

Creating a great Crowdfunding page



#BrassBandsAtChristmas
crowdfunder.co.uk/brassbands



Welcome!
We'll be starting in just a minute....

Welcome!

Please pop the name of the band you represent into the chat

Please include whether or not you've started creating your page yet

If you haven't yet, you can start to create your page here

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

But first, let's look at how to create the best page possible...





#BrassBandsAtChristmas

crowdfunder.co.uk/brassbands



1. Planning your project

We'll help you get everything in place, for the best possible start.



2. Creating your project

Unleashing your creativity to share your idea and inspire supporters.



3. Running your project

Our best advice on how to run your project and keep the wheels spinning.



Your page

Create visual texture



Images

- Include people
- Scene setting
- Good quality
- Repurpose



Your page

Create visual texture



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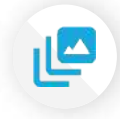
Infographics

- To display complex info
- Draws the eye
- Only use if relevant



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Create visual texture



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Headings

- Breaks up text
- Provides structure
- Varied text size
- Good for scrollers



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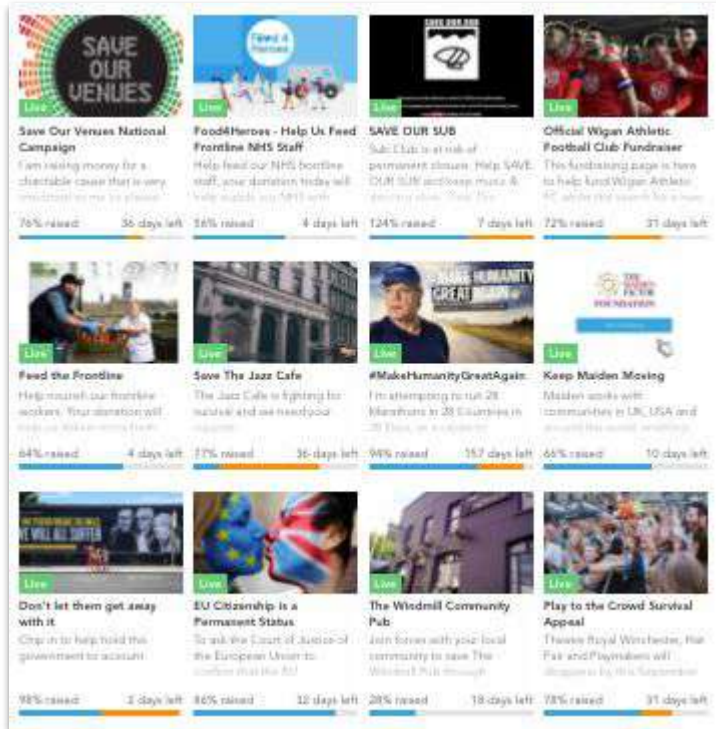
Testimonials

- Builds credibility
- Use screenshots
- Only use if relevant



Main image

Stand out in the crowd.....



.....don't get lost in the crowd



Main image

Get creative



The Relay Challenge - 300 miles of Cornish Coast

by Bertie Herrtage in Port Isaac, England, United Kingdom

THE RELAY CHALLENGE
300 MILES OF CORNISH COAST

Fundraising on behalf of
Keep Maiden Moving
Start fundraising for this cause →

We're running a relay across 300+ miles of the Cornish coastline in aid of The Maiden Factor Foundation - inspiring girls across the world.

✓ We did it

On 30th June 2020 we successfully raised £4,523 with 183 supporters in 32 days.

Top tip: Use this free design site to overlay text onto an image: <https://www.canva.com/>



Video

Engage with your supporters



Keep it **short & sweet**; 2 - 3 minutes maximum



Get someone to help you in front of the camera, **faces are powerful**.



Write a script. It pays to be prepared.



Set the scene. **Find the right spot**.



Your story

Tell it how it is

5 Ws (erm and a H:)

Who you are

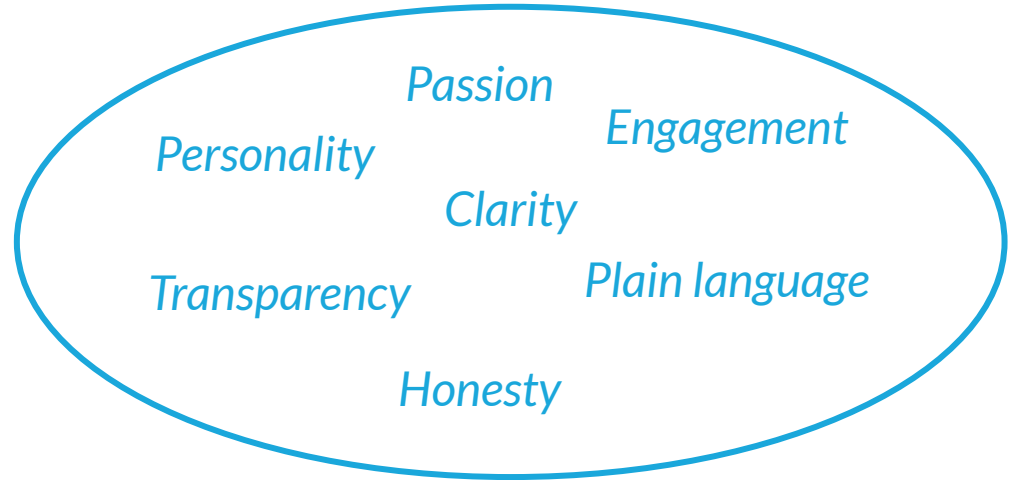
What you are trying to achieve

Why it is important

Where it will happen

When it will happen

How it will happen



Try to anticipate questions



Your page

Project Description

What makes a good project description?



Your opening statement

Briefly summarise your key points in two or three sentences. Keep it simple.



What are you trying to achieve?

Explain the problem that your project solves and why it's important.



What makes your project great?

Briefly summarise your key points in two or three sentences. Keep it simple.



Who are you?

This is your chance to show off your expertise and build credibility, explaining why you're the right people to make this idea happen.



Tell your story

Explain how your idea was started and why you decided to make this project happen.



How is the money being spent?

Outline what the money raised will enable you to do, showing your smart decisions with your spending.



Your rewards

Add the strongest rewards in your description to draw more attention to them.



Anticipate FAQs

Second guess the common questions that people might have about your idea.

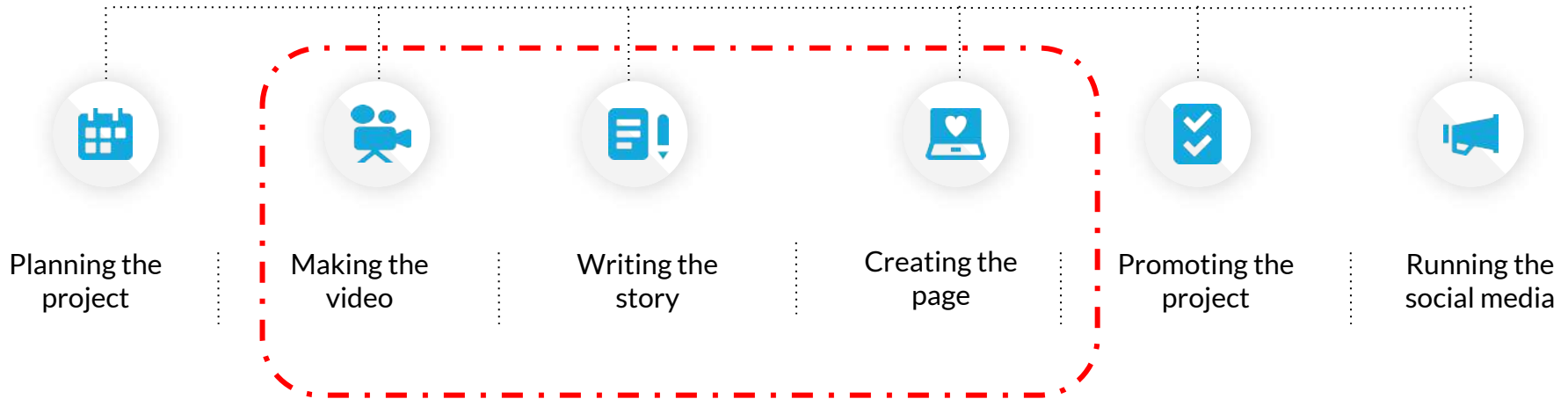


Building a team

A complement of skills



Project Leader



Putting it all together

The basics

1. You 2. Basics 3. Project page 4. Extra funding

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: `dbbaf9e4e0819d69c242fe7970b611f7`

Project Facebook page

<https://facebook.com/> Facebook page

1. You 2. Basics 3. Project page 4. Extra funding

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](#).



Putting it all together

Project page

1. You 2. Basics **3. Project page** 4. Extra funding

Project page

Your page on Crowdfunder is a bit like a shop front for your idea, so get creative and tell your supporters what you're setting out to achieve.

Add an image to your project page

Upload your image

Your image must be a .JPG or PNG file, at least 1600 x 900 pixels and no larger than 2Mb

Add a video to your project page

Projects with videos are more than twice as likely to succeed on Crowdfunder

Add a YouTube or Vimeo link

Your story

You want your page to attract as much attention as possible from the word go. Before getting on with yours, do a bit of research by looking at other projects to see what they've done. You'll quickly figure out what you think works well, and perhaps not so well.

Tell the crowd the aim of your project

Enter project aim 0/140

🗨 Explain your project simply and concisely this is the first description the crowd will read. If they don't understand what your project is here, they might not read on further.

Tell your story

Talk about yourself, your team and your idea. What's your vision? And how will you use the money you raise to achieve it.

🔗 ⤴ ⤵ 🔗 B ¶ ☰ 📷 🎥

Type something



Putting it all together

Stretch your target

5. Targets 6. Rewards 7. Financials 8. Schedule

How much do you want to raise?

Set a stretch target
Dream bigger.

📌 Don't stop there. Create a bigger target to aim for, once you've hit your original one and built some real support for your idea.

What will you do with the extra money?
Outline your bigger plans and continue to encourage potential pledges from your supporters

🔍 🔄 🔗 ☰

You can help us to get back on the water and conduct research which helps to protect the marine life in our oceans for years to come!

£7,449 **143**
raised of £10,000 stretch target supporters

74% 15 days left

Overview Updates **2** Comments **47** Supporters **143** Contact pro

% New stretch target

Extra funds will allow us to cover more of the Hebrides and gather even more crucial data on the whales, dolphins, and porpoise in our waters! It will also allow us to do vital maintenance on our research vessel, Silurian, which is usually funded through our summer surveys.



Some great example to go look at...



Expand Cycling Without Age across Scotland

📍 Stirling and Falkirk

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

✔ Successfully overfunded

378 supporters: £43.5k raised 28 days



No child should carry their life in a bin bag

📍 United Kingdom

To help children in care carry their lives with dignity by providing them with new pack-away travel bags.

✔ Successfully overfunded

304 supporters: £24.6k raised 28 days



Are you ready for Snact's Delicious Protest?

📍 Greater London

More taste and less waste! Help us stop 1.4m bananas going to waste every day by turning them into awesome food waste-fighting banana bars.

✔ Successfully overfunded

305 supporters: £11.2k raised 28 days



'Calcutta': help Baroque & Indian music meet again

📍 Greater London

Help Ensemble Tempus Fugit bring Baroque & Indian music together in a show celebrating crossover music in 18th-century Calcutta. Join us!

✔ Successfully overfunded

141 supporters: £7.2k raised 49 days



Hyde Park Brass - To Your Street Tour

by [Hyde Park Brass](#) in [Leeds, England, United Kingdom](#)



We've got 100 slots and it's all or nothing to make the tour possible! Grab a slot and we'll see you on your street! Let's spread some joy



£9,182
raised in 133 days

162
supporters



[Project Facebook](#) [hydeparkbrass](#) [hydeparkbrass](#)

[Music](#)

Share



Summary

- Structure your page layout
 - add headings
- Use clear images
 - and a video if you can
- Tell your story clearly
 - include a call to action
- Build a team to help you
 - spread the load
- Stretch target
 - have a clear message



What next?

Campaign launches: Wednesday 17 November

Campaign end date: Friday 17 December

1. Ensure your page is as great as possible by the launch date!

If you still need to create one, use this link:

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

2. Join our 'Promote your Crowdfunder' webinar on Wednesday 3 November

3. Explore other projects to learn from their successes:

www.crowdfunder.co.uk



Need more help?

Don't worry. We're here every step of the way.



Drop us a line

At support@crowdfunder.co.uk.



We're on Twitter

Follow us and fire away.



Find us on Facebook

Add us on Facebook and speak to us.

Get in touch:



caroline.forbes@crowdfunder.co.uk

georgia.breslin@crowdfunder.co.uk

support@crowdfunder.co.uk

