

Crowdfunding



BRIGHTON
FRINGE.



Crowdfunder numbers

Since our launch in 2013, our funding has grown >100% each year



£69,000,000

Total raised through the platform **unlocking millions more from our partners**

170,000

Total projects added to date

50,000

Visits daily

Up to

100

Projects added daily





Our purpose

Crowdfunder exists to
tackle society's challenges
by making ideas happen



Different types of crowdfunding



Donations



Rewards



Community
shares



Lending



Equity

Where we fit in

Rewards based crowdfunding

What is it?

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

Why?

Opportunities to pledge at different price points encourage people to give more





Move Dance Feel

An innovative dance project helping women affected by cancer to reconnect...

102% raised
£4,040 total



MK ULTRA: Rosie Kay's new work with Gary Card

Support our new touring dance work MK ULTRA inspired by the

100% raised
£4,000 total



TAKE THIS diverse capacity dance company of TAN Dance Ltd

TAKE THIS - pushing the
100% raised
£4,000 total



Dancing with Parkinson's at St. Joseph's Hospice

Dancing with Parkinson's, a valuable Community Dance
44% raised
£4,000 total



Awareness Through Dance

Support the development of a global community of young people recognizing and...

104% raised
£5,220 total



Synergy Dance- getting children & teens active

To raise funds for subsidised dance classes for children and

102% raised
£5,115 total



Hell's Bells

A psychological thriller about Morris dancing.

106% raised
£7,405 total



80s Othello Tour

The creation of a radical 80s re-imagining of Shakespeare's 'Othello' that...

101% raised
£7,090 total



It's so much more than money!

Benefits to the projects



Validation



Awareness



Advocates



Extra Funding





How it works

How crowdfunding works

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



How crowdfunding really works



Create your unique project on Crowdfunder, explaining your idea. Set a target and how long you need to reach it.



Spread the word to friends, contacts and others in your community, telling everyone you know about the project.



People who like your idea donate or pledge money in return for a reward that they'll receive once your project succeeds.

Our three steps to success



Planning your project

- Building a team Identifying your audience
- Identifying what channels of communication you'll use
- Putting together a 4 week plan & delegating responsibilities



Creating your project

- Adding it to the website
- Writing the story
- Choosing the imagery
- Making a video



Running your project

- Setting your project live
- Implementing a plan on social media
- Implementing your plan for each of your key media channels and databases
- Starting conversations
- Maintaining engagement
- Driving activity



Choosing a funding method

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



Or



All or nothing

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.



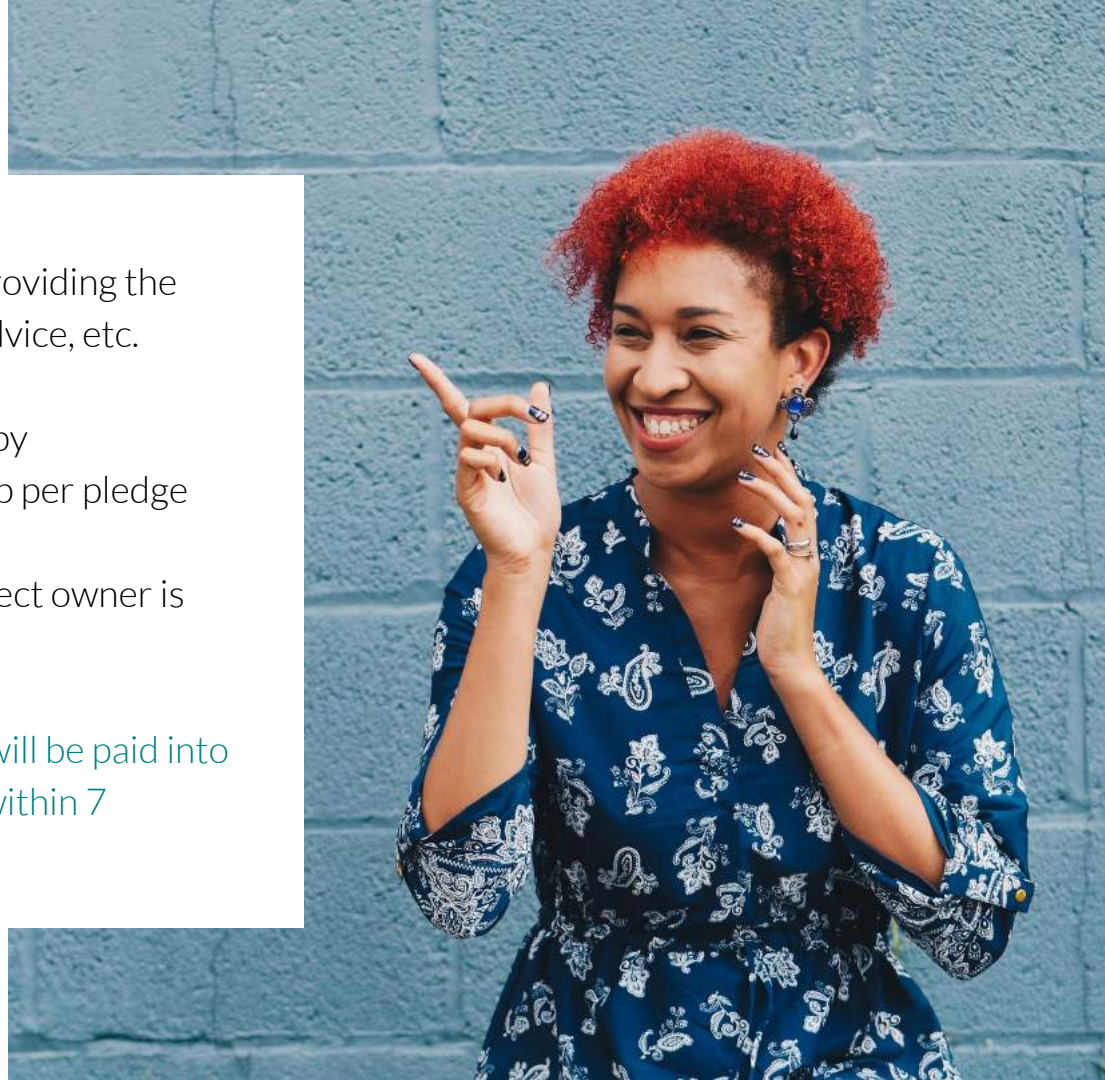
Crowdfunder fees

Crowdfunder takes 3% for their support in providing the platform, coaching support, marketing & PR advice, etc.

In addition, Stripe – the payment engine used by Crowdfunder – charge 1.67% of the total +25p per pledge

These figures are exclusive of VAT – if the project owner is VAT registered, they can claim it back.

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



What happens if a project is unsuccessful?

Fees are only taken on successful projects

Crowdfunder's fees only get paid in the event of projects successfully drawing down funds. If a project doesn't hit its target no money is paid by the project owner.

The supporters will be refunded

All funds raised are held securely in escrow by Stripe until the project closes. Should the project be unsuccessful, the supporters will be refunded within 7 working days.





Planning your project

Skills



Project leader



Making
a video



Writing the
page content



Creating
the page



Making the
marketing plan



Implementing
marketing plan



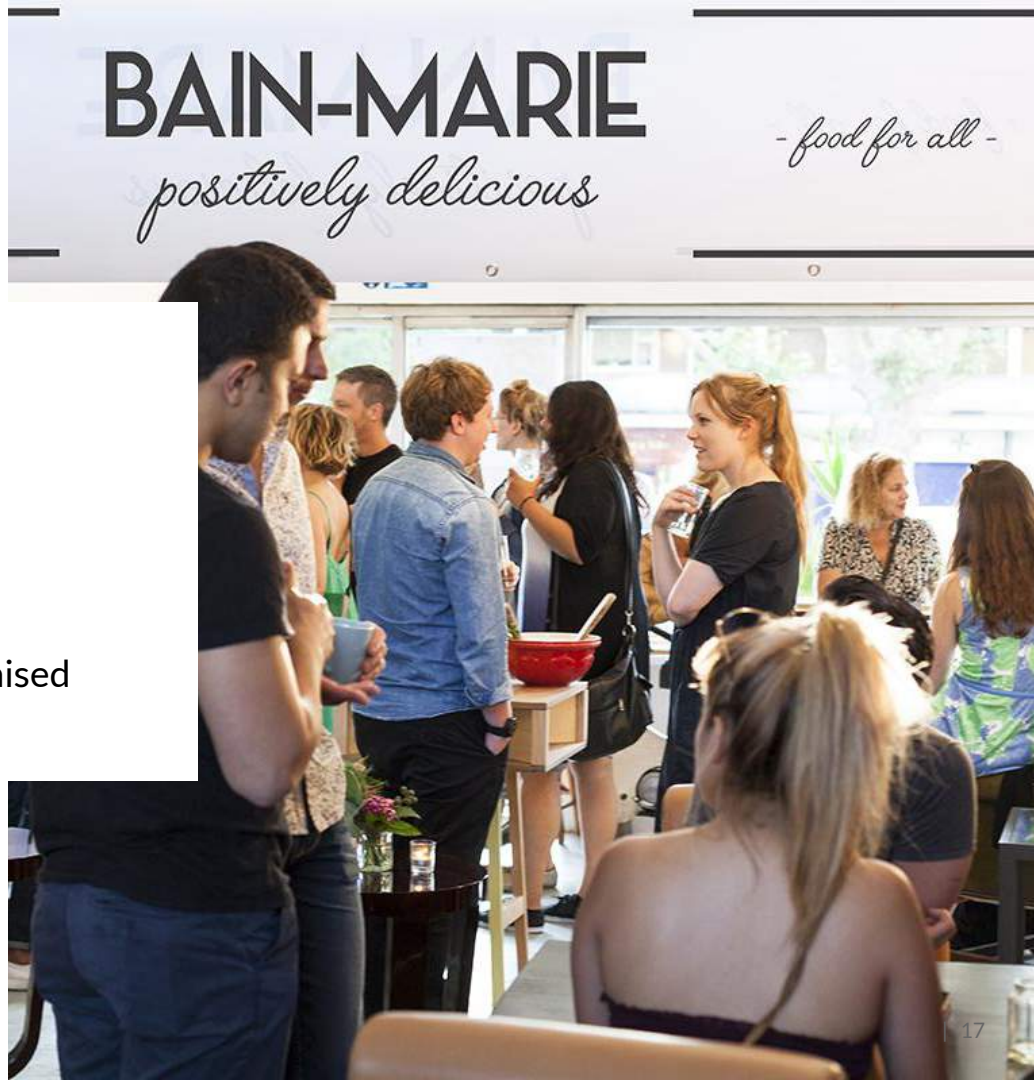
Activity on social
media



What's your story?

Your project description should tell potential supporters the following:

1. What you want to achieve
2. Why this is important
3. How you will use the funds raised





Cycling Without Age

by Quarriers Village in, Scotland, United Kingdom

As seen on Amazing Humans - this project takes elderly residents out of Care Homes for cycle rides! We need funds to purchase more Trishaws!

✓ **We did it**

On 20th August 2017 we successfully raised £43,492 with 378 supporters in 28 days



Activity 1:

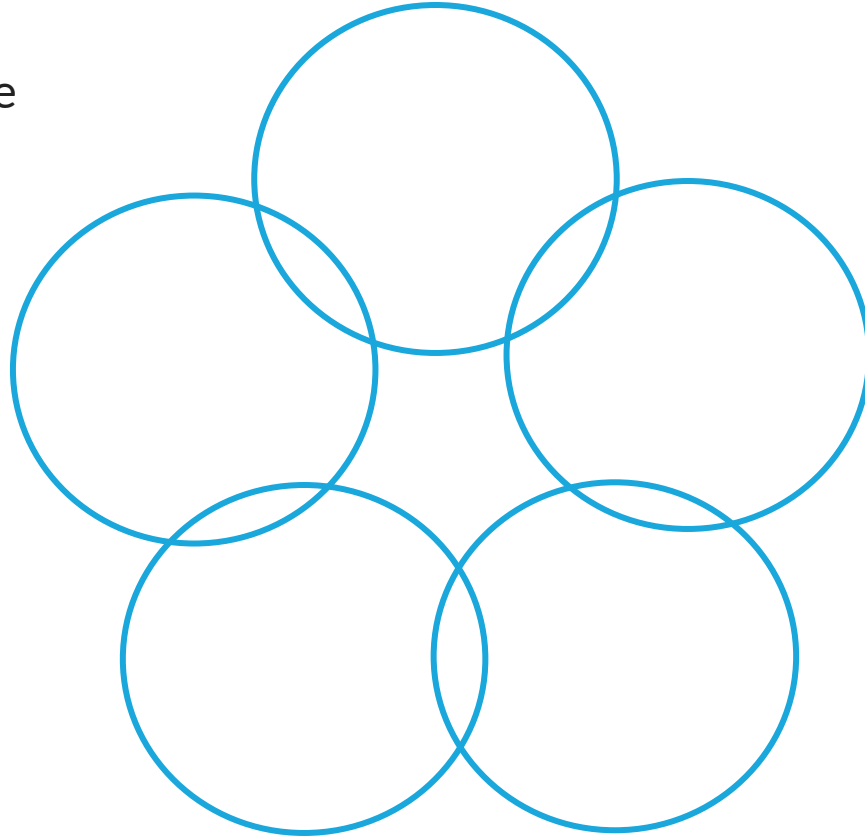
What's your story?

1. What you want to achieve
2. Why this is important
3. How you will use the funds raised



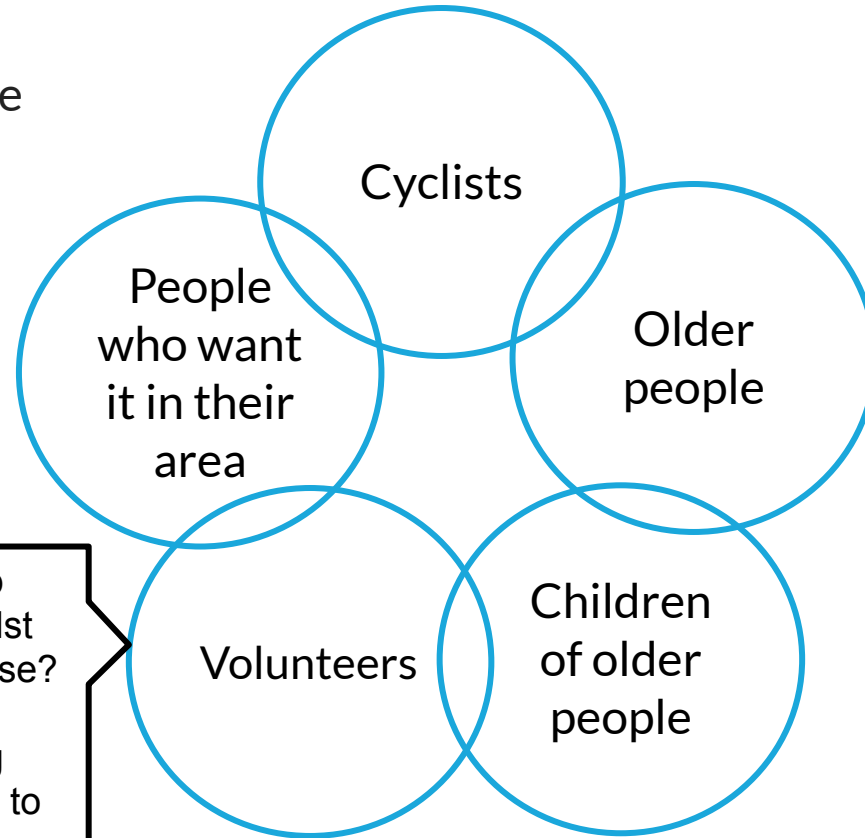
Who is interested in my project?

Cycling without age



Who is interested in my project?

Cycling without age



Would you like to feel the wind in your hair again?

Pledge now to bring Cycling without Age to Brighton and you'll be on your bike before you know it!

Do you want to help tackle isolation, whilst getting some exercise?

Pledge now to bring Cycling without Age to Brighton.



Activity 2:

Who is interested in your project?

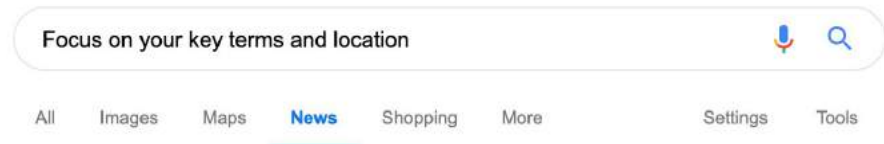
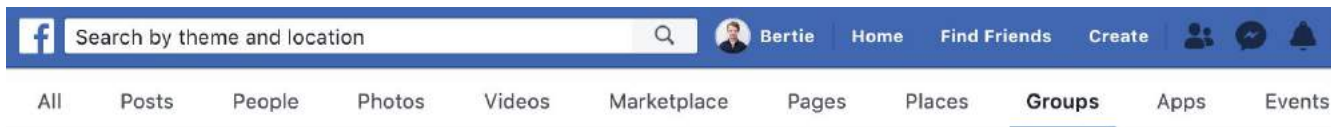
Think about your project and identify up to 5 different groups of potential supporters.

Now start to think about how your messaging might change for each group of supporters.



Finding your audience

There is no need to reinvent the wheel. People have more likely than not already grouped themselves. Use social media and the internet to find where.





**What does your network
map look like?**



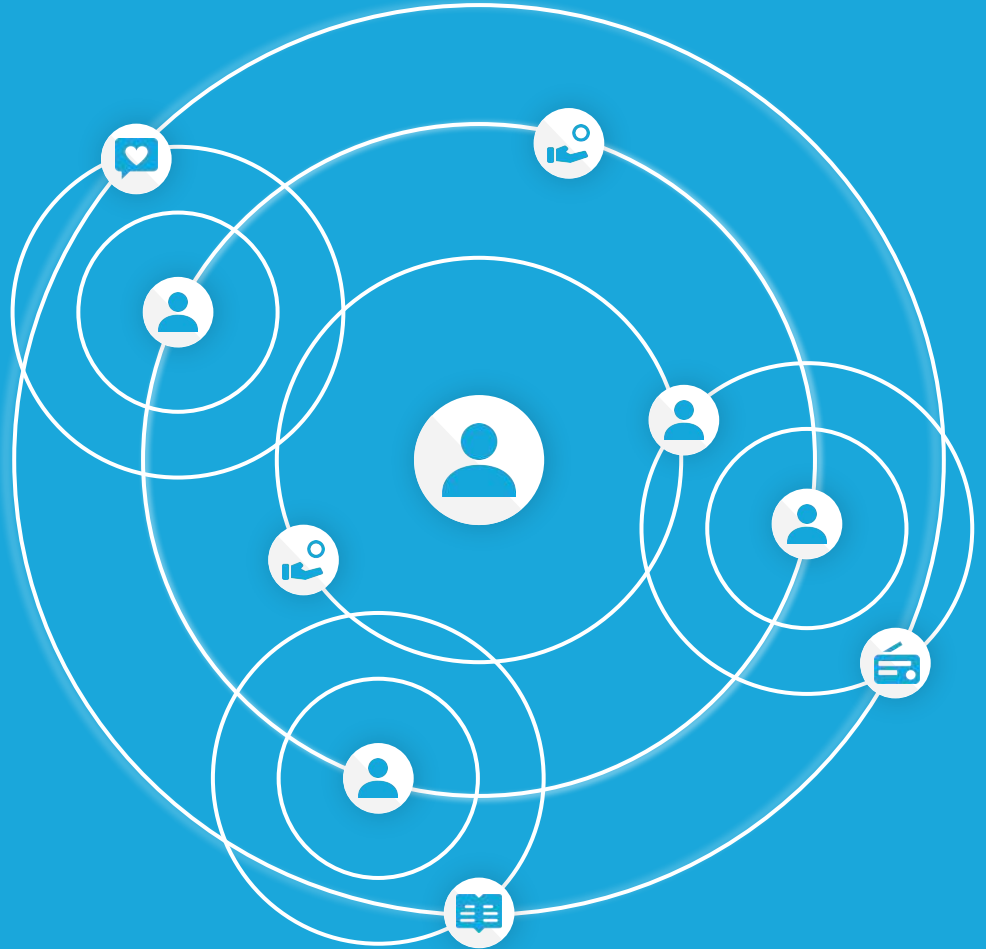
Network Map



Network stacking

We should always seek to develop our networks but also to borrow others' where we can.

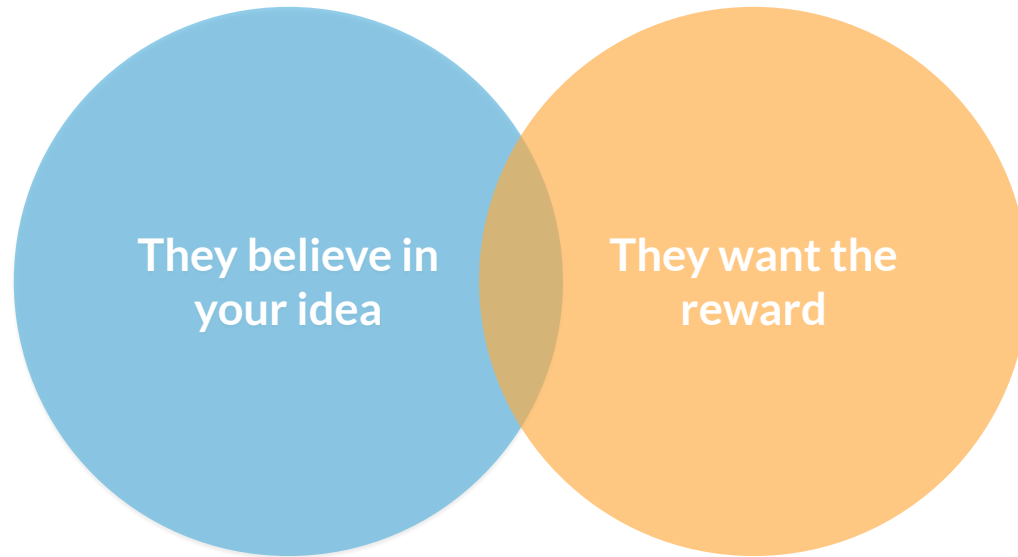
Every individual, business or group relevant to your project has a network of their own.



**Why would someone
support your project?**



Why do people pledge?





Creating your project

1. About you

2. Project basics

3. Project page

4. Targets

5. Rewards

6. Financials

7. Schedule

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?

Project title

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

<https://crowdfunder.co.uk/>

Project slug

565275fbf934a35137a2f104cff39d2a

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



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

+Extra funding

For projects that matter, Crowdfunder brings you extra.

What sets us apart from other crowdfunding websites is our extra funding. If your project is community based or a social enterprise, it could be available to you.

We look after more than £5m of extra funding from our partners; a mix of public and private sector organisations, charities and funding bodies.

We put this extra funding directly into your projects.

In short, it means that you could get an extra £20,000 for your project - on top of the money raised from the crowd.



How it works

It's simple! You add your project on Crowdfunder and our clever matchmaker will ensure that your project is shown to our panel of extra funders. We'll take it from there.

So, what are you waiting for?



Q12. How to apply for extra funding

- 1. You
- 2. Basics
- 3. Project page
- 4. Extra funding
- 5. Targets
- 6. Rewards
- 7. Financials
- 8. Schedule

Extra Funding

We look after over £5 million of extra funding from our partners at public and private sector organisations, charities and funding bodies. We put this directly into projects on Crowdfunder, depending on what you're doing and where you're doing it. Giving us as much information as possible here will help us match you to potential funds.

- ☐ Allow us to share your project details with our funding partners so they can explore whether your idea is eligible for extra funding. Details of all our partner funds and their privacy policies are [here](#).

Who is likely to benefit from your project?

Select the options that apply to your project

- | | |
|---|--|
| <input type="checkbox"/> Children (0-11) | <input type="checkbox"/> Young people (12-25) |
| <input type="checkbox"/> Older people (60+) | <input type="checkbox"/> Parents/carers |
| <input type="checkbox"/> Disabled (learning) | <input type="checkbox"/> Disabled (physical) |
| <input type="checkbox"/> Mental health needs | <input type="checkbox"/> Long-term health conditions |
| <input type="checkbox"/> Long-term unemployed | <input type="checkbox"/> Living in poverty |
| <input type="checkbox"/> Homeless | <input type="checkbox"/> Offenders and ex-offenders |
| <input type="checkbox"/> Addiction issues | <input type="checkbox"/> Victims of crime |

What are the potential outcomes?

Select the options that apply to your project

- ☐ Improved access to employment



Extra Funding

Extra Funding

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If you're interested in finding out more and applying then please tell us more

Are you a female entrepreneur?

You could get up to £5,000 in grants

We want to support more women to start businesses, so we've teamed up with NatWest, Royal Bank of Scotland and Ulster Bank to help you get started. What's more NatWest, Royal Bank of Scotland and Ulster Bank will also be offering up to 50% of your fundraising target (max. £5,000) in grant funding for certain successful projects. You can read more about how this works in their eligibility criteria. UK residents with new UK projects can apply. Eligibility (including type of project), and specific criteria apply. Fees apply, see the [help centre](#) for more detail

By registering your project, you are agreeing to NatWest, Royal Bank and Ulster Bank using your personal information for the purposes of reviewing your business idea and contacting you with details of events, networking and coaching which may be of interest to you. This will include their third party grant administrator, PNE, contacting you by email or telephone to provide you with further details of the benefits of the programme. If you apply for funding, your information will also be used to assess your eligibility to receive top up funding from NatWest, Royal Bank or Ulster Bank for your business idea. Read the [eligibility criteria](#). Please see Back Her Business's [privacy policy](#) for further information.

You also agree to Crowdfunder processing your information when you register your project. Crowdfunder will use your information to contact you with details about the benefits of the programme, including events, webinars and online networking and coaching. Please see Crowdfunder's [privacy notice](#) for further information

Tick the box to join the programme

- ☐ I agree I meet the criteria above and I'd like to be part of the programme, sharing my details with Back Her Business. I know I can opt-out at any time. See the Back Her Business [Privacy policy](#).



The story

Their project description should tell potential supporters the following:

1. Who are you
2. What you trying to achieve
3. Why this is important
4. How this is going to happen

Craft Brewery. Community Space. Social Justice. Criminally Good Beer.

Founded in 2016, [Tap Social Movement](#) grew out of a **passion for good beer and social justice**. We are a craft brewery and community space which provides training and employment to people currently serving or recently released from prison sentences.

We specialise in bold and flavourful keg beer. We are the first brewery to bring sour beer to Oxford, and our core range includes an exciting mixture of hoppy pales, dark, Belgian, gluten free and sour styles.

Our brewery taproom and event space is open regularly with all of our beers on tap and is host to a range of community events including live music, arts and cooking performances, charity fundraisers, yoga, brewing and business conferences, festivals and award ceremonies.



Tap Social Movement, Oxford

Estimated delivery: 1st Jan 2018

£20 or more

5 of 100 claimed

THIS ROUND'S ON ME ;)

Pledge £20 and you'll get £30 worth of beer in our taproom! Perfect for the regular taproom visitor and perfect for when you've got the next round...

£25 or more

13 of 50 claimed

GRRRR-OWLER TIME

Pledge £25 and get your hands on one of our 2L Tap Social stainless-steel growlers. Growlers are refillable take-home containers, they're a great way to enjoy Tap Social beer in the comfort of your own home! We'll also throw in a free pint when you come by to collect it.

£25 or more

39 of 50 claimed

DRINKING IN STYLE

Not only will you get one of our exclusively branded tote bags and a pint in our taproom but you'll also receive a Tap Social tshirt and a Tap Social 40cl beer glass. Includes UK shipping.

Video

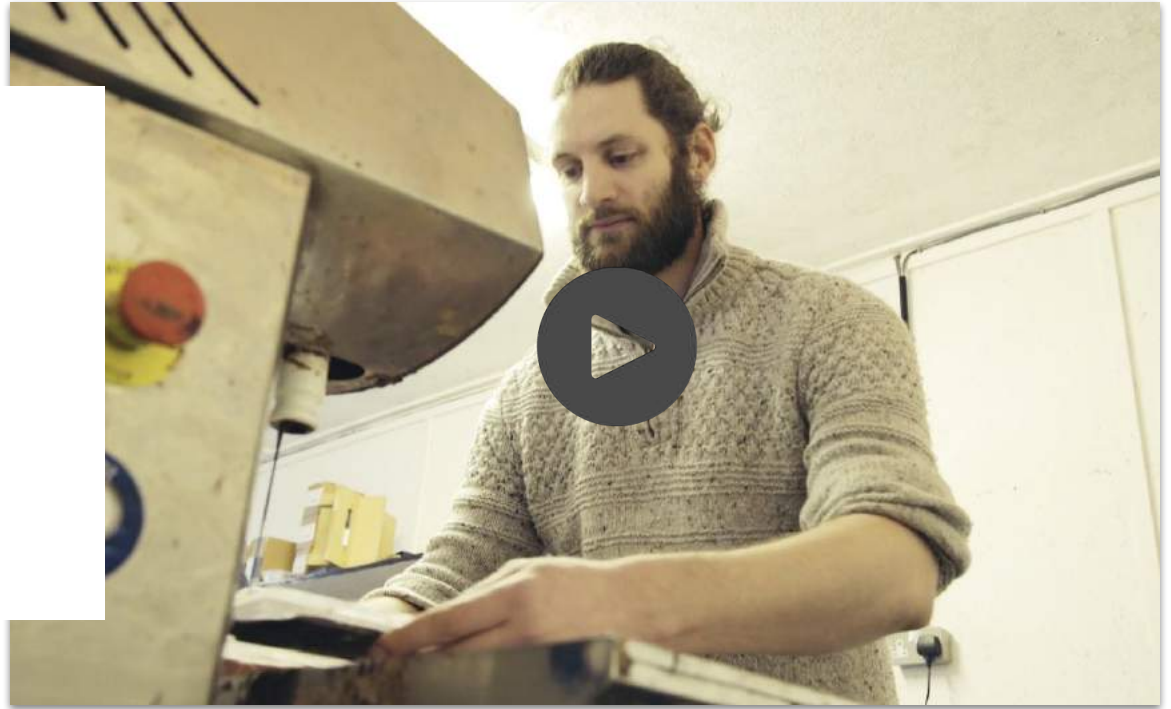
- ⌚ Keep it **short & sweet** – two minutes is plenty
- 📺 Get someone to help you in front of the camera, **faces are powerful.**
- 📝 Write a **script**. It pays to be prepared.



Be a critic

Watch a project video

- What do you like?
- What could be improved?





Sutton Community Dance (SCD)

by [Sutton Community Dance](#) in Sutton, England, United Kingdom

Raising money to transform an empty retail unit into an accessible community dance hub



We did it

On 5th September 2019 we successfully raised £18,025 with 137 supporters in 28 days



How can rewards help to motivate the Crowd?



Rewards



Products & services



Experiences &
events



Sponsorship &
memberships



Thank you

Reward examples

Pledge £5

Personal hand written
postcard thanking you for
your support.



Reward examples

Pledge £15

COLOURING BOOK - A hand drawn colouring book based on the original Ancoats Art Museum collection. Bound in a Kraft card cover with 24 different designs and information on the original pieces now housed at Manchester Art Gallery.



Reward examples

Pledge **£35**

CREATIVE CONSULTATION - Are you an artist or creative practitioner with a new idea but not sure how to progress? This reward gives you one hour with our expert creative producer to help you develop your ideas into reality.



Reward examples

Pledge £60

Tea Hamper from Tregothnan + book

- Crammed with lots of gorgeous tea and tea related goodies from Tregothnan
- A numbered copy of the limited edition hardback book.



Reward examples

Pledge **£100**

You will receive two tickets to a Donor Tour of the building at its renovation stage, and your business name will be added to the Get This Party Started plaque which will be displayed in the Baths once the building re-opens.



Activity: Choosing rewards

What rewards could you offer for:

£10

£50

£500





Running your project

Crowdfunding theory



£0 **0**
raised of £10,000 target supporters
0% 10 days left

Support Us



£6,200 **55**
raised of £10,000 target supporters
62% 10 days left

Support Us



£14,600 **103**
raised of £15,000 stretch target supporters
146% 10 days left

Support Us



Get Launch Ready

Take the time to start conversations.
People cannot help you if they don't know what you are doing!



Commit to a
go live date



Review your
marketing plan



Have the first 10
pledges lined up



Throw a
launch event



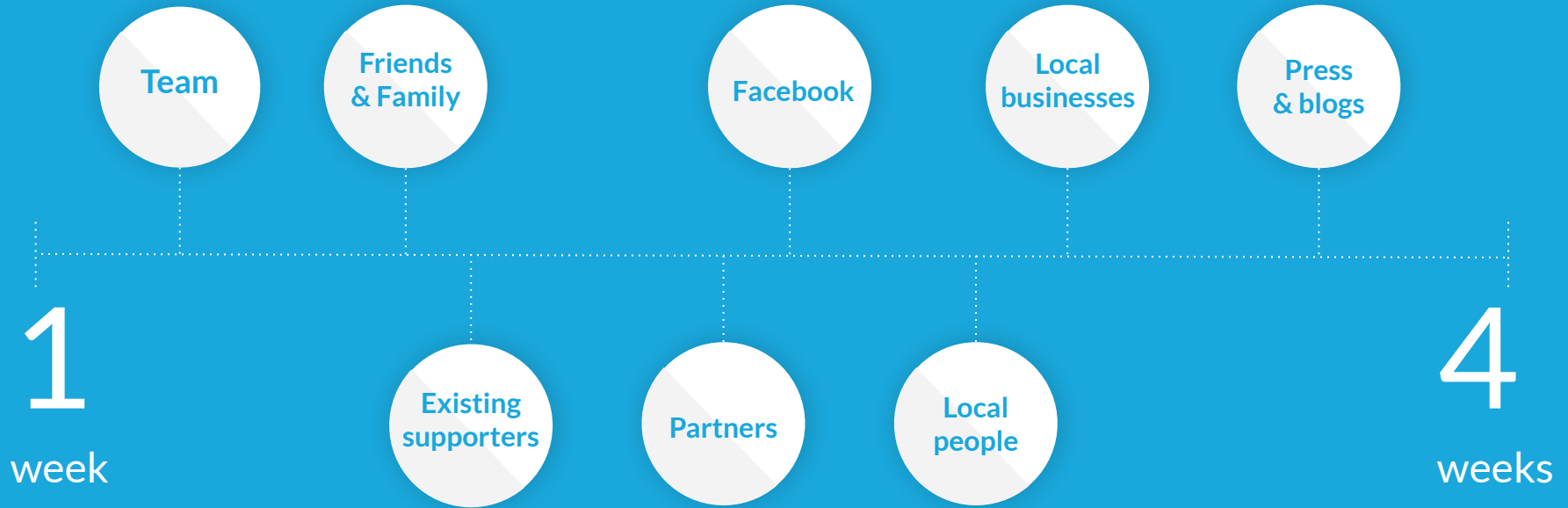
Promote through
all mediums



Engage with your
project dashboard



Using your network



Give everyone a role

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



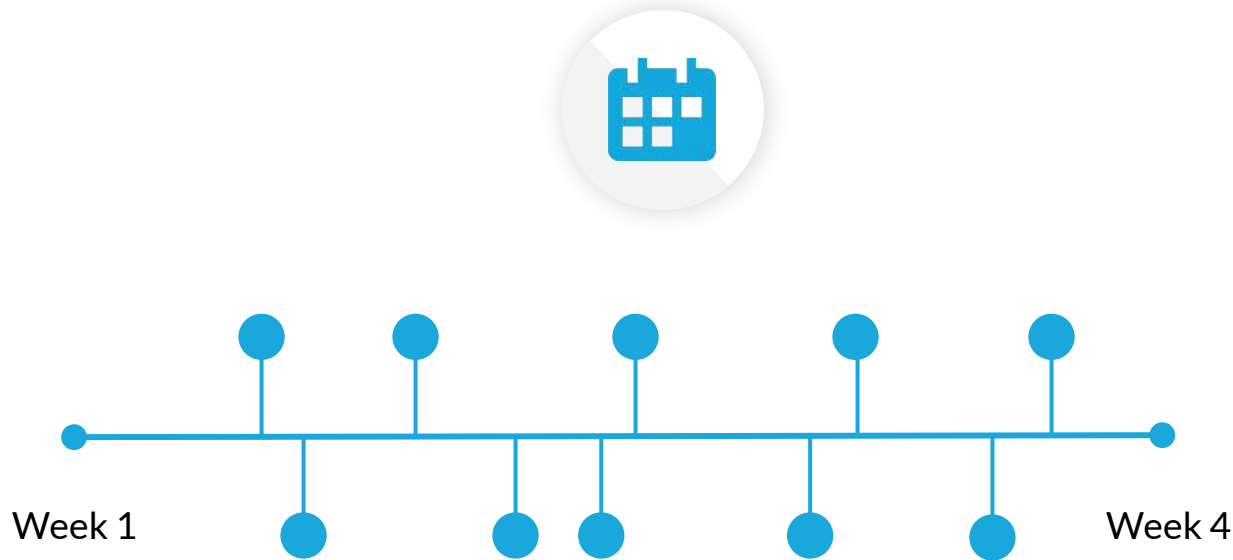
Offer a reward



Make a pledge

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



Activity: Getting off zero

If you were to launch a project tomorrow...

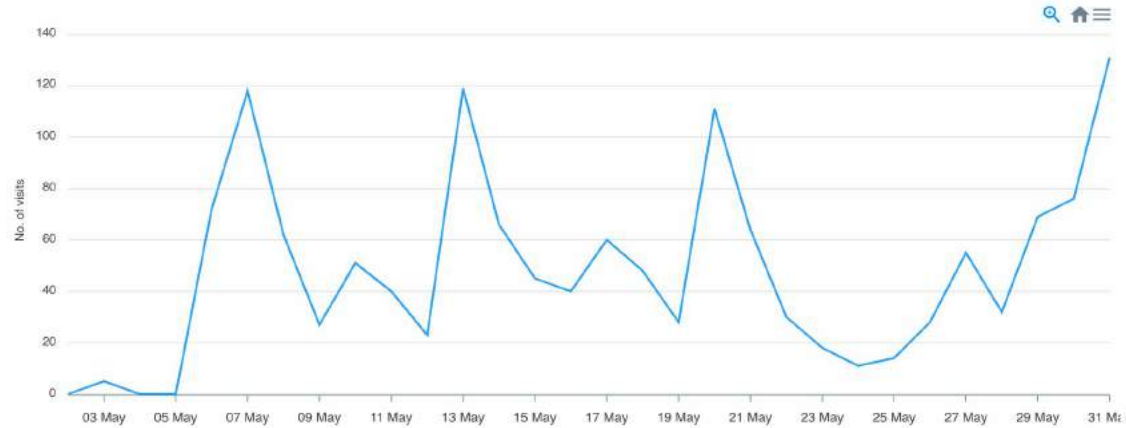
List the first five people who would pledge on your project and how you would contact them



Use the information and feedback
provided by the platform!

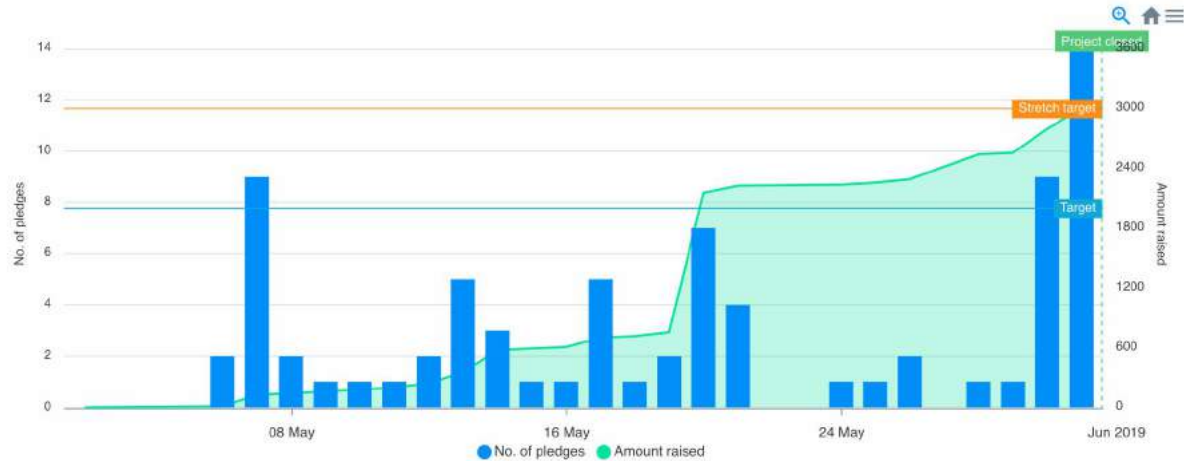


Project visits



Project timeline

Your conversion rate is **6.5%** this is calculated from the total number of pledges vs the number of unique visits to your project



Reward breakdown

| Amount (£) | No. of pledges | Price | Reward |
|------------|----------------|-------------|--|
| £2,112 | 52 | avg. £40.62 | Donation |
| £315 | 21 | £15 | limited edition print of map |
| £300 | 15 | £20 | Lead Nature Walk through trail and picnic |
| £30 | 1 | £30 | Evening outdoor meal in Bevendean Community Garden |
| £250 | 1 | £250 | Meal around the fire-pit for group of 12 |

Pledge sources

| Amount (£) | No. of pledges | Source |
|------------|----------------|-------------------|
| £806 | 51 | facebook |
| £1,836 | 20 | crowdfunder.co.uk |
| £100 | 1 | email: email |
| £10 | 1 | change.org |
| £200 | 1 | ecosia.org |
| £25 | 1 | email |
| £30 | 1 | twitter |



Coaching & support

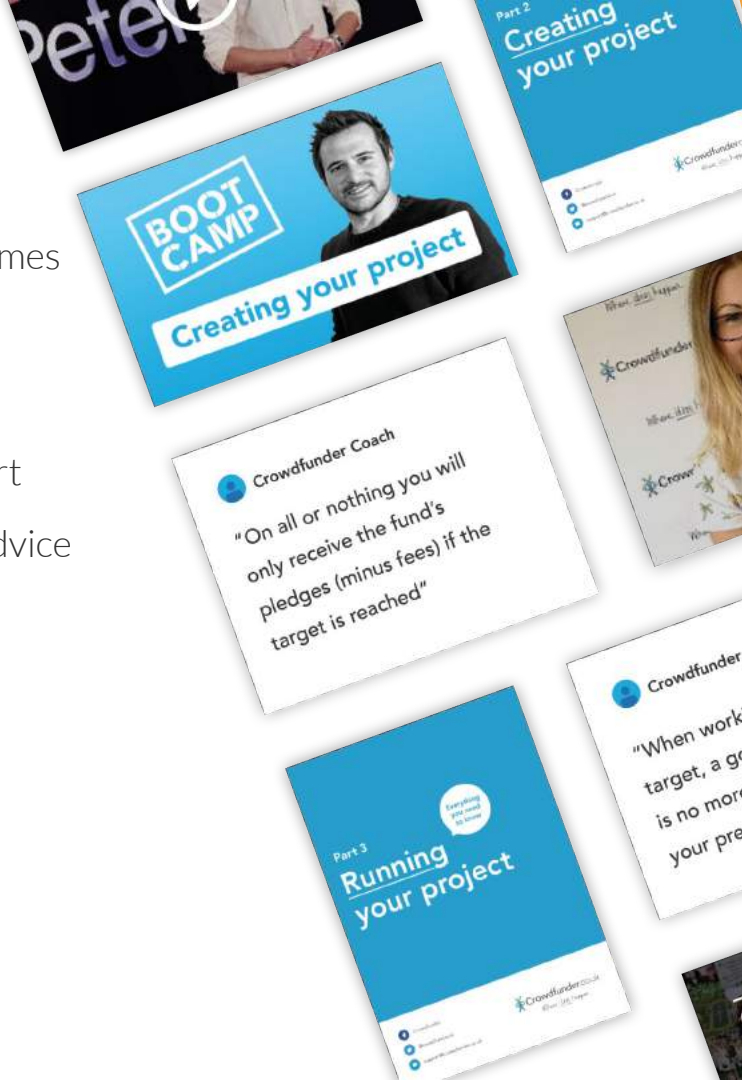


Coaching & expertise

We offer the expertise, technology, coaching & support needed to enable success

We supply

- One to one coaching
- Accelerator programmes
- Workshops
- Online guides
- Live customer support
- Personalised email advice
- Live project analytics



Start crowdfunding



www.crowdfunder.co.uk

Get in touch



support@crowdfunder.co.uk



Crowdfunder



CrowdfunderUK

