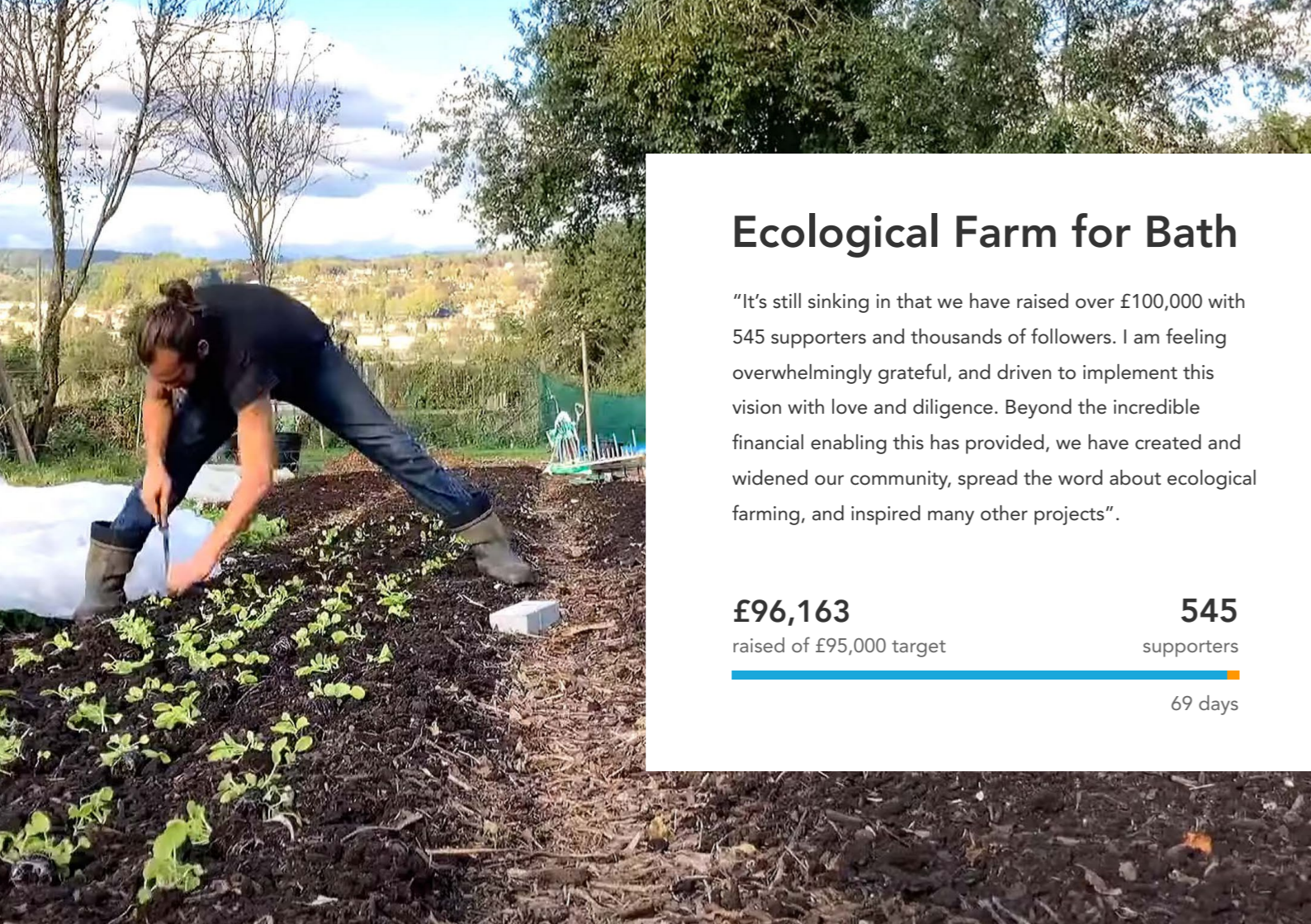




**How to**  
**crowdfund**  
**your idea**



## Ecological Farm for Bath

"It's still sinking in that we have raised over £100,000 with 545 supporters and thousands of followers. I am feeling overwhelmingly grateful, and driven to implement this vision with love and diligence. Beyond the incredible financial enabling this has provided, we have created and widened our community, spread the word about ecological farming, and inspired many other projects".

**£96,163**

raised of £95,000 target

**545**

supporters

69 days

# We're Crowdfunder

### We're on a mission to tackle society's challenges

What drives you when you wake up in the morning? We have something written on the wall here at Crowdfunder HQ. It says: 'Ideas that might just change the world'.

And that's what drives us – your ideas.

Together with the crowd and our +Extra funding partners, we have raised over £250m for start-ups, business ideas, charities, community groups, sports clubs, political movements and so much more through crowdfunding.

To put it simply, our mission is to connect your projects with the supporters who care because we truly believe that people should feel empowered to turn their great ideas into reality.

That's the power of Crowdfunder. So what are you waiting for? Join our crowd today and together, we can make a real impact in your community.

## In this guide

- 04 What is crowdfunding?
- 06 Why crowdfund?
- 08 Your crowdfunding journey
- 11 Planning your project
- 12 Creating your project
- 14 Running your project
- 16 Delivering your project
- 18 +Extra funding
- 22 FAQs



# What is crowdfunding?

Crowdfunding is a way to raise money from the people around you and others who share your passion. It doesn't matter if you're a community group, business, charity or simply an individual with a great idea - Crowdfunder.co.uk is open to everyone.

## Two options to choose from

On Crowdfunder, you're able to choose the funding method that best suits your idea.

### All or nothing

This method means you need to raise 100% of your target within the time allocated to receive any money. If your project does not reach its target, no money is taken from your supporters and your project will not be funded. This option is the best motivator for you and your supporters.

### Keep what you raise

This method does what it says on the tin! This is a flexible fundraising method where you still receive the money, even if you don't reach your target. This is a good option for ongoing projects or charities, where any contribution can be put to use.



1. Create your unique page on Crowdfunder.co.uk explaining your idea. Set a target and how long you need to reach it.



2. Spread the word to friends, professional contacts and others in your community, telling everyone you know about the project.



3. People who like your idea can either make a donation or pledge money in return for a reward that they'll receive once your project succeeds.

## Features of a perfect project page

Unique, descriptive title

Engaging, shareable video

Clear description with great visuals

The screenshot shows a Crowdfunder project page for 'Long Lane Farm'. The page includes a video player with a play button, a progress bar showing 50% of the £7,000 target raised (£3,500), and a 'Support Us' button. Below the video, there are social media share buttons for Facebook, Twitter, and LinkedIn. The page also features a 'Donate' section with a dropdown menu set to £40 and a 'Donate' button. A 'Rewards' section is visible, offering a 'Tote Bag!' for £20 or more, with 33 of 46 claimed. The page is titled 'Long Lane Farm' and is located in Ringwood, United Kingdom. The goal is to grow healthy, beyond organic veg for the local community, create a new diverse habitat and regenerate damaged soil.

Clear, concise aim

Realistic target

Good choice of rewards (at varying costs)

# Why crowdfund?



## Validation

Crowdfunding is a fantastic way to test your idea. A successful project proves that there is demand for what you're doing, and gives you confidence in your idea. This can also help to secure future investment. It proves that you know what you're doing.



## Advocates

Crowdfunding is for life, not just for fundraising. Rewards are a great way to create long term relationships with supporters. The people who support you become your customer, volunteers and members. They incredible ambassadors for you in the future.



## Awareness

Running a project can raise your profile in a big way. Think of the funding period as an intensive marketing exercise and an opportunity to try out new ways of promoting yourself - expanding your experience and expertise together.



## Extra funding

There is extra money available for projects from a range of partners on Crowdfunder – money that goes towards your target, just like money from the Crowd.

Find out if your project could be eligible:  
[crowdfunder.co.uk/funds](https://crowdfunder.co.uk/funds)

## Questions?

Head to the back page for FAQs on how Crowdfunder works.



## Green Earth Organic Farm

“We have already started the construction of our new packing shed and now because of this crowdfunding we can do it in an environmentally sound way. It has been amazing and enlightening. The encouragement and the positivity it has generated has blown us away, it has restored my faith in what we do. Thank you so much for this. It has meant, and this is a big one for me, that we can generate our own power from renewable energy, it has always been a dream of mine, and I am so happy that we can finally do this.”

**£31,671**

raised of £30,000 target

**438**

supporters

35 days

# Your crowdfunding journey

We know that launching your first Crowdfunder project is an exciting and unique experience. But don't forget that lots of work goes into building a great campaign before launch day. We can break it down into the four key elements.

## Planning

Make a plan, find your crowd and build a strong foundation for your campaign.

## Creating

Tell your story, define the rewards and make your project stand out.

## Running

People who like your idea can either make a donation or pledge money in return for a reward that they'll receive once your project succeeds.

## Delivering

Once your project has closed successfully, it's time to deliver your rewards and get to work making your idea a reality!

## Planning

- Register on Crowdfunder
- Make a plan
- Build your team
- Identify your crowd

## Creating

- Tell your story
- Add rewards (not essential)
- Connect payment accounts
- Set your target
- Apply for extra funding
- Warm up your crowd

## Running

- Launch!
- Tell your close contacts
- Spread the word wider
- Activate your supporters
- Reach target!
- Set a stretch target
- Speak to the press
- Project closes

## Delivering

- Collect funds raised
- Deliver rewards
- Stay in touch with your supporters

We've worked with all sorts of projects from urban goat farms to outdoor cinemas, hard rock monuments to feminist movements - and we've learned a few things along the way. Our team of crowdfunding experts are with you every step of the way, providing help and advice via our online guides, videos and community pages.





## Otter Farm

"Many of the plants we grow are risky - gambling that the warming climate will make them viable: the idea is beautifully sustainable – if we can take advantage of climate change to grow delicious food usually sourced from overseas, without chemical/high carbon inputs, we will be helping arrest the acceleration of climate change in the process. Otter Farm has become known as the 'Climate Change Farm'."

**£64,735**

raised of £60,000 target

**700**

supporters

28 days

# 1. Planning your project

Successful crowdfunding projects start with a solid plan.



Make a plan

You might want to use a simple to-do list or dive into the detail with a spreadsheet. We provide a checklist for you to work from with all the essentials included.



Build your team

It's a good idea to share the load when running a project and find people to help with specific tasks. Think about your strengths and weaknesses – are there any gaps in your own skillset that need to be filled?



Identify your crowd

To make your project a success, you'll need to engage with the people that you know. Usually your friends and family will be the first to pledge, with new connections coming later. There's a handy template included in our guide that you can use to draw a network map and find your crowd.

## Jump in!

Get started with our full guide to 'Planning your project' and begin building your unique action plan.

[crowdfunder.co.uk/planning](https://crowdfunder.co.uk/planning)

## 2. Creating the perfect project page

When you're ready to start building your project page, it's a good idea to look at some examples of other projects that have raised money with Crowdfunder and be inspired. What do you like? What could be improved? What can you learn from them?

### Get creative

Read our guide 'Creating your project' and start your masterpiece!

[crowdfunder.co.uk/creating](https://www.crowdfunder.co.uk/creating)

#### Tell your story

When people land on your page, you need to make a connection quickly and get them excited about your project. To do this well, you'll need to make sure that your story is structured, concise and engaging. Follow the advice in our full guide to 'Creating your project' and make your page shine.

#### Add rewards

On Crowdfunder you can offer rewards in return for pledges, as well as simply collecting donations. Rewards are a great way of increasing the amount of money a supporter will pledge and can generate excitement around your project.

#### Set your target

Your crowdfunding target needs to be a balance between what you need to raise to make your idea happen and what you think you can raise from your crowd. Be realistic.

## Gartur Stitch Farm

Here are some great reward ideas:

### £10 Our Everyday Sourdough Book

We have pulled together an intro guide to sourdough bread making. Filled with recipes, tips and step by step tutorials, we will have you baking sourdough bread in no time.

### £60 Buchlyvie Pottery x Everyday Sourdough Kit

This is a special edition sourdough kit with a specially commissioned starter pot. Made in Buchlyvie Pottery style, the starter pot is a unique collaboration between Craig and Eilidh and ourselves. Eilidh and Craig have been huge supporters of ours from the get go and we are so excited to be working with them on this! Your kit will also include: mildred the starter (UK only), an everyday sourdough book, a banneton and a dough scraper

### £85 Farm to Table Dinner for Two

Come to the farm and let us say thank you in person for your support the best way we know how - let us cook for you! This evening will feature all of our home grown and locally sourced ingredients. We will dine in our upgraded workshop space and enjoy a relaxed evening chatting food and smallholding. Dinners will be scheduled to suit.



People can just donate or pledge in return for a reward.



# 3. Running your project

Launch day can be both exciting and nerve-racking. If you've put in the work and followed your plan, it could be one of the biggest and best days of your Crowdfunder campaign. Use our guide to 'Running your project', to learn how to get the word out and get your project funded.

## Blast off!

Read our guide 'Running your project' and learn all the tips to pick up some momentum.

[crowdfunder.co.uk/running](https://www.crowdfunder.co.uk/running)

### Connect

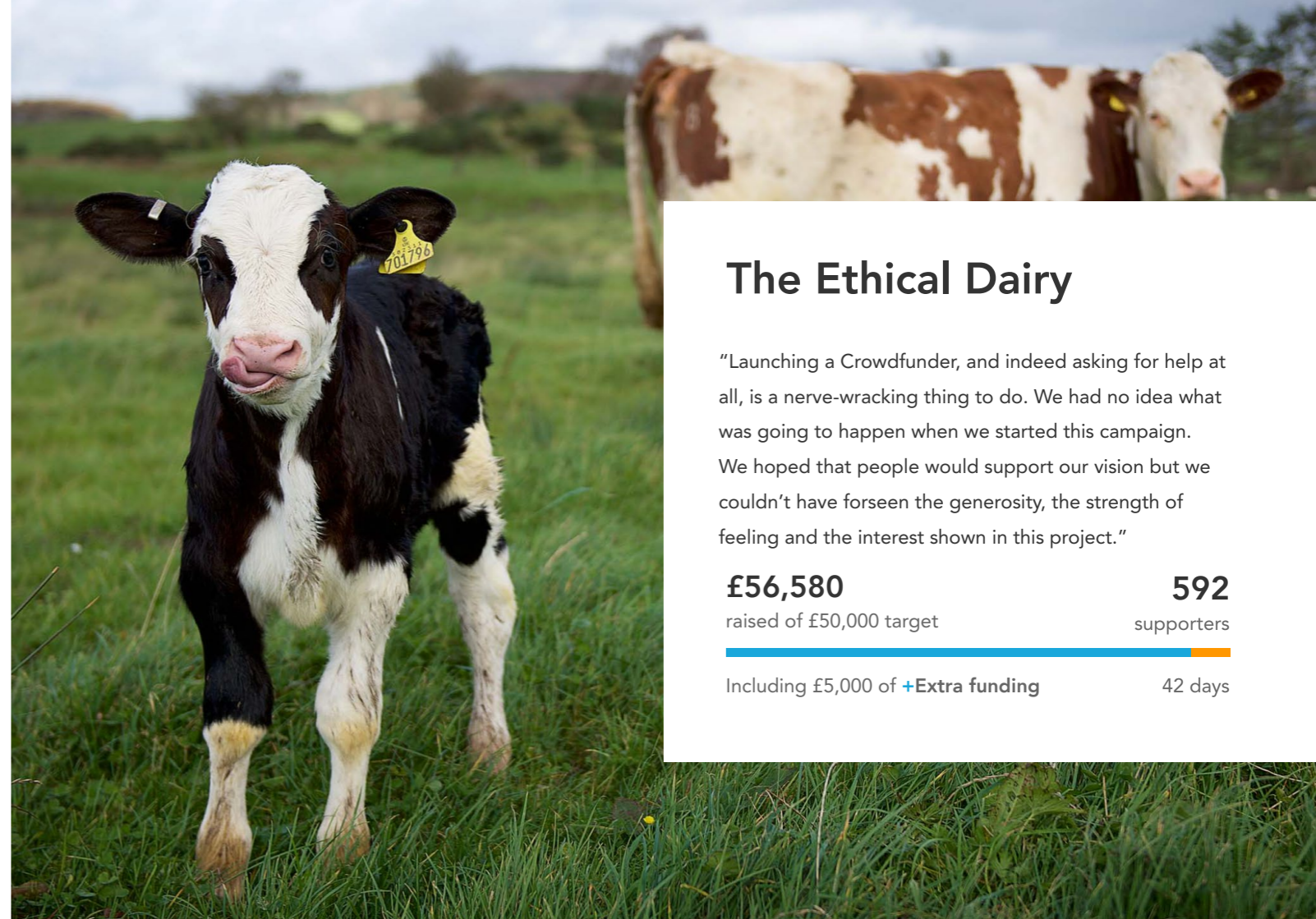
After launching your Crowdfunder project, always start by connecting with the people closest to you before telling others about it. People who are already familiar with you and your project are more likely to give support in the first few days than those who are not.

### Share

There are lots of different ways to spread the word about your project, from email and social media, to putting up posters and press. If you're not sure where to start, there's tonnes of advice available on Crowdfunder.co.uk. Don't forget that you can still go out into the offline world to share your idea in person too!

### Activate

Once your project has started to gain momentum, you can use project updates to activate your supporters and encourage them to spread the word to their own contacts. It's also a fantastic way to keep in touch with everyone - make them feel valued and excited about the campaign.



## The Ethical Dairy

"Launching a Crowdfunder, and indeed asking for help at all, is a nerve-wracking thing to do. We had no idea what was going to happen when we started this campaign. We hoped that people would support our vision but we couldn't have foreseen the generosity, the strength of feeling and the interest shown in this project."

**£56,580**

raised of £50,000 target

**592**

supporters

Including £5,000 of **+Extra funding**

42 days



# 4. Delivering your project

Once you've made it through your successful Crowdfunder, take a breather and celebrate with your team. We hope you'll have enjoyed the experience and learned a lot along the way. After all the excitement of crowdfunding, it's now time to get to work on delivering your rewards and making your idea a reality.

Lots of people choose to create another Crowdfunder project after being successful previously. It's a fantastic way to harness and grow your Crowd, so consider what your next idea might be. We hope to see you crowdfunding again soon!

## Collect your funds

All of the money pledged towards your project will be transferred into your nominated bank account within 7 working days, with the fees already subtracted. Make sure that your project is fully verified to avoid any delay in receiving your funds. If you were lucky enough to receive +Extra funding from one of our partners, you may need to provide the team with additional details in order to collect that money.

## Deliver rewards

If you offered rewards, you'll be able to download a list of your supporters and their chosen reward from your dashboard. It's now up to you to get all of your rewards delivered! It's important to be transparent, so if your rewards are going to take a little longer to arrive than you originally planned, be sure to keep your supporters in the loop.

## Stay in touch

Remember thank everyone as loudly and publicly as you can. Don't forget to use the updates function on your project page to say a massive thank you to everyone who supported your project. After all, they made your idea happen! Keep your supporters updated with any developments and let them know how the project is progressing.



## Olive Branch Community Garden

"At the Olive Branch Community Garden (OBCG) we are well equipped to respond to food poverty, mental health conditions and generally to increase the sense of belonging that is truly needed right now. Together using Crowdfunder we can pull together the pieces of the parts of our community that are fragmented. The platform is intuitive and the team guided us through developing a campaign that helped us to considerably surpass our target. The successful appeal has helped us continue delivering loans and providing opportunities to those in need".

**£17,580**  
raised of £17,500 target

**125**  
supporters

Including £8,690 of +Extra funding

67 days

# +Extra funding

What sets us apart from other crowdfunding websites is our +Extra funding, available to all of our projects across the UK. Your project could be eligible for more money on top of what you raise from the Crowd, depending on what you're doing or where you're doing it.

Think of it as a big extra pledge on your project - maybe up to 50% of your funding goal. It's a unique funding mix of 'the crowd' and our partners, and it means extra for your idea.

## Sounds good?

Take a look at the funds we have available. We're always working with new partners, so be sure to come back soon.

[crowdfunder.co.uk/funds](https://crowdfunder.co.uk/funds)

Some of our partners

NATIONAL  
EMERGENCIES  
TRUST

AVIVA

SPORT  
ENGLAND

M&S ENERGY

nectar

CALOR

20+

Local authorities  
across the UK



## Lauriston Farm Social Farming Initiative

"The Crowdfunder platform worked wonderfully as a showcase for our fundraising imagery, plans for the farm and rewards, as well as providing a great way for us to keep our supporters up-to-date".

**£21,450**  
raised of £20,000 target

**20**  
Investors

Including **£10,000** of +Extra funding

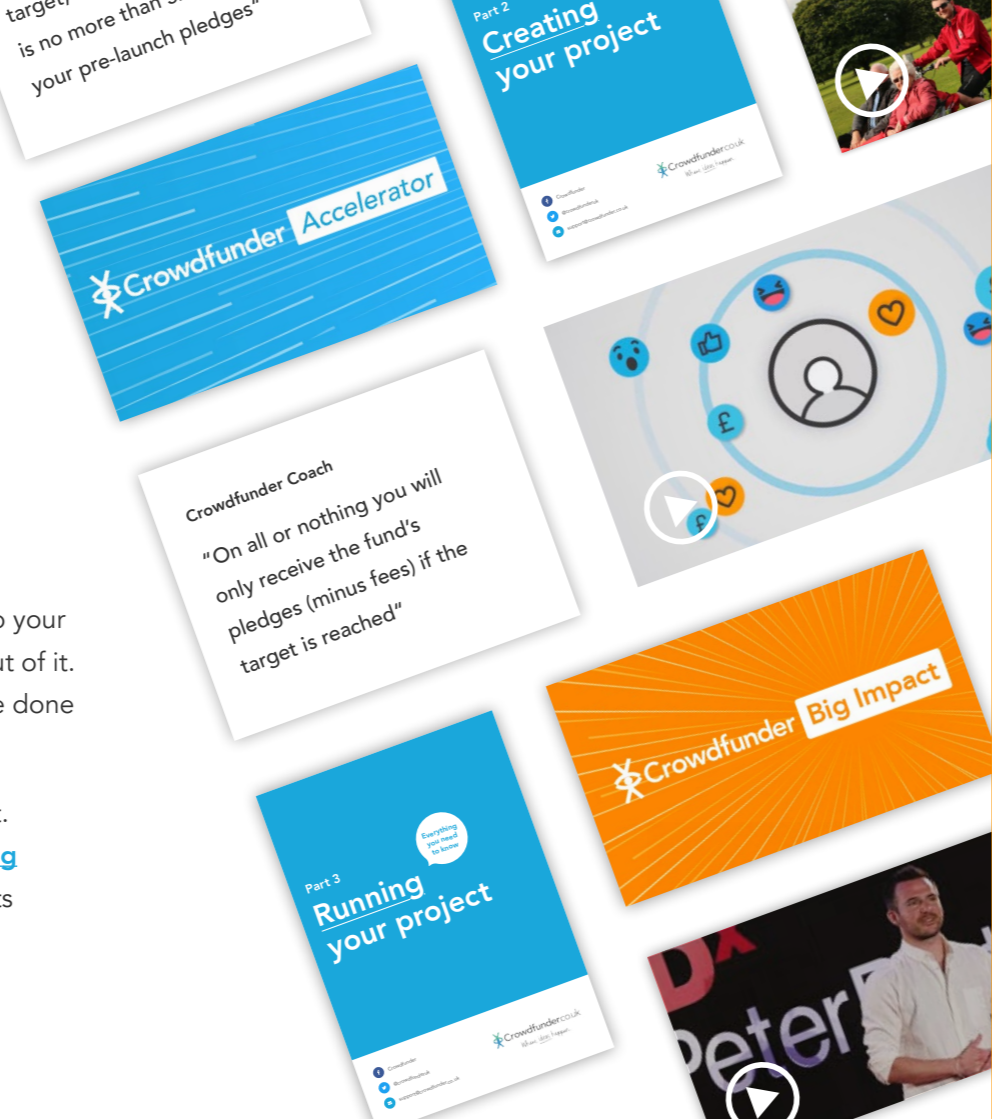
42 days



# Let's make your ideas happen

Like everything in life, the more you put into your Crowdfunder project, the more you'll get out of it. Crowdfunding has its challenges, but you've done the hard bit by coming up with your idea.

Now you need to start building your project. Visit [crowdfunder.co.uk/start-crowdfunding](https://crowdfunder.co.uk/start-crowdfunding) where our online guides and team of experts are on hand to help get you started.



So what are you waiting for?  
Start your crowdfunding journey today.

[Start crowdfunding](#)



# FAQs

## What are Crowdfunder's fees?

Crowdfunder's fee is variable, depending on the type of project you need to raise money for.

0% - Charities and charity fundraisers

0% - Not-for-profit community projects, social enterprises, sports clubs and personal causes

5% + VAT - For-profit sport groups, for-profit campaigns, for-profit businesses and legal/regulatory proceedings projects

Fees are charged on each pledge once your project closes successfully. There is no upfront fee when launching a project with Crowdfunder.

## When will I receive the funds raised?

Pledge payments are made once your project has closed successfully, usually within 24 hours. With 'all or nothing' funding, a project is only successful if it hits its target. With 'keep what you raise', all projects that raise any funds are considered successful.

## How long can I run my project for?

The longest a project can run for is 8 weeks (56 days). However, we believe that the optimum duration of a crowdfunding project is 4 weeks (28 days). There is always a spike of activity at the beginning and end of a project, so keeping a project relatively short allows you to keep the momentum going.

## How do I get the details of my supporters?

We collect the name and email address of each supporter when they make their pledge, as well as their postal address and Gift Aid declaration, if requested. Once your project has closed, you'll be able to download all of the information you need from your Crowdfunder dashboard.



Our UK based customer support team are happy to help!

Get in touch with us at  
[support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)