



Crowdfunder FAQ's

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.

If we don't reach our target, do we lose all the money?

There are two options to choose from when creating your project. 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 and will receive the donations that have been made.

If you're using the 'keep what you raise' option, it's a good idea to make clear in your campaign what you will do with the money if you don't reach your target and how it will be used instead.

Do you need a video?

While it's not required to have a video on your project it is highly recommended as projects without them don't tend to fund. You don't need to create an Oscar winner, but something which shows the team behind the project and some shots of the location helps bring your project to life.

SF&G's Northern Ireland team ran a webinar in 2021 on creating great video content, which you can watch [here](#).

What are Crowdfunder's fees?

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

- 0% - Charities
- 5% + VAT – Other groups and individuals

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

www.farmgarden.org.uk

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When will I receive the funds raised?

Pledge payments are made once your project has closed successfully, usually within 24 hours. Payments will reach the specified bank account within 7 working days after the project has closed. Registered charities you are raising money for using our 'Charity Fundraiser' service will receive funds 6-8 weeks in their accounts via the Charities Trust.

Please note that the funds will only be transferred once your ID has been verified against your bank account details. You can check if your ID has been successfully verified in your project dashboard.

How long can I run my project for?

Projects can run for a maximum of 8 weeks (56 days), but we believe the optimal duration for 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 your fundraiser relatively short allows you to maintain fundraising momentum. The length of your project is down to you and something you can select when creating it.

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. You can offer small rewards (£25-£250) for things like putting people's names on a wall of thanks, planting a tree in someone's name or sending them some produce.

You can get creative with bigger rewards (£250+) and offer things like naming an area of your project, hosting a dinner event, giving a tour of the project from the founders and lifetime membership to name a few ideas.

