

Creating a great Crowdfunding page



#BrassBandsAtChristmas
crowdfunder.co.uk/brassbands



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, a quick intro...



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



Your three steps to success



Planning your project



Creating your project



Running your project

[Visit our Knowledge hub](#)



Your page

Create visual texture



Images

- Include people
- Scene setting
- Good quality
- Repurpose



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Infographics

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



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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....




Funding

Save Windermere

This is to further data collection, fund campaign films and overall funding to help continue and...

72% raised 26 days left




Funding

Community-owned natural swimming ponds

Transforming an East London industrial site into community-owned natural swimming ponds and a...

68% raised 2 days left




Funding

London Bus Tour With Sir Peter Hendy!

To raise money for British Ukrainian Aid to fund vital lifesaving equipment, from first aid kits...

127% raised 29 days left




Funding

Central Galaxy Coventry Trampoline Club Facility

Our club is developing it's own facility on the outskirts of Coventry to offer opportunities for...

12% raised 34 days left




Funding

Trudy & Me - a picture book celebrating difference

More children with disabilities should be represented in picture books, please help make this a r...

90% raised 2 days left




Funding

Help Our Bowls Club Give a Warm Welcome

To keep members bowling throughout winter we need to install 4 new air conditioning units. These...

60% raised 18 days left




Funding

(Re)Bourne Rugby Minis & Juniors

We aim to ensure that Mini & Junior Rugby is "ReBourne" in the town of Bourne by growing the...

53% raised 36 days left




Funding

Save Elsewhere

We are raising funds to save our beloved grassroots music venue and community arts space...

93% raised 2 days left




Funding

Out of the Ashes: replace our Kuti lost in a fire

Our solitary woodland hermitage The Kuti was destroyed by fire & we can only afford to replace...

28% raised 40 days left




Funding

The Poetry of Painting Book in aid of Alzheimer's

Help publish this poetry book in aid of Alzheimer's Research UK and reflect on the poets'...

73% raised 13 days left




Funding

Team Shoe-Box: Time To Move

Help Team Shoe-Box move to a dream new gym in the centre of Northampton by pledging your support...

55% raised 18 days left



Funding

Cleary's Boxing Future

Cleary's Boxing Gym, where Commonwealth games gold medalist Lewis Williams trains, is aiming to...

75% raised 8 days left

.....don't get lost

Ash Bowling Club Flood lights

by [Project Facebook](#) Ash Magna, England, United Kingdom



To improve facilities for members and continue as a thriving and growing club with a growing percentage of junior members.

Not quite

Unfortunately this project was not successful.

[Project Facebook](#) [Community, Sports](#) [Share](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [WhatsApp](#)

[Overview](#) [Updates 0](#) [Comments 0](#) [Supporters 0](#) [Contact project](#)

Main image





Get creative



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**.



 Project Facebook  mattstaniek  mattstaniek

 Community, Environment

Your story

Tell it how it is

5 Ws (erm and a H:)

Who you are

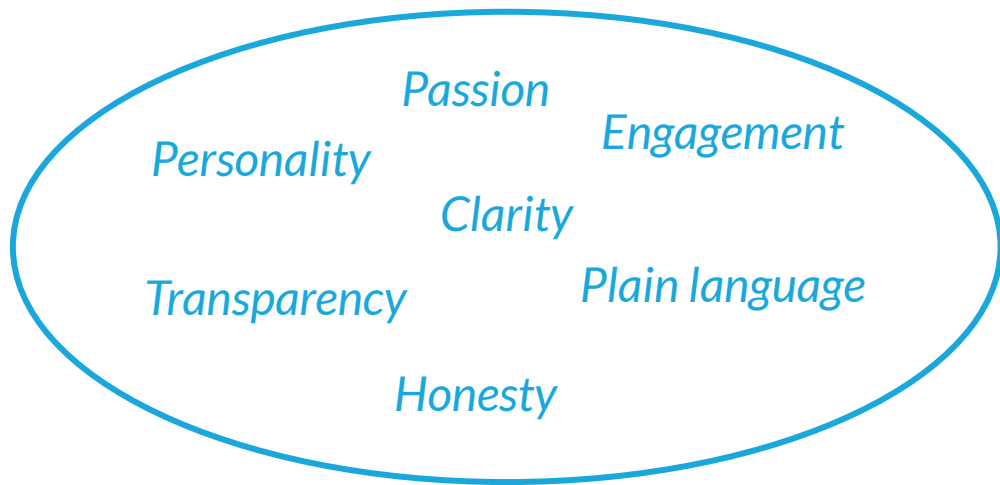
What you are trying to achieve

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

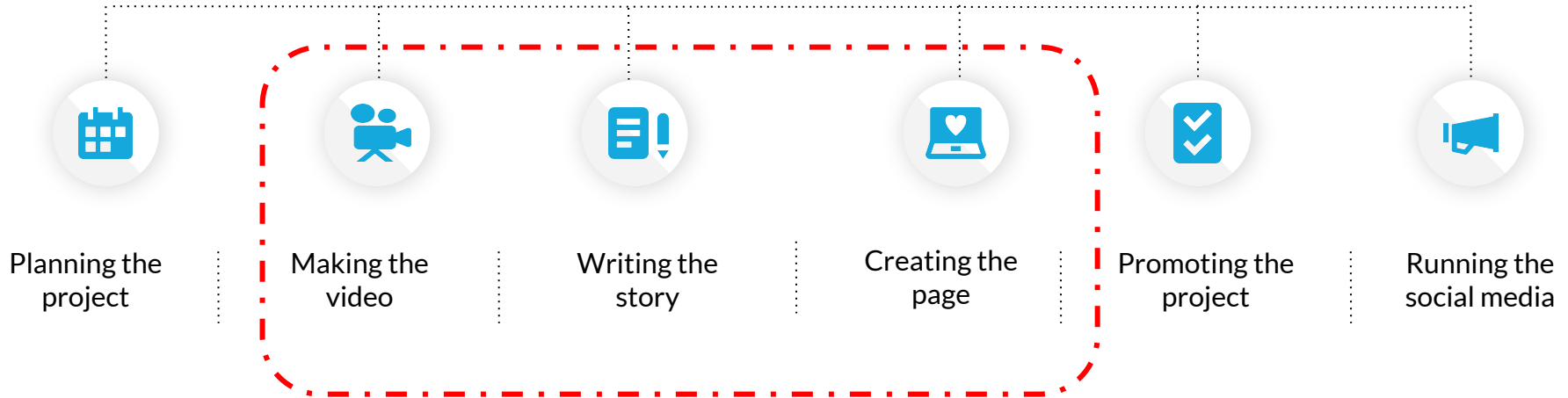
Second guess the common questions that people might have about your idea.

Building a team

A complement of skills



Project Leader



Some great examples to go look at...



Funding

Help Secure Bookbugs and Dragon Tales Future

We are hoping that you will help us raise £15,000 to secure the future of Bookbugs and Dragon Tales and enable us to continue and grow.

123% raised 8 days left

£22k from 493 supporters



Funding

Leighton Buzzard Hockey Club - Keep us Flying

Help LBHC raise £20k and come back flying in 22/23, so we continue to provide amazing hockey facilities for all our players & supporters.

84% raised 5 days left

£21k from 111 supporters + matching



Funding

Broadwindsor Village Green Appeal

Transforming our village green to provide community open space, challenging and inclusive activity equipment and physical exercise for all.

66% raised 5 days left

£13k from 121 supporters + matching



Funding

Save Field Maneuvers

Help save Field Maneuvers. After an unexpected tough year we really need your help.

84% raised 1 days left

£42k from 662 supporters



Funding

The Drug of Art

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

96% raised

£77k from 348 supporters + matching



Putting it all together

- 1. Basics
- 2. Project page
- 3. Extra funding
- 4. Targets
- 5. Regular donations
- 6. Rewards
- 7. Financials
- >

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
Christmas 2021 ...here we go again! 35/50

Q 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/p/ Project slug
christmas2021-here-we-go-again

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

Project Facebook page

https://facebook.com/ Facebook page

Q A Facebook page for your project is a very effective way of attracting supporters and spreading the word about what you're doing

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 is having an impact on a community level, you could be eligible for extra funding too.

[Find out more →](#)



Last year's Brass Band successes:



Summary

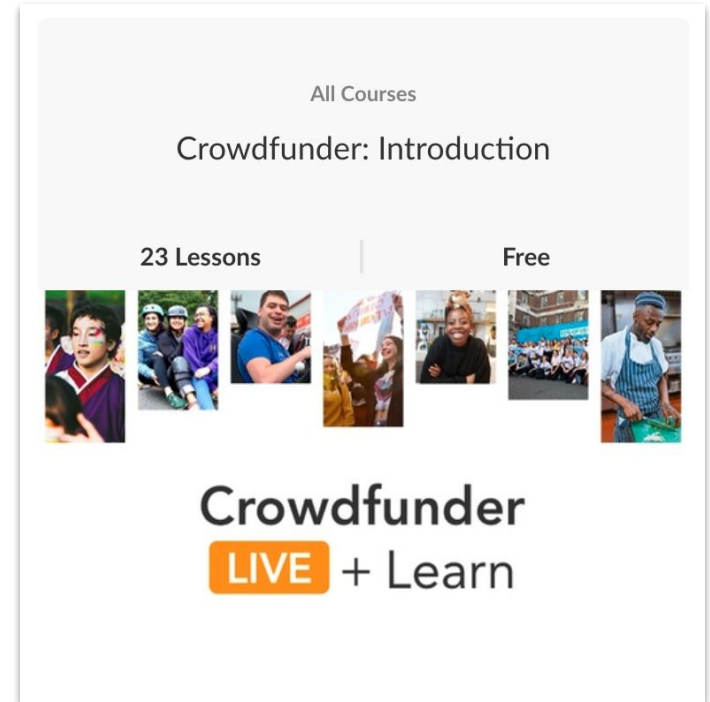
- **Structure your page layout**
 - add headings
- **Use clear images**
 - and a video if you can
- **Tell your story clearly**
 - include a call to action
- **Build a team to help you**
 - spread the load
- **Stretch target**
 - have a clear message



Crowdfunder's 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



What next?

Campaign launches: Wednesday 23 November

Campaign end date: Wednesday 14 December

1. Watch the previous webinar “Intro to Crowdfunder”
2. Ensure your page is as great as possible by the launch date!
3. Join our ‘Are You Ready’ webinar on Wednesday 9 November
4. Explore other projects to learn from their successes:
<https://www.crowdfunder.co.uk/search/projects>



Keep in touch



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



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

Don't forget our [Knowledge Hub](#) and
[Help Guides](#)!

