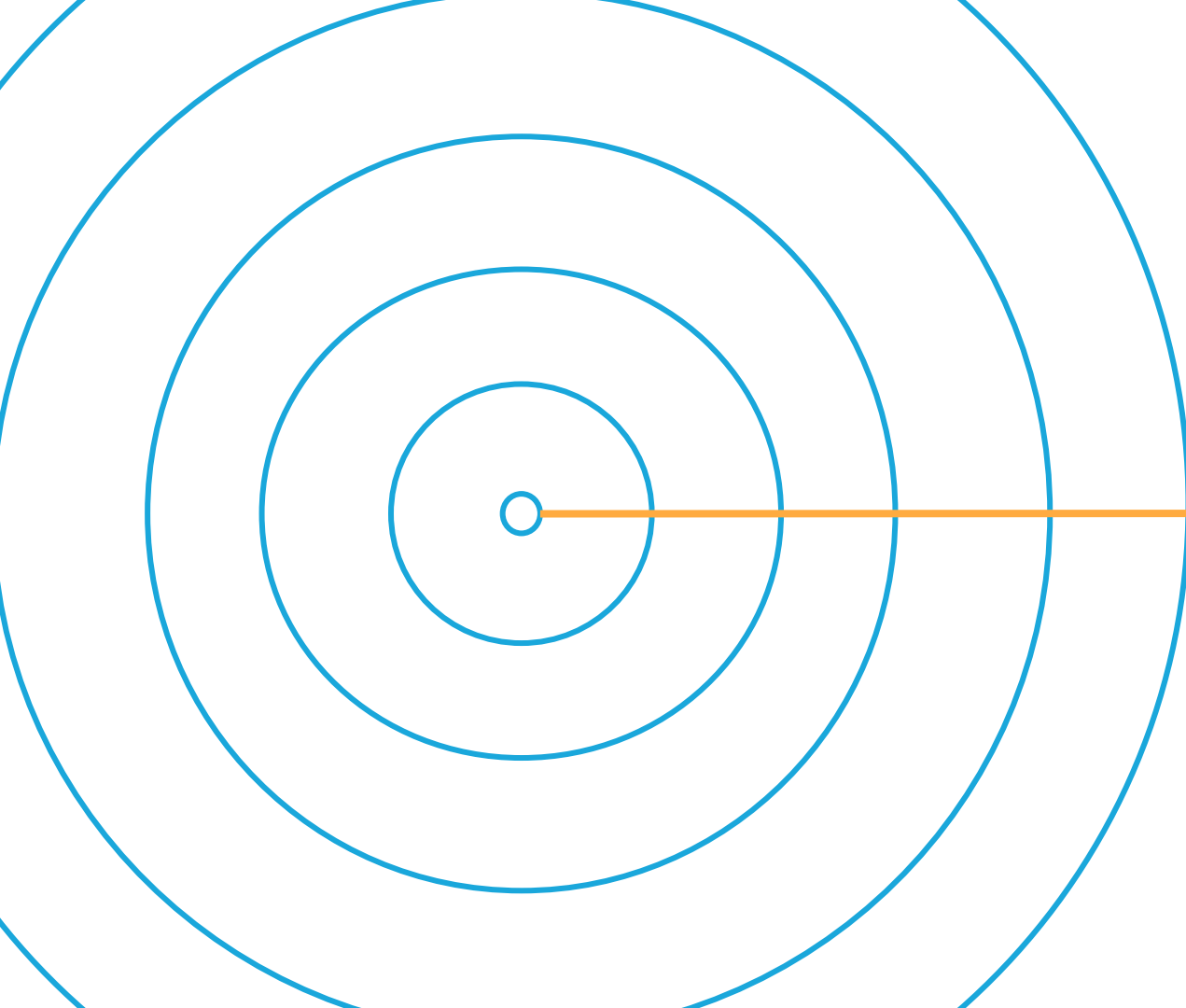
&

The financial proof
Identifying the first 25% of
your target

Marketing plan

Lock in commitments from these individuals and partners to contribute to the campaign (share/offer/pledge) on specific dates across the 4 weeks





Start from the middle
First contact those
easiest to reach

&

And work your way out
The audiences you have
least control of feature
later





Community pub - 2021

Village hall - 2019

Knoydart Community Hall - A Highland Hall for All

📍 Mallaig, Scotland, United Kingdom



£29,115

🟢 Successful

354 supporters

🔗 Share

Need to raise money?
Get started with Crowdfunder

The Old Forge Community Benefit Society

📍 Mallaig, Highland Council, United Kingdom



£66,496

🟢 Successful

556 supporters

🔗 Share

Need to raise money?
Get started with Crowdfunder



The Old Forge CBS
About the project owner

Knoydart Community Hall

 Crowdfunder Stories



Email me:

bertie@thecrowdfundingcoach.org





FOLLOW ME ON
INSTAGRAM *for more tips:*
[the_crowdfundingcoach](https://www.instagram.com/the_crowdfundingcoach)

