



#BrassBandsAtChristmas
crowdfunder.co.uk/brassbands




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

Check out our previous webinars on the BBE website

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


 Brass Bands England

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[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

 Brass Bands England


#BrassBandsAtChristmas
crowdfunder.co.uk/brassbands

 Crowdfunder.co.uk



Our dedicated campaign page: www.crowdfunder.co.uk/brassbands

Brass Bands live and crowdfunding now




Funding **his Brass at Christmas**

Support Pendennis Brass this Christmas

Pendennis Brass is raising money this Christmas to ensure the future of the band and keep brass...

56% raised 55 days left




Funding **The Future's Bright**

Blockburn & Dornie Junior Band

We would love to expand our Junior Band and give local children an opportunity to learn a new...


0% raised 54 days left



We did it **Support Brackley & District Band this Christmas**

Raise funds to ensure banding can remain strong and continue to prosper in our community.

£70 total




Funding **BAND***

Support Old Silkstone Brass Band this Christmas

OSB are raising money this Christmas to buy a new outdoor storage facility for our instruments...

5% raised




We did it **Christmas 2021 ...here we go again!**

Cricklade Band

Your chance to support The Cricklade Band at Christmas as we tour the local streets playing carols.


£485 total



Funding **St Austell Band: Joy to the World**

Your support has helped us back to our feet. We need a little more help now to return to...


182% raised



We did it **Crofton Silver Band at Christmas**

Crofton Silver Band is part of a national initiative launched by Brass Bands England to help the...


£550 total



We did it **Malton White Star Band**

Malton White Star Band is part of a national initiative launched by Brass Bands England to save...


£331 total



Flixton Band **Christmas Appeal 2021**


We did it

Flixton Band badly needed a new look. We made plans, we had a way... then COVID-19 happened. Now.




We did it **Kippax Band at Christmas**

Help raise £2000 towards the running of Kippax Band



We did it **East Riding of Yorkshire Band is part of a national initiative**

Help raise £2000 towards the running of Kippax Band



We did it **UniBrass: The Triathlon**

Between now and Christmas, three trustees will run, swim or cycle, together travelling the...



Use the next two weeks to get launch ready

Take the time to start conversations.

People want to help you so let them know your plans in advance



Prep for a
go live date of
Nov 23



Review your
marketing plan



Have the first 10
pledges lined up



Plan a
virtual launch
event



Promote through
all channels

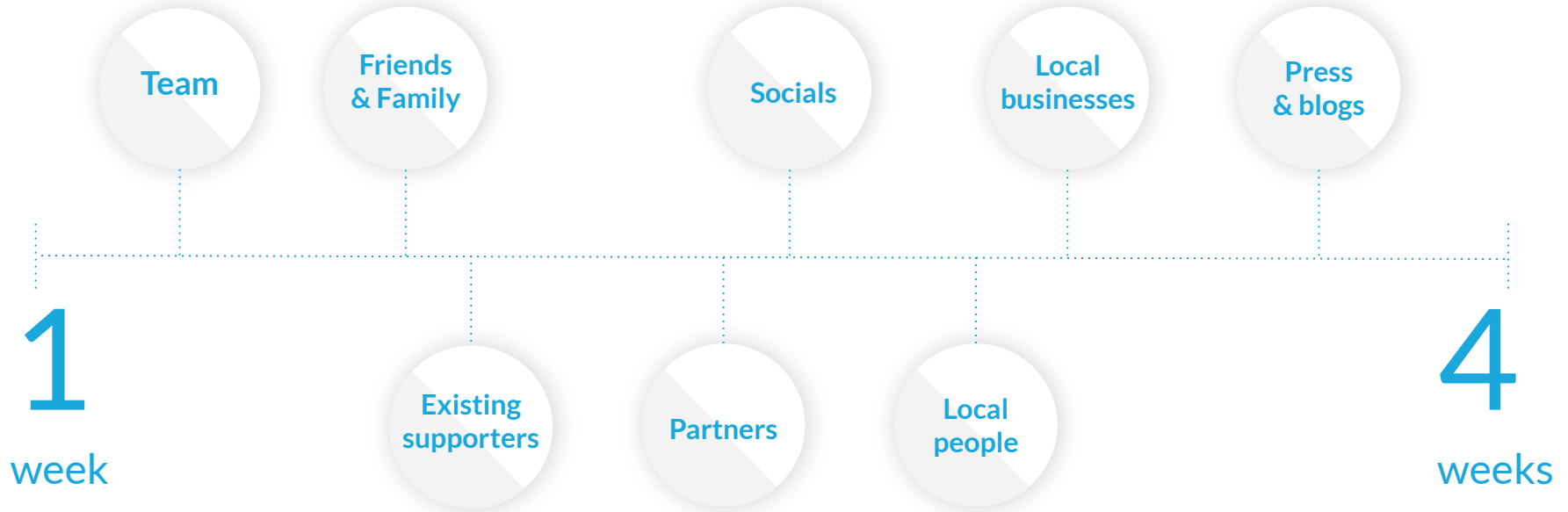


Engage with your
project dashboard

Campaign duration: **23 Nov - 14 Dec**



Encourage your network



Use the Crowdfunder toolkit

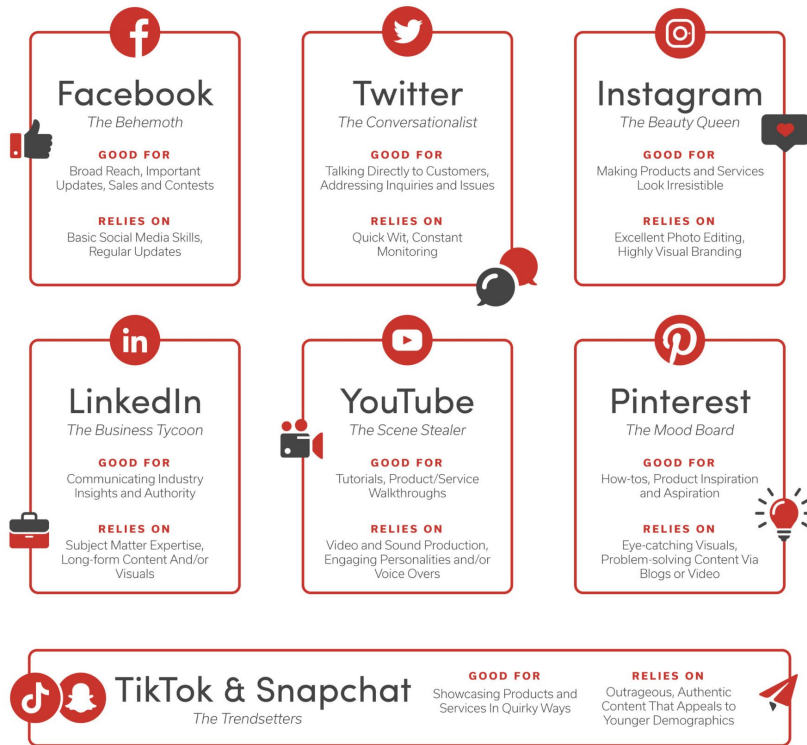
Channel	# of people	Plan
Personal emails		
Business emails		
Facebook		
Twitter		
Instagram		
LinkedIn		



#BrassBandsAtChristmas
Crowdfunding
plan and assets

Social media

- Post varied engaging content daily
 - always use an image or a video and a link to your Crowdfunding page
- Use bit.ly to shorten your links so you've more room for your message
- Use #BrassBandsAtChristmas on each post
- Tag in relevant influencers, businesses, groups to encourage sharing



ldn.



Email essentials



Make it personal

- One to one is best
- Use Mailchimp or similar



Content

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



Follow up

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



Email signature

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



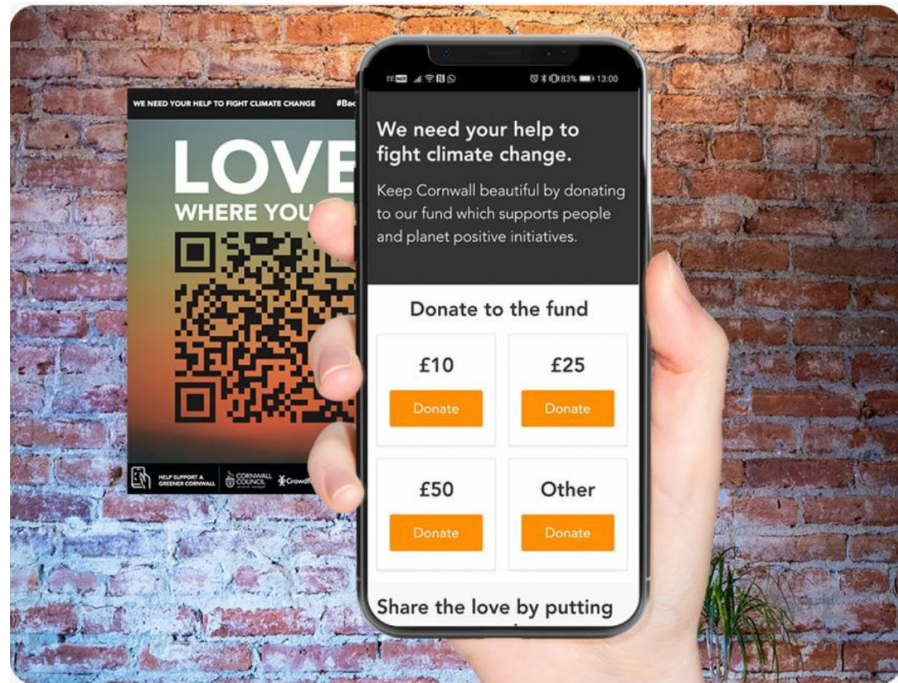
Press and blogs

- 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
- You can download and print a unique QR code from your project dashboard
- Add to posters, programmes and tickets for every performance
- Contact your local community eg. local shops or restaurants to get donations before and after your performances




Turn a £50 donor into a £500 fundraiser

41

 Supporters

Want to become a supporter?
[Support this project →](#)


9

 Fundraisers


Want to raise funds for this cause?
It's simple to [get started →](#)

- Encourage supporters to create a **fundraising page**
- 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 on our blog [55 Reward ideas](#)
- See other Crowdfunders [like this](#) and [this](#) for inspiration


The Crowd

 Naresh Shamji
pledged **£100**


9th November 2022 at 3:16pm

 Ann renier
pledged **£10** on Supporting Seable - Holidays for visually impaired


8th November 2022 at 7:33pm

 Samuelson
pledged **£100**

8th November 2022 at 7:05pm


 Elizabeth hearn
pledged **£10** on Supporting Seable - Holidays for visually impaired

6th November 2022 at 10:39pm


 Suzi Wise
pledged **£20** on Help Matt raise £1000 for Seable Holidays

5th November 2022 at 6:22pm


Fundraisers

 Matt greenhough
£445 raised from 7 supporters


44%

 Lucy Ashton
£350 raised from 7 supporters


35%

 Esther Obigbesan
£210 raised from 10 supporters

42%

 Andrew Stewart
£50 raised from 1 supporters

5%

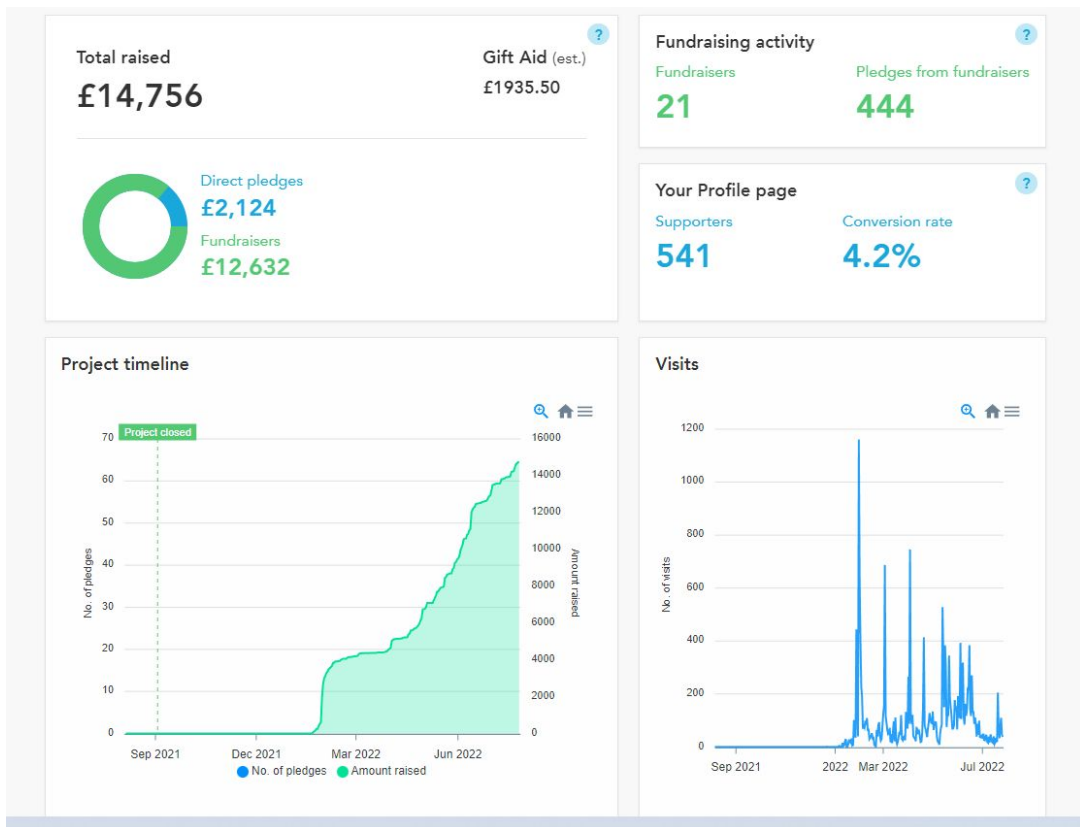
 Graham Stearn

10%



Using your dashboard

Your private dashboard shows you how much you've raised, allows you to engage with your supporters and download QR codes and tracking links alongside supporter, fundraiser and Gift Aid reports



Regular updates to your crowd

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

Post a general update to display on your project

This update will also be emailed automatically to everyone who has supported your project (unless they have specifically opted out) so please ensure it is only used to send updates about your project and not for marketing or other purposes.

Search for update



New update

 You have not made any updates yet.



Create trackable links, share your story and create a £20 donation link

Create links direct to your checkout page

It's simple to create and share links directly to your checkout page. Direct asks with links can be a very effective way of making it super-simple for your donors to react. ie. 'Click to Donate £20 now'

We have made a default link for you below.

<https://www.crowdfunder.co.uk/p/my-brass-band>

Copy

This is set to donate £20 - you can change the amount by changing the number '20' at the end of the weblink. Whatever number you change it to will appear as the amount in the checkout page when clicked:

Sharing message

Here's a sample of a message you can copy and paste into an email to send to family and friends to get them to support you. The more donations you get for your Project straight away the more you're likely to receive later. Don't forget to include the personal link to your Project page in your message.

Dear all,

I hope you are well.

I wanted to let you know I have started a crowdfunding Project for which I am aiming to raise £10,000. I would love it if you could donate using the link below to access my Project page. Any contribution large or small will be hugely appreciated. Thank you.

Copy

Create trackable links

Use the link builder below to create trackable links to your page.

 You have not setup any trackable links yet.


Add trackable link



Add your page to your band's website or blog

Widget

Add the widget to your website and show everyone you are crowdfunding.

If you're using a website like Wordpress you can copy the code below, then on the Wordpress page you'll see an icon at the right hand side of your editor called 'Source' - it looks like this: . Click on that button and paste in the code from below - that's it! Then the widget will automatically update when you get pledges in so everyone can see your progress.

Even if you are not using Wordpress you can copy this widget to your website by pasting it into the source code of your page.

Donate on  Crowdfunder

Donate on  Crowdfunder

```
<script  
src="//d2gixvd9ar0oo8.cloudfront.net/platform/widgetloader.4f87d740.js"></script>  
<div class="crowdfunder-widget"  
data-theme="light"  
data-template-id="4185379753100011"  
data-project-id="refugee-support-europe---helping-ukraine"  
data-style-height="48"  
data-style-width="240">
```

Copy

```
<script  
src="//d2gixvd9ar0oo8.cloudfront.net/platform/widgetloader.4f87d740.js"></script>  
<div class="crowdfunder-widget"  
data-theme="dark"  
data-template-id="4185379753100011"  
data-project-id="refugee-support-europe---helping-ukraine"  
data-style-height="48"  
data-style-width="240">
```

Copy



See where your supporters are coming from

Donation Sources

Amount	No. of pledges	Source
£10,925	122	crowdfunder.co.uk
£3,098	61	facebook: web
£4,691	61	crowdfunder.co.uk: web
£1,600	8	www-blackburnanddarwenband-co-uk.filesusr.com: widget
£926	6	google: web
£80	4	crowdfunder.co.uk: qrcode
£270	2	google: cpc
£60	2	lancashiretelegraph.co.uk: web
£10	1	twitter: web
£110	1	twitter: organic



Don't forget to apply for match funding!



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!



Summary

- Encourage your current network to get behind your project and work out how to build relationships to reach a new crowd too
- Social media, email, press, blogs and events are fantastic tools for reaching out to gain support
- Keep in touch with your supporters with regular updates
- Encourage fundraisers as well as donors
- Your project dashboard is a brilliant tool to help you target your marketing efforts and get access to extra cash!



What Next?

BBE Campaign launches: Wednesday 23 November

Campaign ends: Wednesday 14 December

[You can chose to go live before then or keep going for as long as you like afterwards]

1. Watch the previous webinars “Intro to Crowdfunder” and “How to make a great Crowdfunder page”
2. Explore other projects to learn from their successes:
<https://www.crowdfunder.co.uk/search/projects>
3. Join the **#BrassBandsAtChristmas Facebook Group**
4. Read the Crowdfunder project planner and share with your band
5. Ensure your page is as great as possible by the launch date!



Coaching & support


There is a wealth of free support available on Crowdfunder:

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

All Courses

Crowdfunder: Introduction

23 Lessons | Free



Crowdfunder
LIVE + Learn



Keep in touch



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thea.partridge@crowdfunder.co.uk



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

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

