



#BrassBandsAtChristmas
crowdfunder.co.uk/brassbands



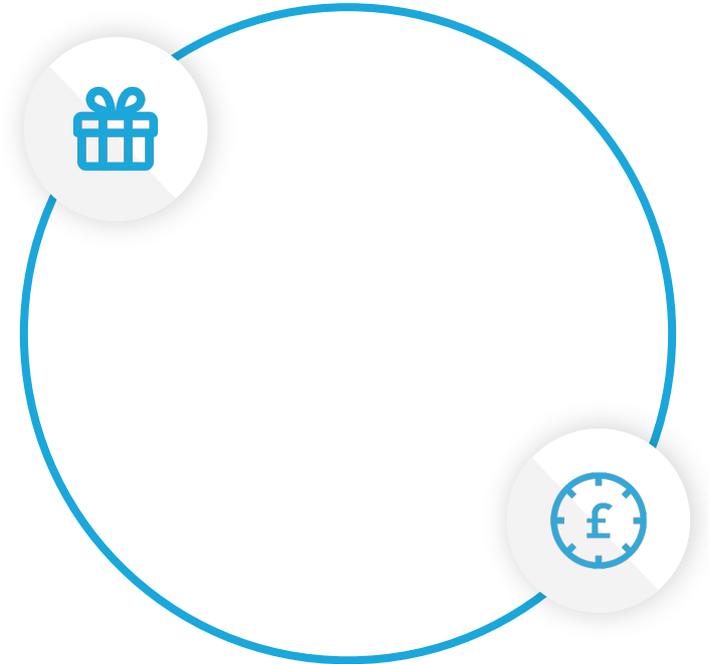
Crowdfunding: rewards-based fundraising

What is it?

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

Why?

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



Three steps to success



Planning your project



Creating your project

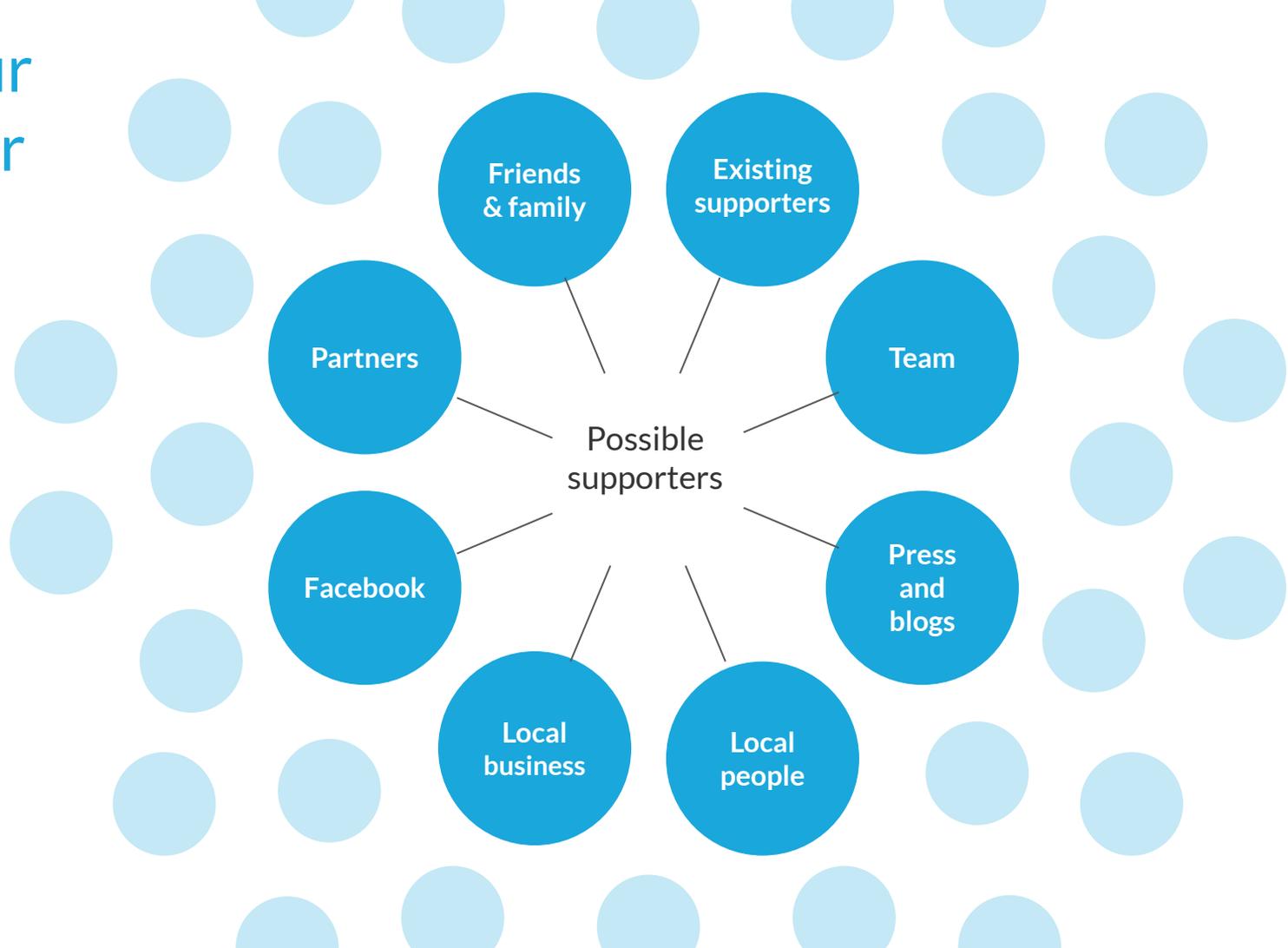


Running your project

[Learn more here](#)



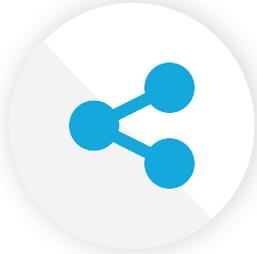
Planning your Crowdfunder



Everyone can help

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

Rewards: Giving supporters something in return

- 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

Great example: [The Drug of Art](#)

The Drug of Art

by Alison Lapper: The Drug of Art Project in Lewes, East Sussex, United Kingdom



The Drug of Art project uses art to help young people with their mental health and wellbeing by combating isolation and loneliness.

£77,787
raised so far

345
supporters

Donate

f Project Facebook TheDrugof_Art thedrugof.art Creative & Arts, Community Share 44

Overview Updates 4 Comments 85 Supporters 345 Contact project

My name is Alison Lapper - I am an artist, presenter and disability campaigner. I'm also a member of the Mouth and Foot Painting Artists. You may recognise me from the Alison Lapper Pregnant statue by my friend Marc Quinn, erected in Trafalgar Square in 2005.



I know the power of art and how it can help you overcome anxiety, grief and get you out of some very dark times. I've experienced these dark times first hand with the tragic passing of my son Parys.

Parys was just 19 years old when he died from an accidental drug overdose. He was anxious, depressed and self harming. I'm determined that my son's death won't be in vain.

£60 or more

Rankin Exclusive T-Shirt

Exclusive T-shirt designed for the Drug of Art T-shirt by Rankin.

£60 or more

Gary Mansfield Exclusive T-shirt

Exclusive T-shirt designed for the Drug of Art T-shirt by Gary Mansfield.

£60 or more

Marc Quinn Exclusive T-Shirt

Exclusive T-shirt designed for the Drug of Art by Marc Quinn

£200 or more

Be a VIP at the Drug of Art opening night

A ticket for one at the opening night of the Drug of Art Exhibition.



More support for individual Fundraisers

- Let your Supporters create their own fundraisers which link to your project page
- Turn a £50 donor into a £500 fundraiser
- Fundraisers can 'sell' your rewards to their crowd

Crowdfunder Explore +Extra Funding Stories About Start

Macmillan Cancer Support

RCN 261017, London

Macmillan is the UK's leading cancer support charity. We support people of all ages and all cancer types in local communities across the UK.

Whatever It Takes

Macmillan Cancer Support

Donate to this charity

£20 £40 £60 £100

£ 40

Donate Monthly

You can donate to this charity using your Nectar points

Total raised so far **£3,971** giftaid + est. £205.50

Supporters	Fundraisers
400	1
Supporters	Fundraisers
198	1

Fundraise for this charity →

♥ Fundraisers

Macmillan Cancer Support Half Marathon Run

Hey everyone! Myself & Sunday Run Club are running a Half Marathon at the Great

£2,686 raised
119 supporters



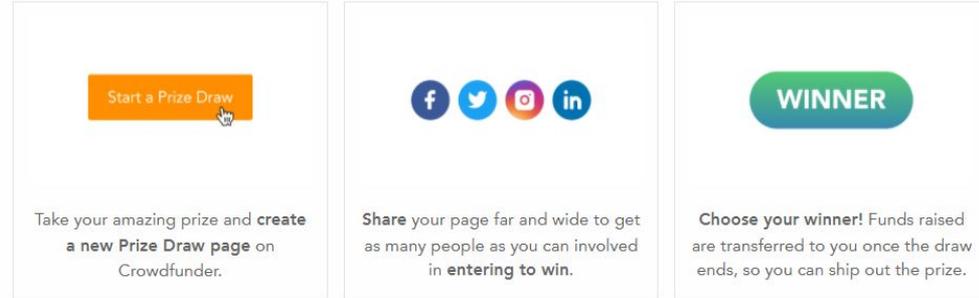
Prize draws: another way to raise funds

How does it work?

- Many organisations have run successful [prize draws](#) on Crowdfunder
- They worked brilliantly for the [#ILoveLive](#) series to help venues during the pandemic

Top Tips:

- Offer one big prize and several smaller prizes - “money can’t buy” prizes have the most appeal
- You can source prizes through our partner [Charity Escapes](#)
- Read our [Seven Awesome Prizes](#) blog for more inspiration
- There are [terms and conditions](#) you will need to consider



Start a Prize Draw

Take your amazing prize and create a new Prize Draw page on Crowdfunder.

Share your page far and wide to get as many people as you can involved in entering to win.

WINNER

Choose your winner! Funds raised are transferred to you once the draw ends, so you can ship out the prize.



Extra Funding: more funds for your project

- Your project could get double the funding with match funding pots
- You can also bring your own funding from any corporate partner or high value donor to encourage your crowd to get involved.

www.crowdfunder.co.uk/funds



Start a project

Start a new project on Crowdfunder, tell us the basics and a rough outline of your story. Then we can show you funds that you may be eligible for.



Apply for funding

You can then choose to make an application for a relevant fund. If a partner likes your project, they may agree to support it.



Start crowdfunding

Start raising money from the crowd and once you reach an agreed percentage of your target, one of our partners could boost your total with a large donation.

Cornwall

Creative Cornwall
Calling Fund
£1,000 extra

Funding to support creative projects all across Cornwall.

Supported by Cornwall Council

[Find out more →](#)

Coventry

Crowdfund Coventry
Fully allocated,
check back soon

Supporting the culture and sports sector.

Supported by Coventry City Council

[Find out more →](#)

Dorset

Crowdfund Dorset
Business Fund
£5,000 extra

Grant funding for micro and small businesses.

Supported by Dorset LEP

[Find out more →](#)

England

Return to Play:
Active Together
£10,000 extra

Funding for keeping communities physically active.

Supported by Sport England

[Find out more →](#)



Our biggest funding partners



Up to [£50,000](#) “**Cost of Living Boost**” for projects that promote thriving communities by preventing, preparing for and protecting against the impacts of climate change or helping people take control of their wellbeing by giving them the tools to be more financially independent and ready for anything.



Up to [£5000](#) to help community projects who are committed to being environmentally conscious.

For your band this could mean:

- Solar panels for your rehearsal space?
- A new energy efficient heating system?
- New electric van to help you transport your gear?

Use your imagination and don't miss out on this generous funding!



The newest fundraising currency



18 million Nectar customers

£250 million worth of Nectar points spent by Nectar card customers each year.

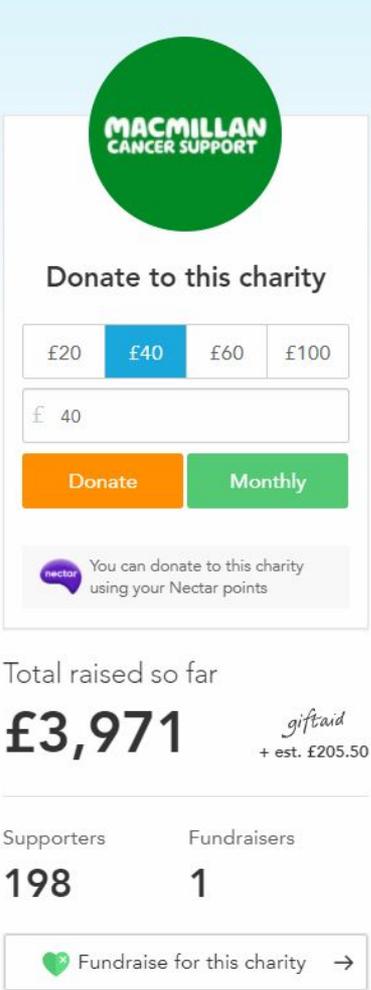
4.9million Nectar customers said they would like to donate their Nectar points to good causes.



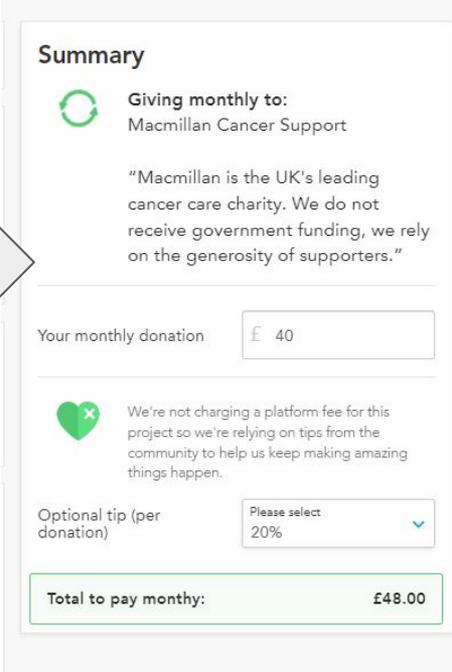
*Registered charities only

Other ways to raise funds

- Regular Giving
- Don't forget Gift Aid!



The image shows a donation page for Macmillan Cancer Support. At the top is the Macmillan Cancer Support logo. Below it is the heading "Donate to this charity". There are four buttons for donation amounts: £20, £40 (selected), £60, and £100. Below these is a text input field containing "£ 40". There are two buttons: "Donate" (orange) and "Monthly" (green). A Nectar logo and text state "You can donate to this charity using your Nectar points". Below this is the text "Total raised so far" followed by "£3,971" in large font, with "giftaid" in a script font and "+ est. £205.50" below it. At the bottom, there are two columns: "Supporters" with the number "198" and "Fundraisers" with the number "1". At the very bottom is a button with a heart icon and the text "Fundraise for this charity" followed by a right-pointing arrow.



The image shows a summary panel with the heading "Summary". It features a circular refresh icon and the text "Giving monthly to: Macmillan Cancer Support". Below this is a quote: "Macmillan is the UK's leading cancer care charity. We do not receive government funding, we rely on the generosity of supporters." Below the quote is a text input field labeled "Your monthly donation" with the value "£ 40". There is a green heart icon with a white 'x' and the text "We're not charging a platform fee for this project so we're relying on tips from the community to help us keep making amazing things happen." Below this is a dropdown menu labeled "Optional tip (per donation)" with the value "20%" and the text "Please select". At the bottom is a green-bordered box with the text "Total to pay monthly:" and the value "£48.00".



Coaching & support

There is a wealth of free support available via:

- [Knowledge Hub](#)
- [Learn Centre](#)
- [Help Guides](#)
- Live customer support
- Live Webinars
- Live project analytics

All Courses

Crowdfunder: Introduction

23 Lessons | Free



Crowdfunder
LIVE + Learn



Next steps

1) Sign up!

www.crowdfunder.co.uk/brassbands

2) Join another webinar

26 October - Creating a Great Project Page

9 November - Are You Ready?

30 November - Getting Social

3) Prepare for launch

23 November - 14 December - campaign period



Keep in touch



caroline.forbes@crowdfunder.co.uk



[@Crowdfunder](https://www.facebook.com/Crowdfunder)



[@CrowdfunderUK](https://twitter.com/CrowdfunderUK)



Further information



Supercharged giving

As a charity you have full access to our range of features to power your funding efforts.



Nectar Donate

Enable supporters to donate Nectar points to your charity

[Learn more →](#)



+Extra Funding*

+Extra funding may be available to help you raise more funds

[Learn more →](#)



Fundraisers

Can be created towards both your projects and charity as a whole



Regular Donations

Supporters can back you with a donation each month



Donations

Accept donations on your projects from supporters



Rewards

Offer a range of rewards for supporters to choose from



Prize Draws

Raise money by offering something amazing in return

[Learn more →](#)



Expert Support

We're on hand with advice to how best champion your cause

[Learn more →](#)

* Extra and Live Match funding is dependent on eligibility criteria.

Crowdfunder in numbers

+Working with
over 70 partners



RBS Group



M&S



£250,000,000+

Total raised through platform unlocking millions more from our partners

300,000+

Total projects added to date

50,000+

Visits daily

Up to

250

Projects added daily

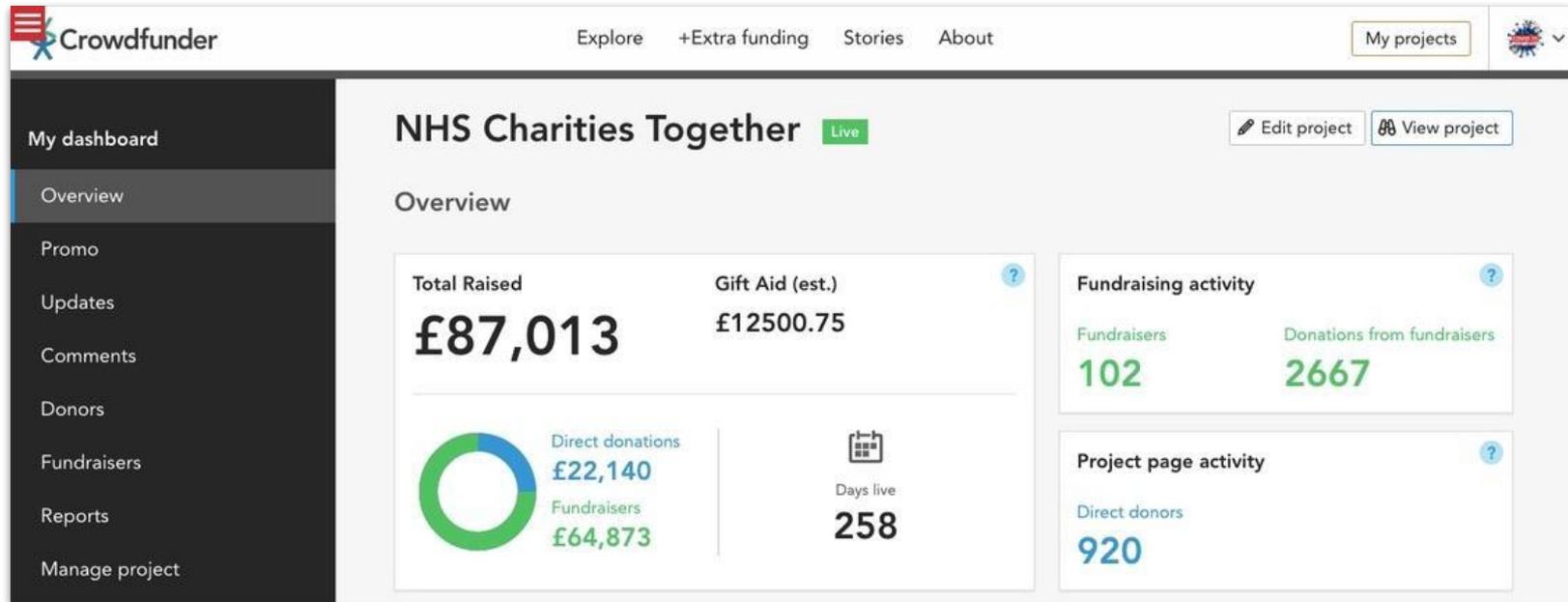
1,000,000+

Supporters



Reporting and data

Your private dashboard allows you to see how much you've raised, engage with your supporters and download donor, fundraiser and Gift Aid reports



How much does it cost ?

- There are no platform, set up or subscription fees for charities and not for profit campaigns on Crowdfunder. There are no fees for charities or donors donating their Nectar points.
- We don't charge individuals for setting up their own charity fundraising page

Transaction fees are charged at 1.9% + 20p + VAT (UK/EU cards)

So processing a £10 donation costs: 19p + 20p + 9p VAT = 48p

Therefore the your organisation receives £9.52.

For more information see our fees page: <https://www.crowdfunder.co.uk/fees>