

The Crowdfundamentals

Creating a project





Project: Bombed Out Church

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 @crowdfunderuk
 @support@crowdfunder.co.uk

Step 1 Write a perfect project description

Step 2 Create a powerful project video

Step 3 Offer great rewards



Project: Maiden Rescue

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Write a perfect project description

Your project description is key to maximising your chances of getting funded, so include all the possible information backers might need to see. We've created this template to help you get started.

Aim

Try to explain your project using just 140 characters, like a Tweet. A tough challenge but invaluable when it comes to telling people about your idea.

Eg. "We're X and we're raising £Y for A, B & C." (This is 140 characters with spaces, so you can see how much space you've got to work with)

About your project/organisation

Use this section to expand on your aim. Remember to include information about where you're based, any key dates and links to your website and socials. Ask somebody who has never heard of your project to read this section – do they understand it? If not, try to make it more clear and simple.



This is a great place to add a picture or two!

Why are you crowdfunding?

Tell people why you are crowdfunding and exactly what the money will be used for. It's really important to be transparent at this point – people will appreciate knowing how their money will be spent.

Testimonials

Include testimonials from people highlighting why your project should happen. If you've had any press exposure or celebrity support then mention it here too.

Rewards

Explain your rewards and tell people about any conditions of shipping, when they can expect to receive the rewards, what discounts pledgers might be getting off your normal range of services. Even better - make your rewards exclusive to Crowdfunder. Scarcity is a good selling point!

About you

Tell people who you are and let them know your expertise in the subject matter. Describe the team you've got helping you with the project, and their experience - sell yourself!

FAQs

Try to pre-empt and answer any questions you think pledgers may have in advance.



ADD PROJECT DESCRIPTION >



Project: Turning Earth

Create a powerful project video

The video is also the first thing people see when they visit your project page, so you want to make a great first impression.

Making a video about your project is really important – it's an easy way to deliver the right message to your potential supporters!

Despite being a key part of the preparation for your project, making a video doesn't have to cost a penny and can be done in a matter of hours. We've put together the following guide that will help to bring out the filmmaker in you!

Write a script – it pays to be prepared

Get started with our [script template]

Keep it short and sweet

Aim to make your video last about two minutes. People get bored if it's much longer than this, and you'll be surprised how much you can talk about in that time!

Find someone to help you

If you know someone who has a knack for making films, it never hurts to ask! Offer them something in return and they could help expand your project's audience as well as making a professional looking video.

Get hold of a camera, laptop, phone...

Obviously the higher the quality the better. But some of the best videos are those with a homemade feel. It really is the content that counts, so don't be afraid to use what you've already got.

Get in front of the camera

Faces are powerful and help your supporters connect with your project on personal level, so don't be shy!

Show people the benefits of your idea

Don't forget to show people how your idea will work and the ways it could benefit your local community.

Music

You can get royalty free audio files [here](#) which may help to make your video that bit more interesting.

Video editing software

Macs and PCs both have their own easy-to-use film editing software, iMovie for Mac users and Windows Movie Maker for those on PCs. There are lots of online tutorials for both programmes if you get stuck.



Check out this [extensive guide to creating a video](#) on Crowdfunder for inspiration and top tips.



Project: Annan Harbour reopening

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Reap the benefits of great rewards

Why do you need rewards?

Crowdfunder is a rewards-based fundraising platform which means in return for a financial pledge, you offer supporters a non-financial reward. The beauty of the rewards system is that you have the opportunity to 'upsell' your project, thereby increasing the value of donations. The average donation of UK givers to charitable causes was £27 in 2012, whereas the average pledge made by supporters on Crowdfunder is currently around £50.

Rewards also mean that you don't have to sell any equity and opens up a whole host of opportunities. For example, if you are a start-up business you can test demand for your products. If you are a charity, instead of asking businesses for cash, you can ask for products which can be used as rewards.

So what should a great reward do?

Appeal to a wide audience

Offer rewards for people local to your project (events and activities) and those that live nationwide who you could post items to. Also think about the different rewards you could offer people who know about your project compared to brand new supporters.

Offer good value for money

Be realistic about how much you are asking of people, and give them a good reason to make a pledge. If, for example, one of your rewards is being sold elsewhere, make it cheaper on your Crowdfunder page. After all, if someone likes your idea and sees they can get a bargain at the same time, there's no way they'll leave without pledging.

Seem exclusive

You can limit the number of particular rewards which works well for those in the mid to high-end range. This gives people a sense of urgency so they don't miss out. Exclusive rewards work because it's something people can't normally get their hands on. They also make great conversation starters.

Be creative!

Come up with as big a list as possible and put down all your ideas to start with, however extravagant they may be!



How many rewards should you add?

You should have a minimum of five rewards, although at least eight is better. If you have a lot more than this, you can keep them in your back pocket to add at different points throughout your project's timeframe which keeps people engaged and encourages them back onto your project page.

What values should your rewards be?

Appeal to a wide range of supporters by offering a good range of values from £5 up to at least 10% of your target. Think about your target amount when deciding on your rewards as well; how many £50 rewards would you need to sell in order to hit your target?

Test your ideas!

Run your rewards, and their values, past some friends and family. It will give you confidence to know that you've got a set of rewards that work and you may be able to guarantee your first pledges!

Some of the crowd's favourite rewards so far:

Once you've got a few backers pledging on a reward, it's inevitable that others will follow their lead. We've picked out some of the best value and most popular rewards from a range of projects so far:

<p>PLEDGE £10 OR MORE</p> <p>102 backers so far</p> <p>A thank you from the heart printed on a seedpaper postcard that will grow into a patch of wildflowers.</p>	<p>PLEDGE £30 OR MORE</p> <p>79 backers so far</p> <p>THE FORBIDDEN FRUITS - You get his or hers Pants to Poverty underwear to hide your forbidden fruit, a ticket to a Snact food-themed treasure hunt in the summer and three bags of snact fruit jerky (3 x 30 g). Specify male or female and the size you want (S, M, L) for the undies.</p>
<p>PLEDGE £50 OR MORE</p> <p>141 backers so far</p> <p>Your name will be listed in a commemorative opening matchday programme.</p>	<p>PLEDGE £50 OR MORE</p> <p>39 backers so far</p> <p>For backers who pledge £50, each will receive a limited edition British Nordic team hoodie. These embroidered garments are ideal to show your support of the Team and wear with pride.</p>

Successful high-end rewards:

You only need one or two backers to pledge on your higher value rewards for it to make all the difference to your project. Secure these before you go live and ask them to pledge right away to avoid missing out. High value rewards work best when limited, making them even more exclusive and desirable.

You can also tailor your rewards to specific people. If you know someone who wants to support your project but hasn't yet done so, ask them what they would like to see as a reward and make it happen.

<p>PLEDGE £1,000 OR MORE</p> <p>3 backers so far</p> <p>You can have a name inscribed on a stepping stone or on the wooden planks of the bridge to recognise your gift. You will also be invited to the opening of the bridge and be given a personal tour of Allen Banks by our rangers. A photographer will also be taking a group photograph that you can choose to be a part of – capturing a moment in history of this special place for future generations!</p>	<p>PLEDGE £7,000 OR MORE</p> <p>1 backer so far</p> <p>12 Month Bespoke Wavelength brand campaign - across all Wavelength mediums - Print, Digital, Video and Social</p>
<p>PLEDGE £14,000 OR MORE</p> <p>1 backer so far</p> <p>Charter of Maiden (with or without skipper and crew) for Cowes Week August 2015 (food, drink and fuel not included).</p> <p>Estimated delivery: July 2015</p>	





Project: AH20

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See it to believe it

Sometimes rewards seem too good to be true. Show your supporters what they can expect to receive at the end of your project description to give them the extra boost they might need before they pledge.



Wavelength Magazine pulled together some high quality graphics to show off their rewards

A seed paper postcard to plant your own wildflower patch



GROW a Future for Families rewards were simple but effective, resulting in 440 backers

What next?

This guide should help you in preparing the perfect project pitch. Why not get started straight away and add or update your project now?



ADD PROJECT DESCRIPTION >



UPLOAD VIDEO >



ADD REWARDS >

Once you're happy with your project page, check out our [top tips for getting funded](#).