



#BrassBandsAtChristmas
crowdfunder.co.uk/brassbands



Promoting your Crowdfunding
page



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

Check out our previous webinars to **create a brilliant Crowdfunder page**

bbe.org.uk/news27092021-2059/benefit-crowdfunding-christmas-register-now-take-part

You can [become a member](#) of BBE either as an organisation or as an individual



[Member login](#) / [Create account](#)

[What We Do](#) [EBBF '22](#) [News](#) [Events](#) [Join Us](#) [Member Resources](#) [Find A Band](#) [About Us](#) [FAQs](#)

Benefit from crowdfunding this Christmas - register NOW to take part

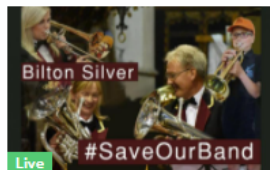


#BrassBandsAtChristmas
crowdfunder.co.uk/brassbands



When live it will appear on our campaign page www.crowdfunder.co.uk/brassbands

Live projects



Bilton Silver (Rugby) Band - #SaveOurBand

We need to make our rehearsals COVID-safe and get our band back playing again!

#SaveOurBand #ProtectOurBand

£11,839 raised
150 supporters



Help Grimethorpe band overcome Covid -19

Grimethorpe Colliery Band is part of the national initiative by Brass Bands England to save the many UK brass bands who are

£9,756 raised
243 supporters



Hyde Park Brass - To Your Street Tour

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

£9,202 raised
178 supporters



Save Our Brass Bands (Emergency Fund)

Brass Bands Emergency Fund is part of a national initiative launched to save the many UK brass bands who are struggling

£7,950 raised
79 supporters



Support Shrewton Silver Band

Shrewton Silver Band is raising money to ensure the future of the band & training band & maintain the traditions of brass bands in Wiltshire

124% raised
£6,213 total



Barnsley Brass Instrument Refurbishment Project

We need to refurbish our 4 tubas. They are now almost unplayable and need urgent attention at a cost of around £2400 each

£6,110 raised
116 supporters



Support Maltby Miners Welfare Band

We want to ensure the future of Maltby Miners Welfare Band and training band, and keep the tradition of brass bands alive in

144% raised
£5,072 total



Support Swinton and District Excelsior brass band

Swinton band is raising money to ensure our future of both the main and training band after the COVID-19 pandemic

£3,843 raised
139 supporters

Use the next two weeks to **get launch ready**

Take the time to start conversations.

People cannot help you if they don't know what you are doing!



Prep for a
go live date of
Nov 17th



Review your
marketing plan



Have the first
10 pledges
lined up



Plan a
virtual launch
event



Promote through
all channels

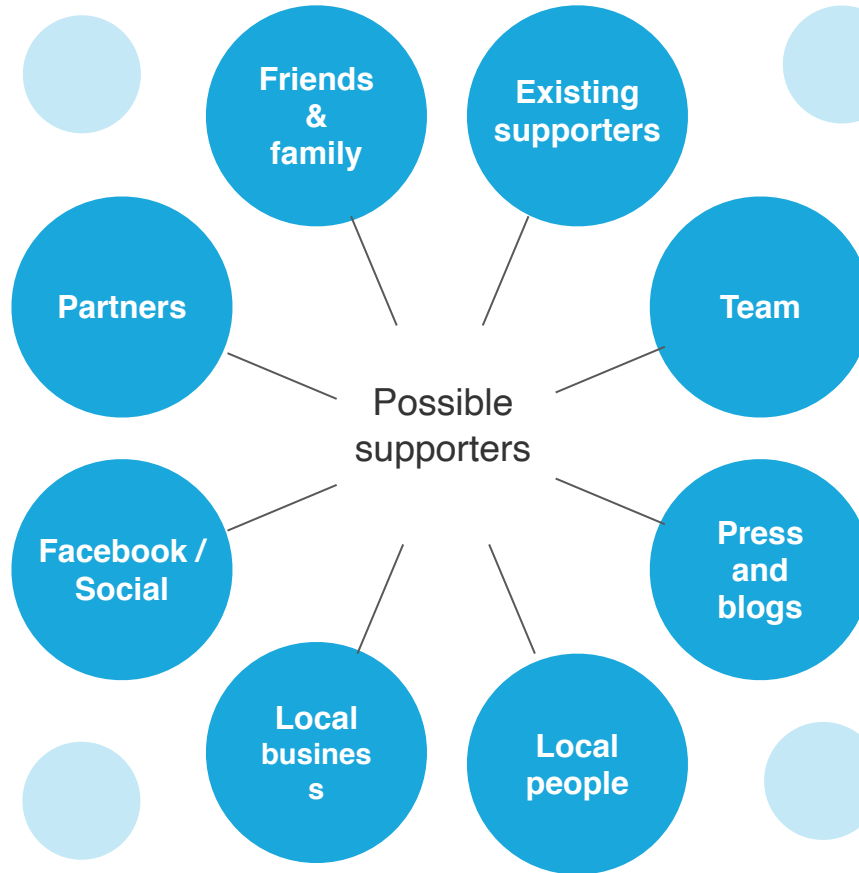


Engage with your
project dashboard

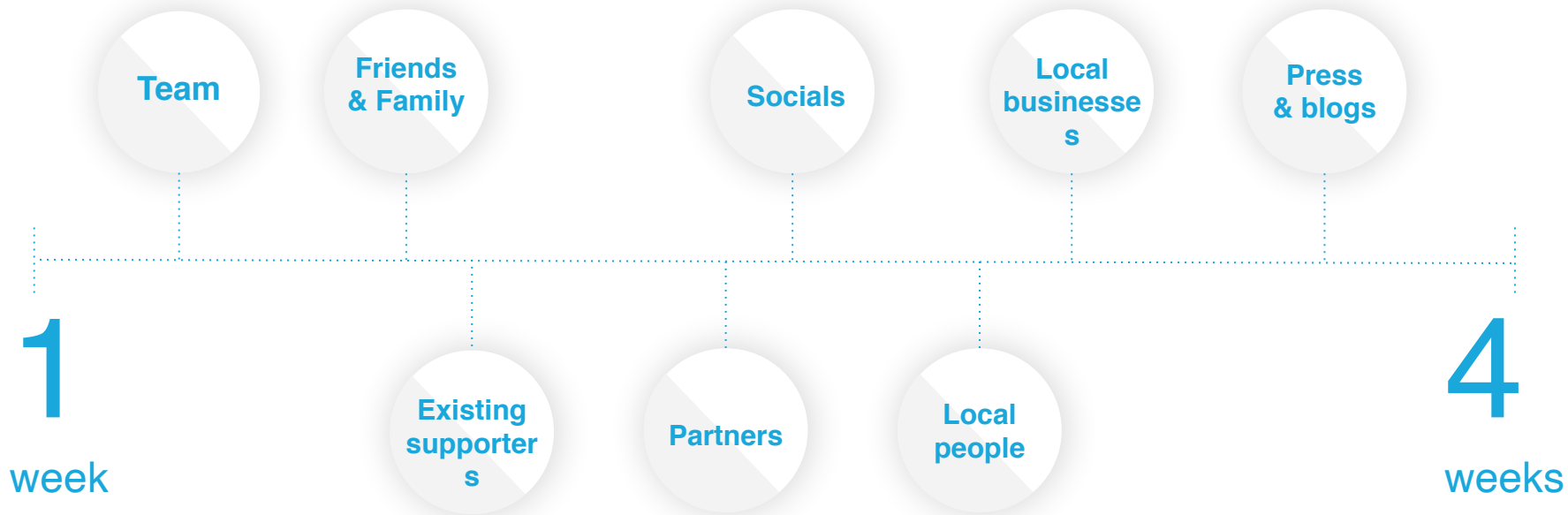


Campaign duration: **19 Nov - 17 Dec**

Mapping your network



Using your network



Reaching out to your supporters

Channel	# of people	Plan
Personal emails		
Business emails		
Facebook		
Twitter		
Instagram		
LinkedIn		



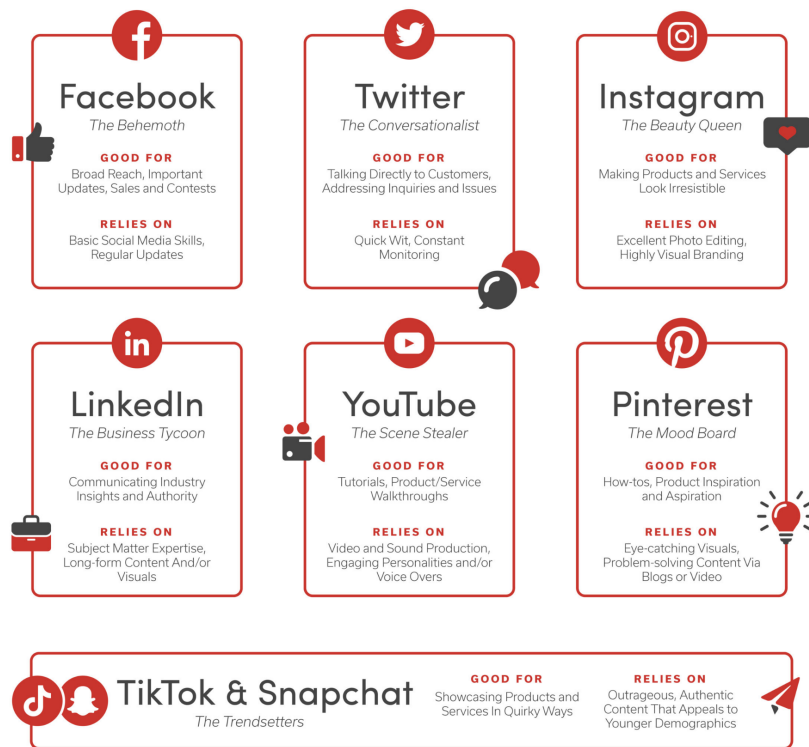
Turn a £50 donor into a £500 fundraiser



- Encourage supporters to create a **fundraising page** using **Multiplier mode**
- Fundraisers can sell your rewards
- Funds raised will contribute towards your overall target
- Use the leaderboard & give a prize for the fundraisers who raises the most
- Suggestions include:
 - 24hr Tuba-thon
 - A fancy dress sponsored performance
 - Virtual or in person sponsored venue crawl

Social media

- Post varied engaging content daily
- Use #BrassBandsAtChristmas on each post
- Tag in relevant influencers, businesses, groups to encourage sharing
- Remember to include your page URL - use a bit.ly link to shorten



ldn.

Social Media Assets

- Do utilise the campaign social imagery and the social media posting plan we will provide.



Email essentials



Make it personal

- One to one is best
- Use Mailchimp or similar



Follow up

- No response?
Follow up a few days later
- Say thanks



Content

- Make it interesting
- Avoid phrases like
“please pledge”



Email signature

- Add link in your email signature to remind people every time you message



Press and blogs

- Think local / sector
- Get the timing correct
- Reword the central press release to focus on your band's specific story
- Attach some eye-catching images
- Add your project URL
- Find journalists and bloggers who have shown interest in projects like yours before



QR codes

- Combine your digital fundraising with face to face fundraising
- Each band can download and print a unique QR code from their project dashboard
- Add to posters, programmes and tickets for every performance
- Reach out into the local area eg. local shops or restaurants to get donations before and after your performances
- A great way for people to donate in Covid-sensitive times



Creating updates


In a recent survey 84% of Crowdfunder supporters said that receiving project updates is important to them.

[Promo](#) [Stats](#) [Updates](#) [Comments](#) [Supporters](#) [Manage project](#)

Updates

New update

Search

 You have not made any updates yet.



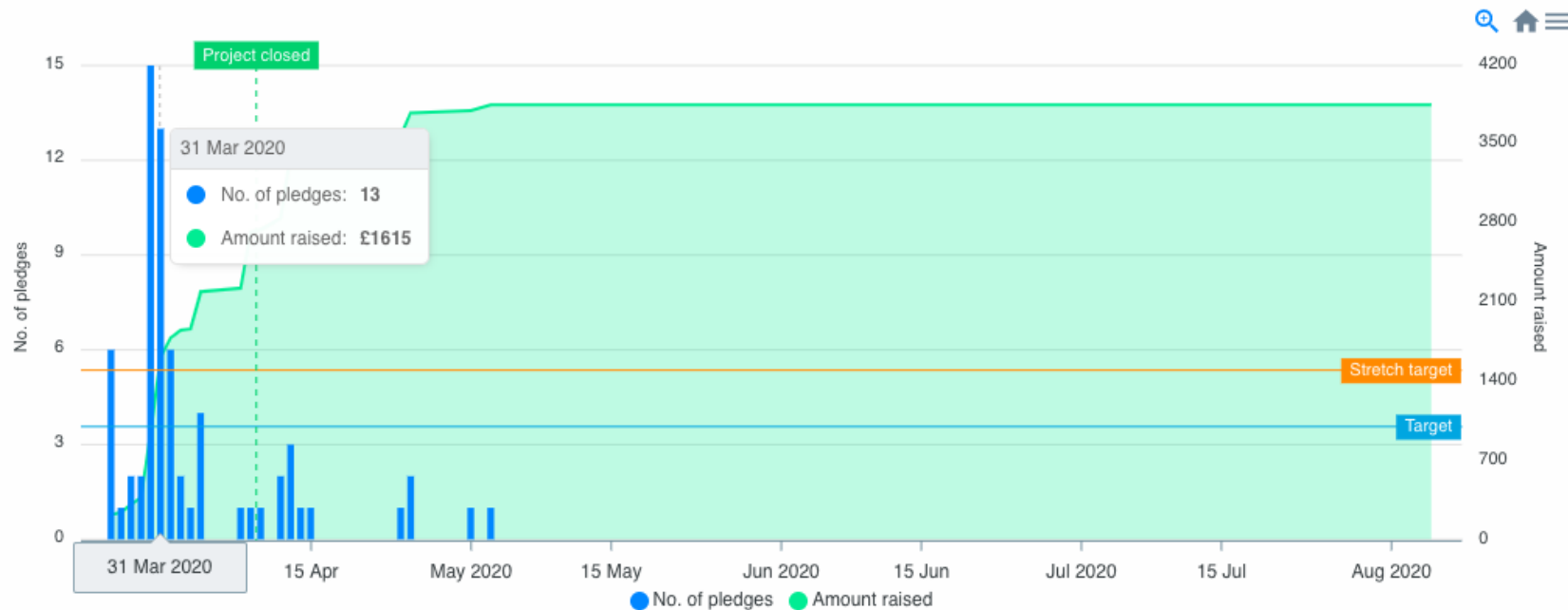
Using your project dashboard



Project dashboard

Project timeline

Your conversion rate is **10.5%** this is calculated from the total number of pledges vs the number of unique visits to your project



Project dashboard

Pledge sources

Amount (£)	No. of pledges	Source
£995	32	facebook
£1,865	26	crowdfunder.co.uk
£360	5	google
£80	2	bing
£50	1	dunkeldandbirnamnews.co.uk
£500	1	yahoo



Project dashboard

Project page visits



Summary

- Consider how to get your current network behind your project, how you will reach them and how to build your relationships to reach a new crowd too.
- Social media, email, press and blogs can be fantastic tools for reaching out to gain support
- Keep in touch with your supporters
- Your project dashboard is a brilliant tool to help you target your marketing efforts



What next?

- BBE to send round **this deck** and the Crowdfunder **#BrassBandsAtChristmas social media assets and plan.**
- **Recording of this webinar** to be made available on Facebook
- Join the **#BrassBandsAtChristmas Facebook Group.**
- **Press release** will be shared
- Take what you've learnt and **share with your band.** Allocate tasks based on individual skills and **get planning.**



Any questions?

Get in touch if you'd like further free coaching support:



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