

How to Crowdfund

Jason Nuttall



BRIGHTON
FRINGE.





Our purpose

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



Our speciality: 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



Make Gness' New Album Happen!



Make Gness' New Album Happen! (Creative Scotland)

by Gness in Glasgow, Scotland, United Kingdom



// We're recording a brand-new studio album of original folk music and need your help to access Creative Scotland funding. Let's go!

✓ We did it

On 31st August 2020 we successfully raised £7,906 with 158 supporters in 14 days.

Project Facebook gnossmusic gnossmusic

Music

Share

17



£8 or more

// Digital Download

Pledge eight pounds and we'll send you a download code for our new album (plus custom-made digital art-book) in time for its 2021 launch date.

£20 or more

// EARLY-ACCESS Signed Physical Album!

Get a copy of our brand new album before ANYBODY ELSE! We'll ship a 'GNED copy to you two weeks before official 2021 launch date. Only 80 'able! (Digital download code also 'led!)

Estimated delivery: 9th Apr 2021

£40 or more

// We'll Teach You Something! One-To-One Lesson.

A personalised 45-minute-long lesson from one of the four of us, covering whatever topic you want; fiddle, flute, funk-dance, etc. Delivered via Zoom, FaceTime or a similar service. What would you like to learn?

£150 or more

Cover of YOUR CHOICE!

choose the song, we cover it! Full arrangement. Studio quality audio / The file will be sent to you as well / on our social media channels! / measures these may take up / of January to be delivered.)

£150 or more

// We'll Write You A Tune!

The perfect gift! Our resident tunesmiths - Connor and Graham - will write you a tune, and you get to name it. You'll receive // A hand-written copy of your tune on manuscript paper // A digital copy of the sheet music // A studio-quality, solo recording of your brand new tune.

Estimated delivery: 14th Feb 2021

£900 or more

// We'll Play A Private Gig In Your House!

A private Gness gig in the comfort of your own home! We'll drive anywhere in the UK to perform for you; you invite whoever you want, we have a grand old time, we drive home. Special stuff. This perk will have to be delivered with social distancing in mind, but if you think it'll work then so do we! Date to be confirmed.

Estimated delivery: 31st Mar 2021



Raising funding on Crowdfunder

Two funding methods:



All or nothing

Or



Flexible funding
(keep what you raise)



Crowdfunder fees

Platform fee

0% for charities, social enterprises & not for profits
5% + VAT for businesses

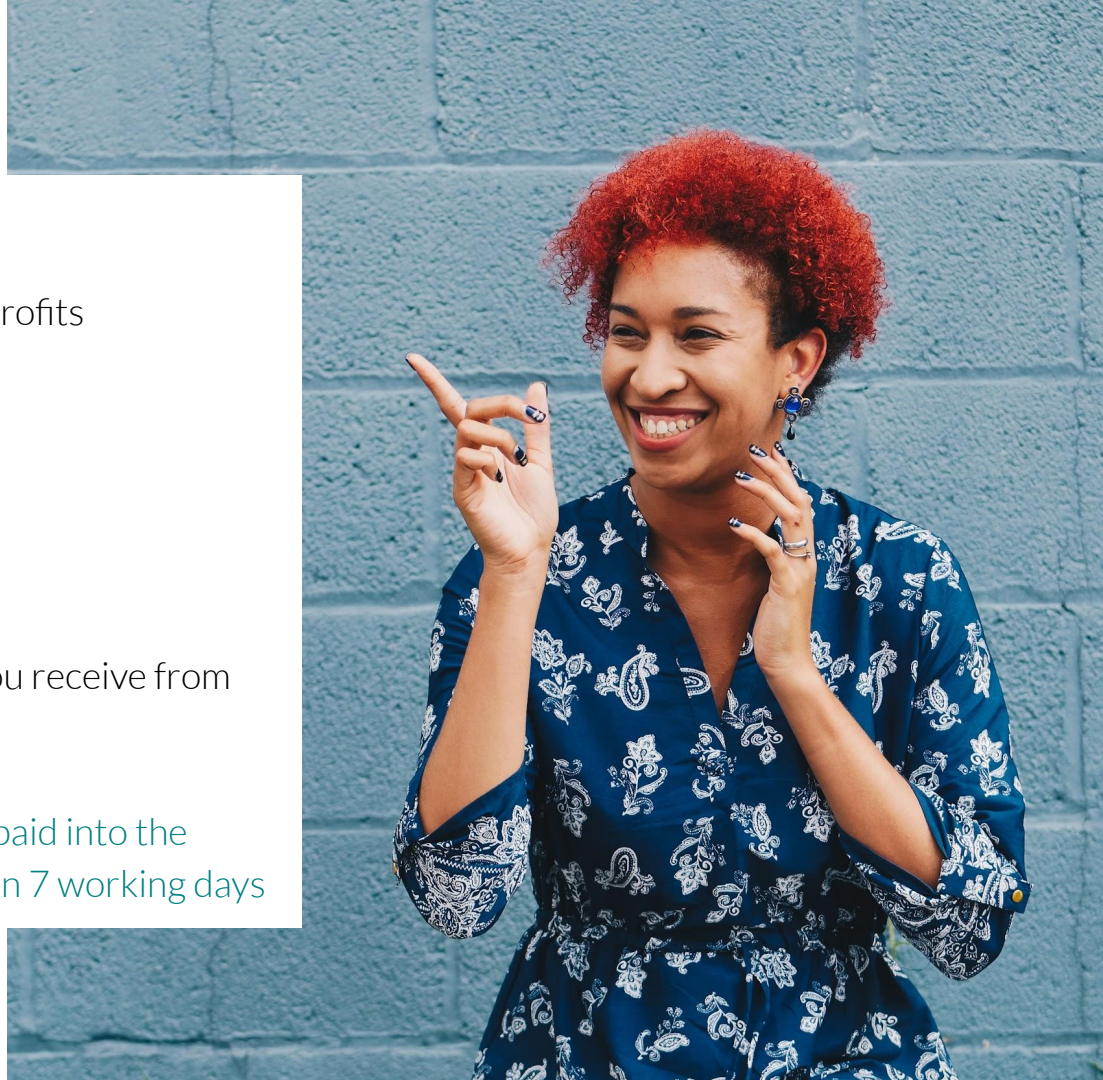
Card payment processing fee

1.9% of the total +23p per pledge + VAT

+Extra Funding fee

Generally 5% + VAT for any +Extra Funding you receive from our partners.

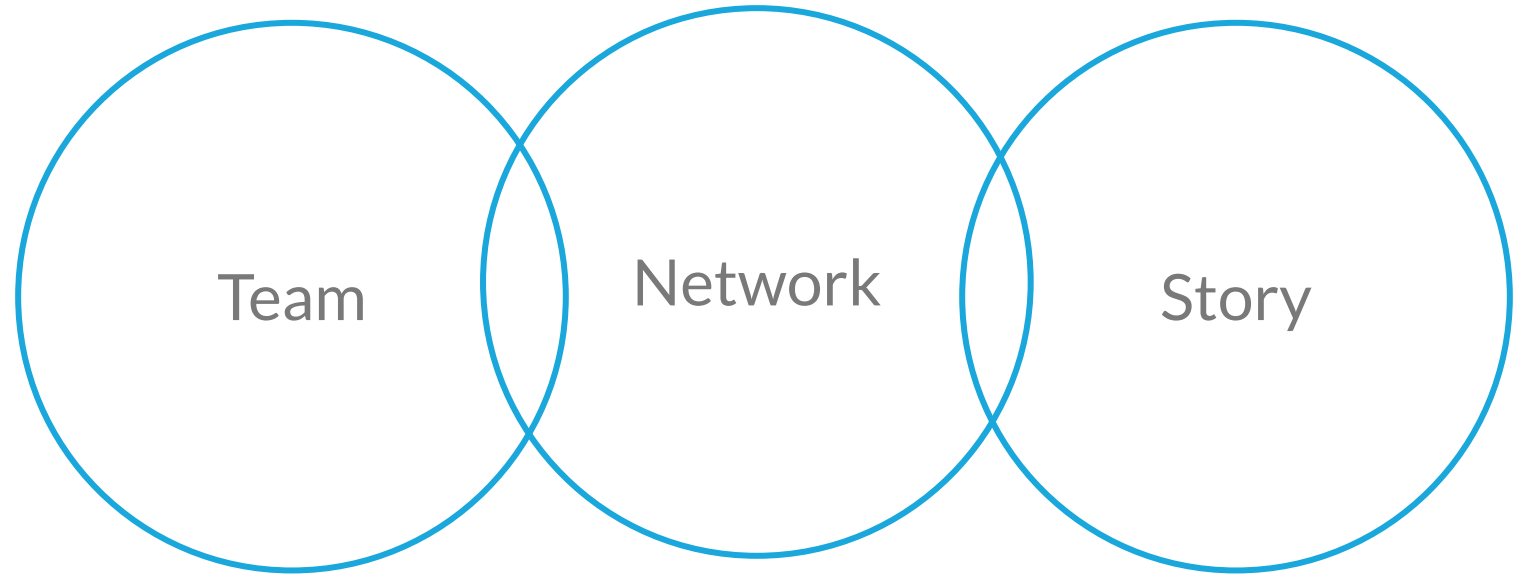
*Money raised by a successful project, will be paid into the nominated bank account, minus the fees, within 7 working days (+Extra Funding paid out separately).



A close-up photograph of a hand holding a black pen, writing on a checklist in a notebook. The notebook has a grid pattern and the checklist includes items like 'Find a car', 'Drive it', 'Drive it', and 'Drive it'. The background is blurred, showing a blue and white patterned surface.

What makes a good
crowdfunding campaign?

The key ingredients for an awesome crowdfunding campaign



Benefits of crowdfunding



Validation

Build confidence
in your idea

Show there is an
appetite



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Awareness

Create a buzz
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Get noticed by a
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Advocates

Build an engaged
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Create meaningful
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Learn new skills

Transferable skills
for the future

Crowdfund like a
pro



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Learn new skills

Crowdfund like a
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Transferable skills
for the future



+Extra funding and support

Access funding
from national and
regional partners

Make new
connections

Your three steps to success



Planning your project



Creating your project



Running your project

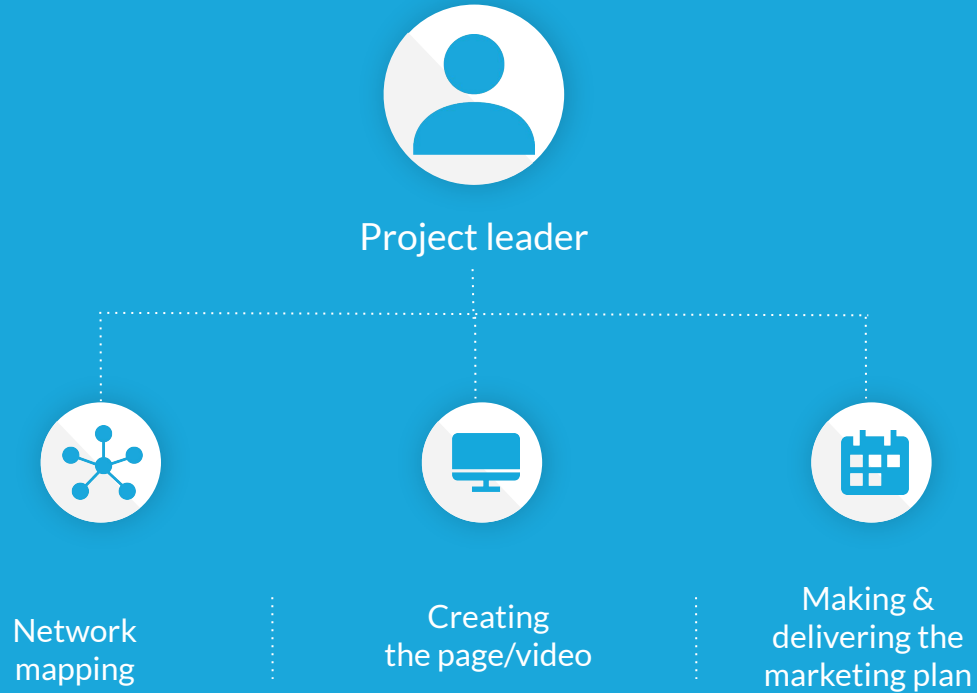
[Visit our Learn platform](#)



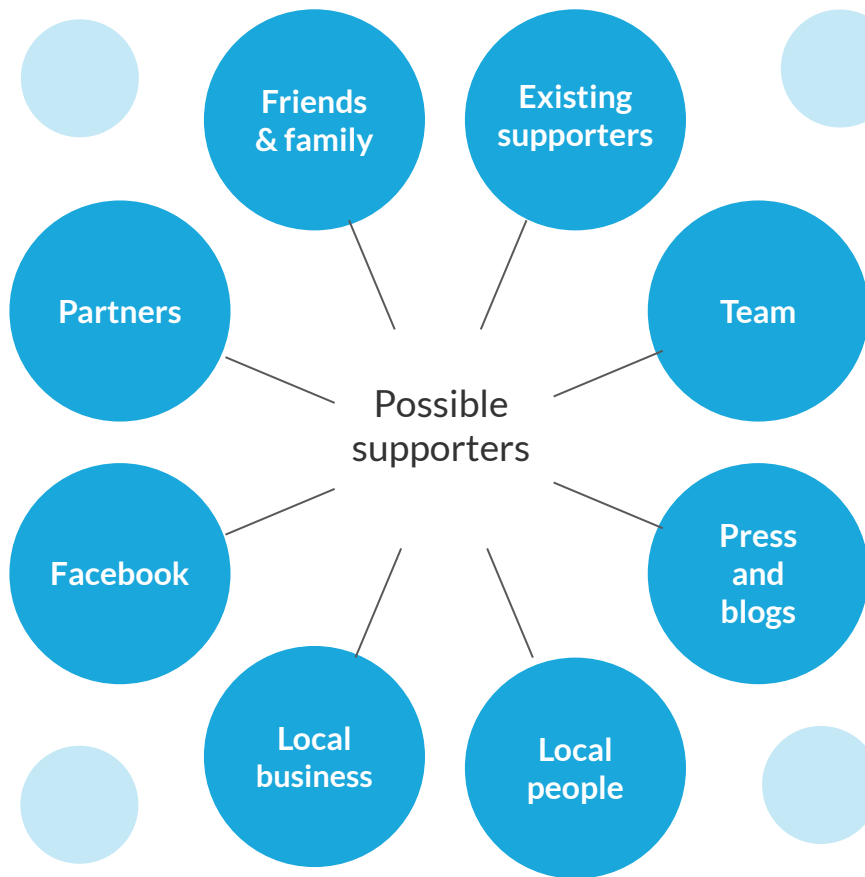


Planning your project

Team & Tasks



Create a network map



Your story

Your project description should tell potential supporters the following:

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



Activity

What's your story?

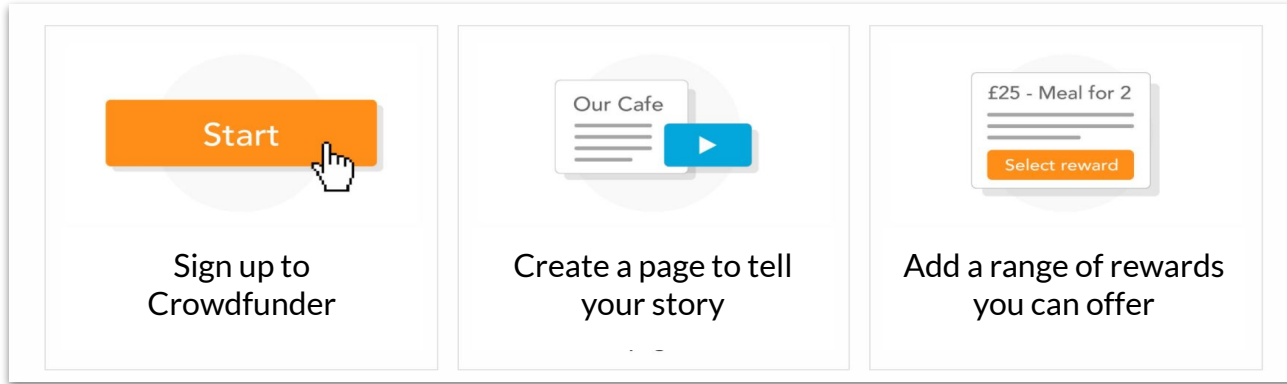
1. Who you are
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Creating your project

Getting started



Making a page

1. You

2. Basics

3. Project page

4. Extra funding

5. Targets

6. Rewards

7. Financials

8. 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

Forget Me Not | Newquay's eco-florist

37/50


 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

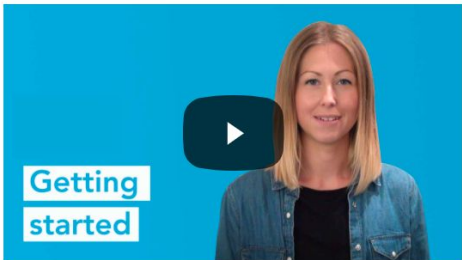
Create your unique web address

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

<https://crowdfunder.co.uk>

Project slug
forget-me-not-newquays-eco-florist

 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



by BalletBoyz in London Borough of Richmond upon Thames, Greater London, England



On 12th December 2017 we
successfully raised £10,452 with 158
supporters in 21 days

Overview Updates 4 Comments 4 Supporters 158 Contact project

Thank you so much to everyone who has helped us reach our £10k target - we're so grateful!

With our thanks - the BalletBoyz team



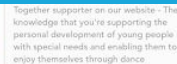
This project offers rewards in return for your donation.

£10 Reward

You will receive: - Your name listed as a Dance Together supporter on our website - The knowledge that you're supporting the personal development of young people with special needs and enabling them to enjoy themselves through dance

£25 Reward

You will receive: - Your name listed as a Dance Together supporter in the credits



£50 or more

£50 Reward

You will receive: - Invitation for two to watch the BalletBoyz dancers at company class (24th Jan 11am-12.30pm or 28th April 3.30-4.30pm) - Your name listed as a supporter in the credits of the short film we'll make about the project - Your name listed as a Dance Together supporter on our website - The knowledge that you're supporting the personal development of young people with special needs and enabling them to enjoy themselves through dance

£100 or more

£100 Reward

You will receive: - DVD of our stage show
Life - invitation for two to watch the
BalletBoyz dancers at company class
(24th Jan 11am-12.30pm or 28th April
3.30-4.30pm) - Your name listed as a
supporter in the credits of the short film.
we'll make about the project - Your name
listed as a Dance Together supporter on
our website - The knowledge that you're
supporting the personal development of
young people with special needs

£500 or more

1 of 8 claimed

£500 Reward

You will receive: - Opportunity for 2 to take class with the BalletBoyz dancers or 3 BalletBoyz DVDs - DVD of our stage show Life. - Invitation for 2 to watch the BalletBoyz dancers at company class - (24th Jan 11am-12.30pm or 28th April 3.30-4.30pm) - Your name listed as a supporter in the project film credits & on our website - The knowledge you're helping the development of young people with special needs.

£1,000 or more

£1,000 Reward

For two years our company dancers have been visiting Strathmore school to dance with the students. It was clear from our first collaboration in 2016 that everyone had a lot of fun, but from observing how the students were developing and from talking to staff it also seemed that dancing with our company was having an important impact on their personal development.

Impact of Dance Together:

When we returned to the school in 2017 we paired each student with one of our dancers for the duration of the project. We wanted each student to receive one to one attention, enabling them to participate in the way that suited them best. We also commissioned community dance researchers from the University of Roehampton to produce an evaluation of the project. Their report highlighted multiple positive outcomes of the partnership, but most importantly that it had increased the students' confidence and self-esteem.

- independence
- confidence
- and well-being

One of the key achievements of the project was the students' increased confidence in communicating and forming relationships with new people.

Our plans for 2018:

Given the difference we can make, we're determined to continue and expand our partnership. Our ultimate goal is to make it a permanent one. Imagine the impact we could have if dance and dancing with our company was an integral part of a Strathmore student's educational experience for all of their years at the school, and if dancing with Strathmore students was an integral part of being a BalletBoy?

We'd be really grateful if you could help us by contributing to this crowd funding campaign so that we can run an extended version of Dance Together in 2018.

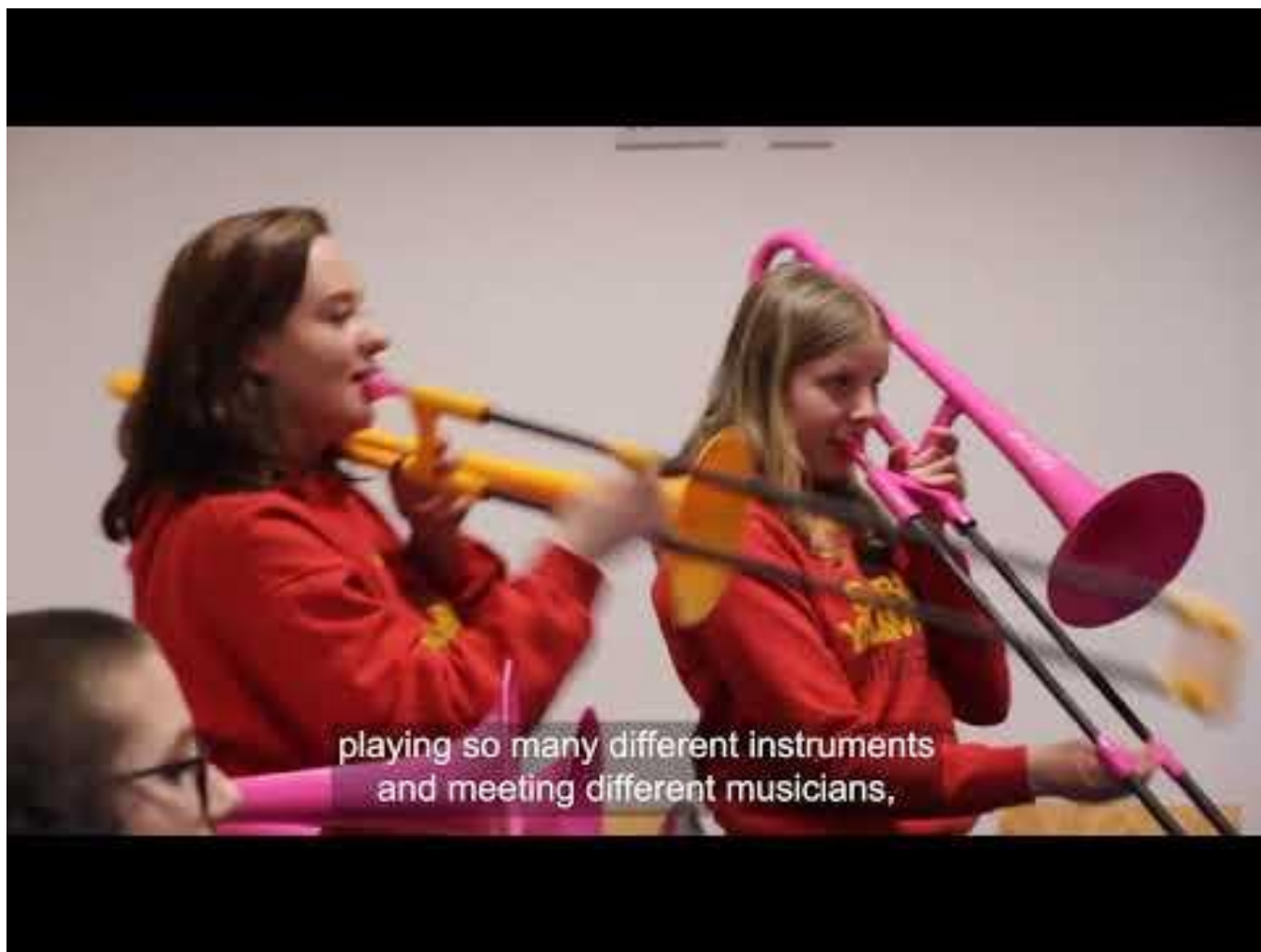
If we're successful we'll offer activity throughout the year, including:

- the students visiting our studios to take part in workshops or watch the company rehearse
- our company taking part in the school's weekly disco (something which was set up as a result of working with us)
- a collaborative workshop programme over a half term period to deliver a specific creative project.

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.





playing so many different instruments
and meeting different musicians,

How can rewards help to motivate the Crowd?



Rewards

- Incentivise your supporter base by giving them something in return for a donation
- Average donations for project pages with rewards: £50

Top Tips:

- Offer a range of price points to suit all budgets.
- Ask businesses, celebrities or individuals with a skill or product to donate rewards
- Ask them to increase your reach by promoting to their network
- Read our [55 Reward ideas](#) blog
- See other [Crowdfunders like this](#) for inspiration

Raise The Curtain

by Brentwood Theatre in Brentwood, England, United Kingdom



To secure the future of Brentwood Theatre for the community of Brentwood, enabling us to recover from the effects of the pandemic.

£4,515 المستهدف
+ est. £526.25
£15,000 target 27 days left
30% 93 supporters

Support Us

Flexible funding – this project will receive all pledges made by 9th April 2021 at 9:00am

Project Facebook BrentwoodTheat brentwood_theatre Community, Film and Theatre

Share 66 66 66 66 66

Rewards

This project offers rewards in return for your donation.

£150 or more 7 of 50 claimed

£150 Reward

Exclusive Evening of Entertainment: An invitation to an exclusive supporters evening of entertainment once we're able to open our doors without social distancing. Featuring performances by local actors/musicians, free drinks and a buffet. Your name on our website as a valued supporter. (ltd. to 2 people per reward)

Select reward

£25 or more

£25 Reward

Raise The Love: Give £25 for the love of the theatre and a big thank you from us. THANK YOU and we love you!

Select reward

Activity: Choosing rewards

What rewards could you offer for:

£10

£50

£500

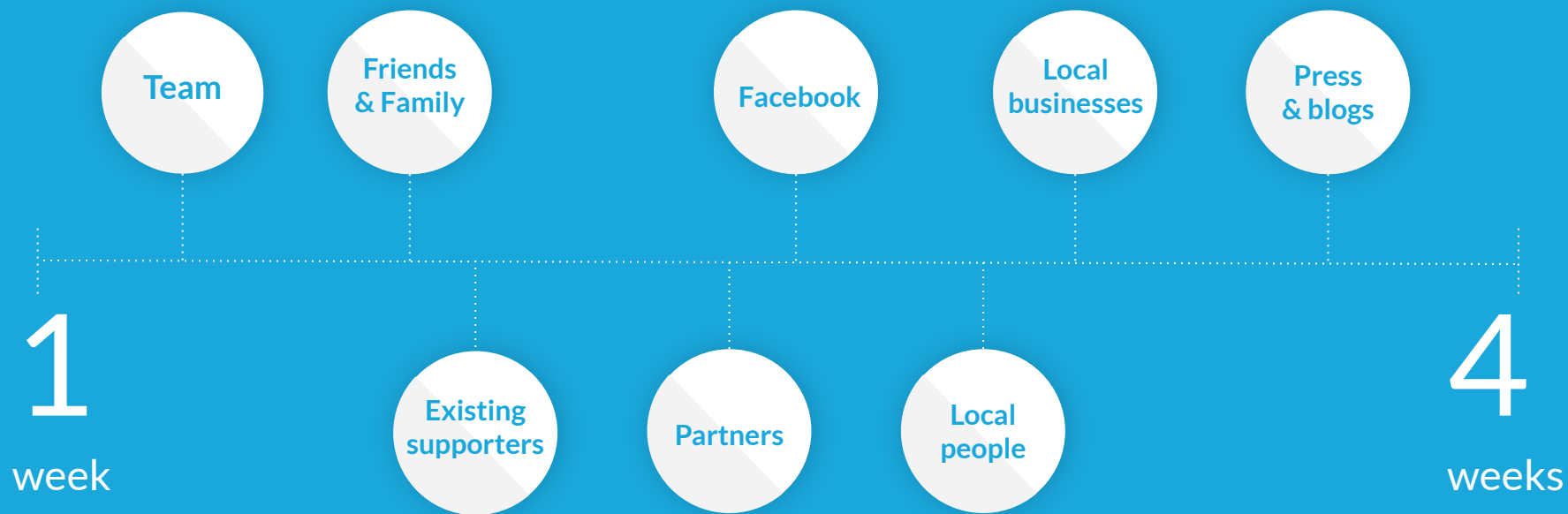




Running your project



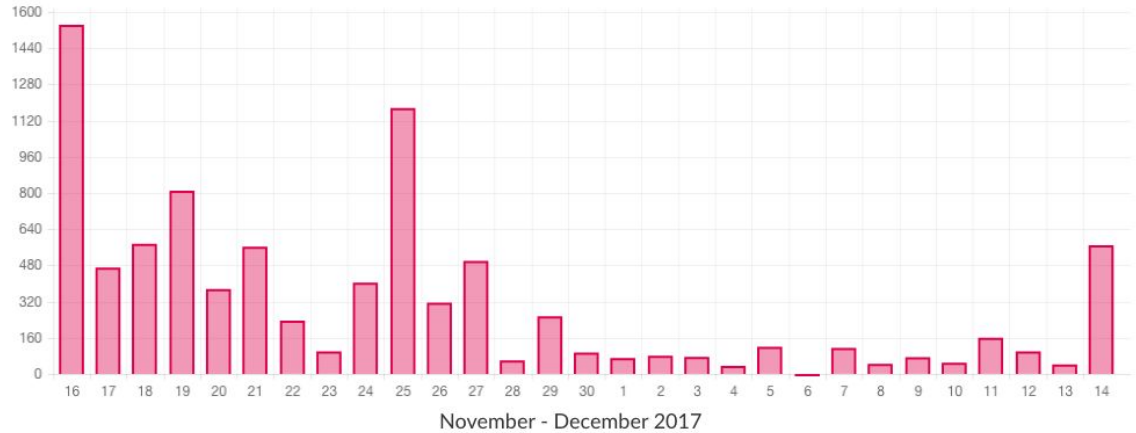
Your crowdfunding calendar



1. The first week of funding usually sees half of the total £ raised pledged
2. Traditionally there is a peak of interest and the beginning and at the end
3. A solid marketing plan is absolutely essential

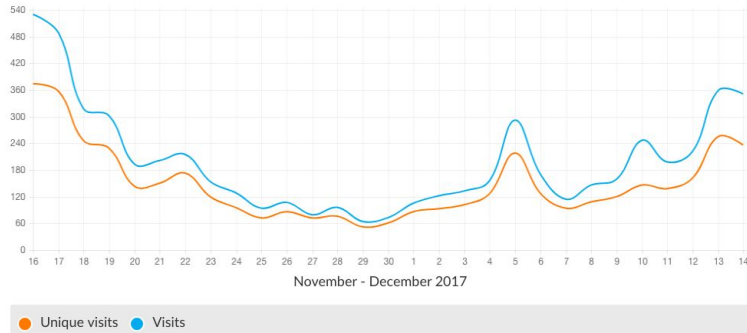
Pledges by day £

[Download](#) 



Project home page visitors by day

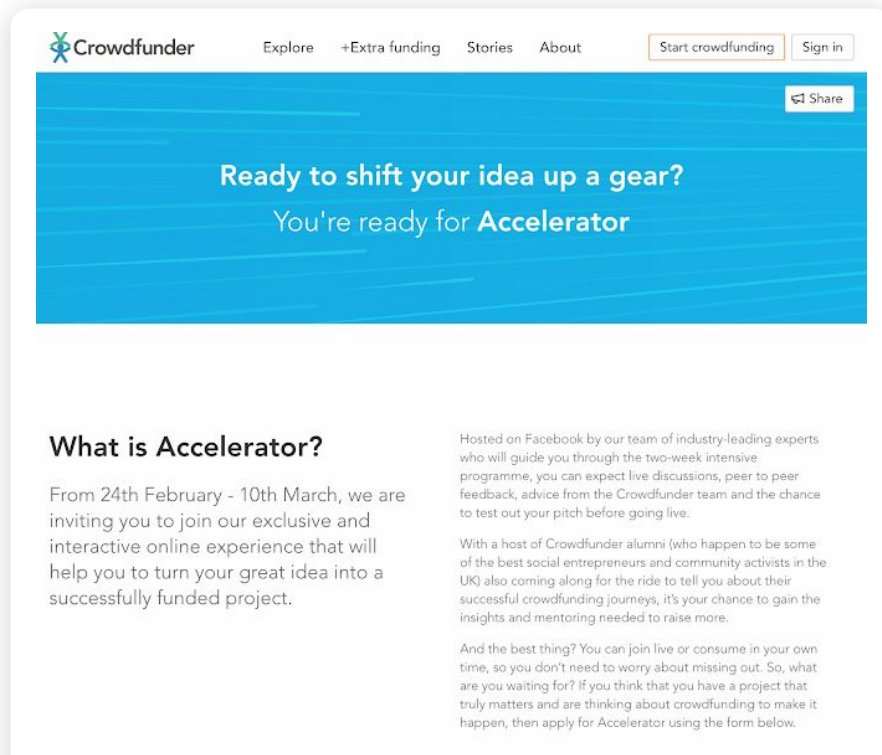
[Download](#) 



Crowdfunder's coaching & support

We provide help via

- Online guides and courses
- Accelerator
- Personalised email advice
- Live project analytics
- Customer support team
- One to one coaching
- Bespoke video for frequent questions



Crowdfunder Learn

Search by lesson title

- ☐ How crowdfunding works 0/5
- ☐ Your choices 0/6
- ☐ Make your project great 0/8

Make your project great

VIDEO • < 1 MIN

The crowdfunding journey

TEXT

Three things to get right

TEXT

Building your team

TEXT

The perfect page

TEXT

Your Crowd

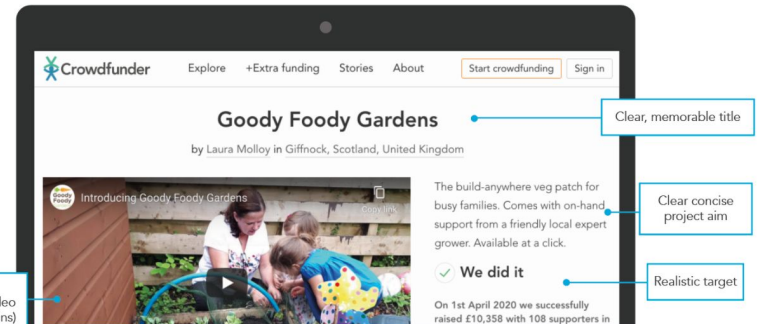
TEXT

The perfect page

The perfect page

Your Crowdfunder page is designed to help you connect with your Crowd and motivate them to make a pledge. It needs to be clear and concise, while showing off your project idea with plenty of great images.

Take a look at this brilliant example below by Laura in Giffnock, Scotland.



COMPLETE & CONTINUE →

