Everything you need to know

Crowdfunder

How to guide

How to get your page ready for **+Extra funding**

Hello!

This handy guide summarises the key features that make a really great crowdfunding campaign page. Following this guide will help you raise more money and potentially secure funding from our partners.

Useful links:

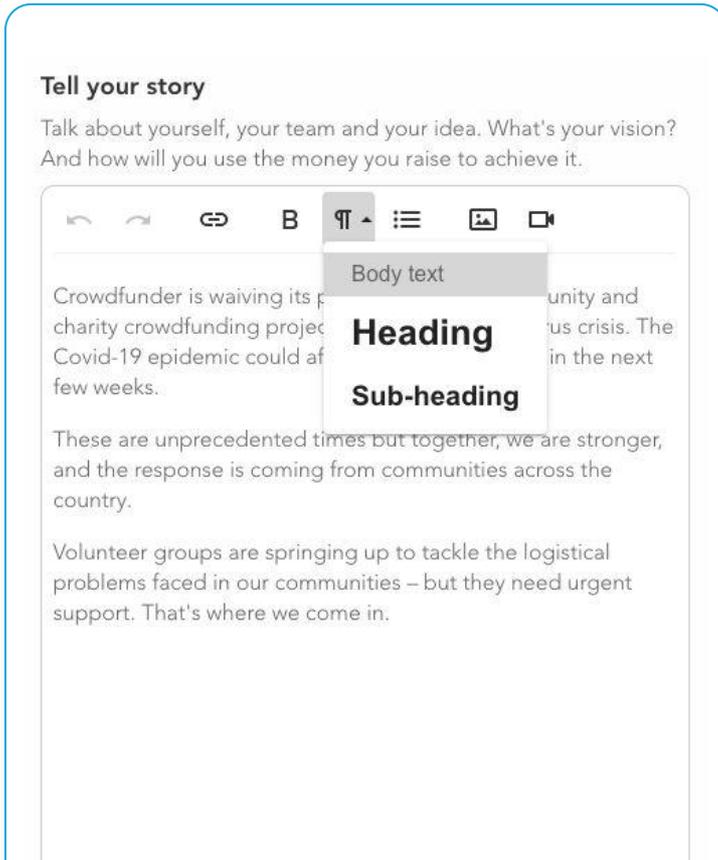|	
Webinars	Online Learning Platform
Knowledge Hub	Help Centre
+Extra Funding	Social Hub

Project page

Be sure to create a campaign page that targets a wide audience. Your aim is to expand your reach beyond your immediate network, here's some good ways of doing this:

Headings

Divide your project page into sections using headings and subheadings. This helps break up information and makes your story easier to read.

Here's what to include:

- [ ] An introduction to your organisation
- [ ] Details of your project
- [ ] How you will spend the money raised?
- [ ] Relevant information for +Extra funding

Images

You can also add images amongst the text to create an engaging page that reflects the personality of your fantastic organisation.

Include pictures that shine a light on the work your organisation does and the people involved. If you're crowdfunding to purchase equipment or build something new, include images of what it will look like to inspire people of the possibilities.

See how The Drug of Art project created an engaging page.
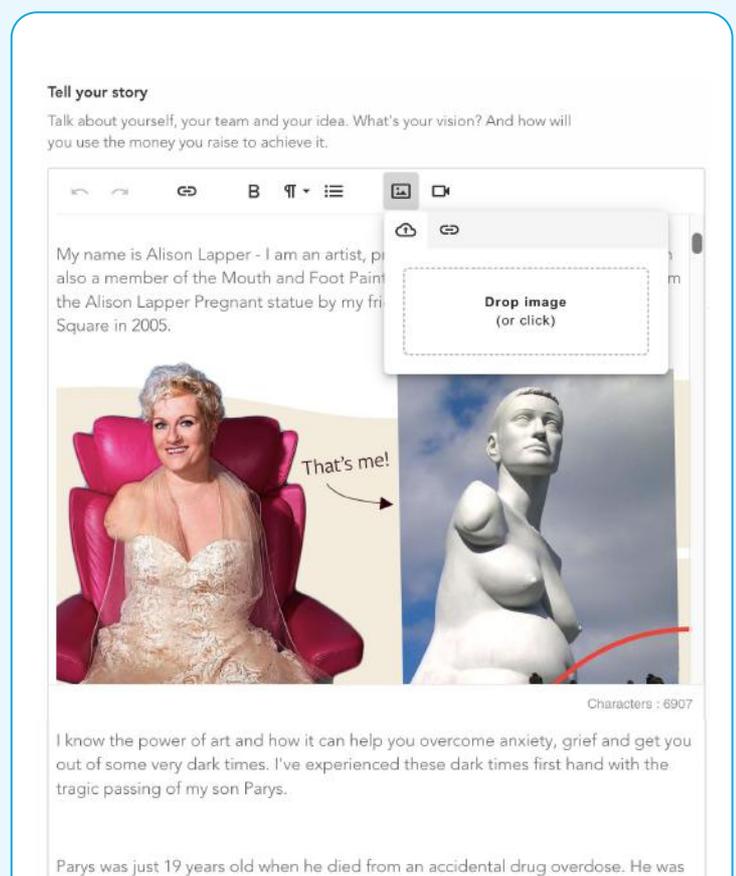
Creating your video

Videos are a great way of pitching your campaign and making it more personable. We suggest making them somewhere between 1 and 3 minutes long.

Your supporters will like to see who they are supporting so include lots of smiley faces if you can. If your project relates to a physical space or equipment, show what it looks like now to demonstrate your need for funding.

Our top tips:

Short and sweet - Less is more when it comes to video. Keep it short, 1-3 minutes maximum. Make sure you get the key information into the first 30 seconds - who, what, why, how?

Script - If you're struggling to think of what to say, write a rough script but let people ad-lib and speak from the heart. Honesty will always win people over.

Avoid using animation video makers or image montages - They often come out less engaging and won't get across your unique personality.

Get personal - Getting in front of the camera will help you to build a rapport. Don't be afraid to include others too.

Setting - Choose a place where your voice can be clearly heard on record - wind, traffic and crowds will drown you out.

Watch Coexist Community Kitchen video [here](#)

We believe that everyone should have spaces in which they can share food together

Rewards

Rewards are a great way to extend your reach beyond your immediate network. If you're looking for rewards to offer, local businesses, supporters, friends and family are all a good place to start. Find out if they are willing to donate something physical, a discount or an experience that you can use as a reward.
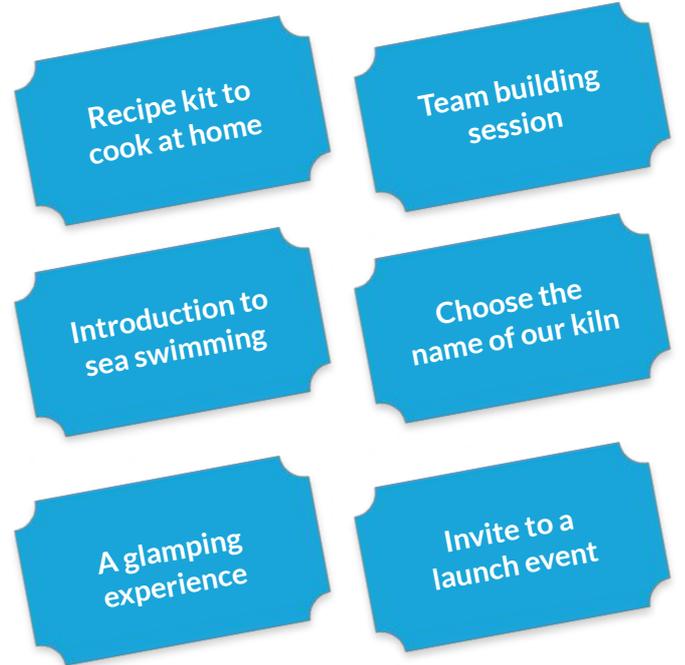
What to offer:

The best and most effective rewards are unique or a bargain. We've seen all sorts of things offered, from cheese hampers to pottery classes to a week-long holiday rental! These rewards are not only a brilliant way to attract support from outside your immediate network, they're also a great way to get the wider community involved.
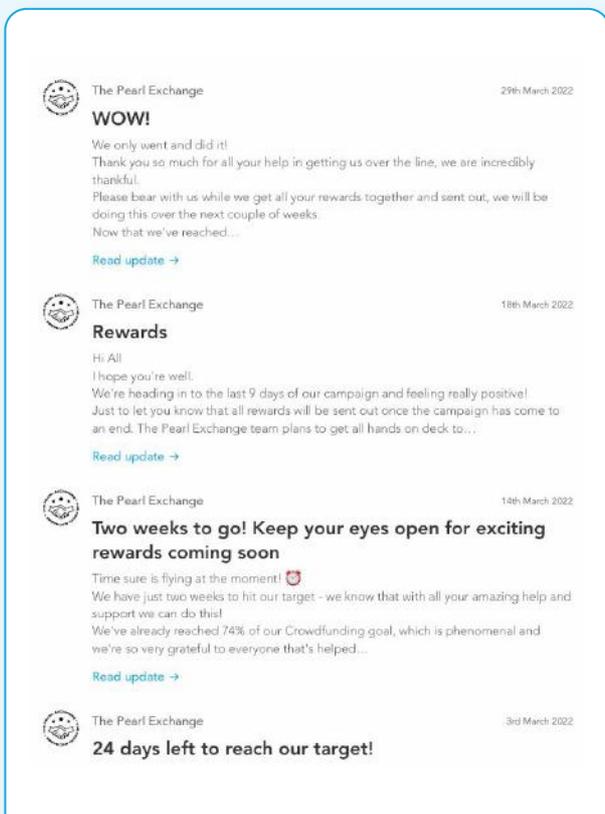
Rewards should be good value for money, so apply a discount of 20-30% if your reward is available elsewhere. You can even include RRPs in the description of your rewards so that your crowd can see they're getting a good deal.

Read our post highlighting 55 reward ideas

Reward ideas

Recipe kit to cook at home

Team building session

Introduction to sea swimming

Choose the name of our kiln

A glamping experience

Invite to a launch event

Check out the rewards of the
Coexist Community Kitchen

Updates

Posting updates gives you the opportunity to thank your supporters, keep your crowd informed with your progress and encourage traffic back to your project page.

This function is available in your dashboard. Updates will be posted on your page and sent in a message to all your supporters.

The Pearl Exchange kept their supporters engaged with some great updates.
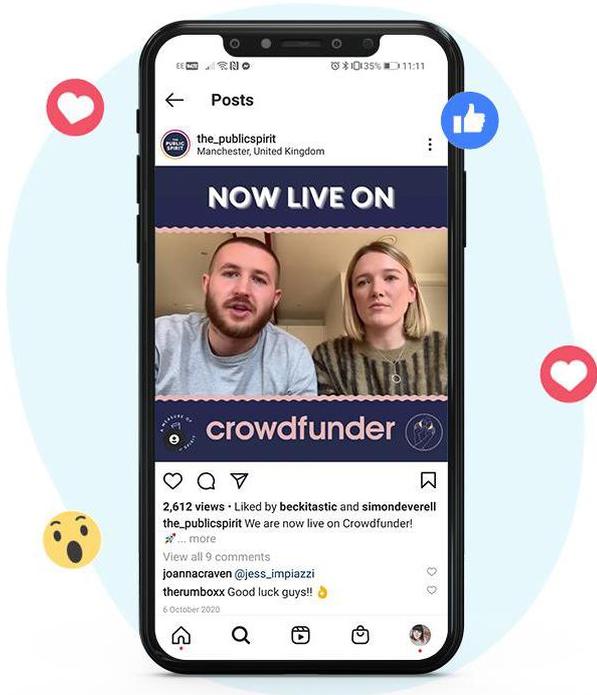
Let's get social

Social media is a fundamental way to get your project noticed by your community. Crowdfunder's social media experts have created a social hub that has everything you'll need to get started!

Take me to the social media hub!

QR codes

Generate your very own QR code to make accessing/sharing your crowdfunding campaign even easier!

You'll find this function in the "Promo" section of your dashboard. Simply download your unique QR code and add it to your promotional materials, such as posters around the local area, on tables at events, or on newsletters you send out.

Anyone that comes across your QR code can simply use their smartphone camera to scan the code and arrive swiftly on your crowdfunding campaign.

Try it for yourself!

Applying for +Extra funding

We have millions of pounds of +Extra funding from our national and regional partners which, depending on what your organisation is doing, may be available to help you raise more funds. **See the funds available here**.

Get inspired by the projects below who have benefitted from +Extra funding.

Common Soil Community Farm

Supporting a food-growing startup

Raised £7,887 with 72 supporters

See the project here

Mayflower A Seachange

A book of Plymouth and its hidden gems

Raised £27,119 with 183 supporters

See the project here

Heart & Parcel Cookbook

A cookbook for local food and education

Raised £8,509 with 81 supporters

See the project here

Click here to see all of the +Extra funding available from our national and regional partners.

Our partners review both your application form **and** your crowdfunding project page. So once you're confident that you have finished creating a strong project page, here's how to apply:

1 Make sure you are logged in or have signed up

2 Create a project and click on your project dashboard

3 Click on the 'Extra Funding' tab on your dashboard

4 Pick a fund and then you can apply for funding!

Remember to check the T&Cs of each fund as they may differ between partners.

FAQs for +Extra funding:

- **Can I apply for funding from multiple partners?**
  Yes. We encourage you to apply to as many funds as you are eligible for - there's no limit! It's worth reading up on each partner when planning your campaign, as they each have different requirements and conditions for you to be approved and receive funds.

- **When will I hear back?**
  Generally the review process can take between one and four weeks. To speed things up, make sure to complete both your application form and project page; partners will be looking at both.

- **How do I receive the funds?**
  To receive a payment from our +Extra Funding partners, you'll need to set up a wallet for your project, which covers some extra due diligence needed. You'll be prompted to do this as soon as a pledge arrives on your project, and we'll guide you through, step by step.

Read more FAQs here

Crowdfunder Knowledge Hub:

We've created a hub for all the advice and guidance that will help make your project a success no matter what stage you're at. So whether you're just getting started, midway through, or looking for a final push, we've got you covered!

Visit the Knowledge Hub

Further support and guidance

We want you to create the best possible campaign and to succeed in raising whatever funds you need. We have created a suite of resources to help you with this:
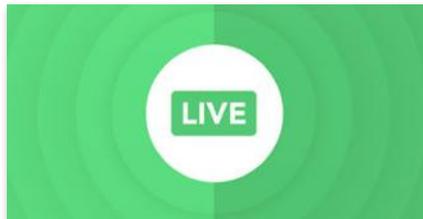
Join our online events

Our team regularly host live and interactive sessions to share all the tips and know-how you need to be successful on Crowdfunder.

Sign up to a free webinar

Crowdfunder Learn

A series of free, online interactive courses which tell you the top tips on how to plan, create and run your crowdfunding project for success.

Get started now

The Help Centre

If you're not sure where to start, our Help Centre will give you all of the information you need to see success with your crowdfunding project.

Visit the Help Centre

You're now ready to start raising funds for your idea on Crowdfunder

Start crowdfunding

Crowdfunder.co.uk
Where ideas happen.