

How do I get started?



Building your crowd



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Basics of crowdfunding...

a little money



pooling small
contributions



a lot of people



from groups of people
with **common interests**



potential of
crowdfunding



creates a bigger
project fund

Building your crowd...



Who is
going to
support
your
project?

There are lots of people out there who'd like to **support your project...**

→ You just need to make sure you know them before you launch

Building your crowd...

Who is
going to
support
your
project?

- Who wants you & your project to **succeed**?
- Who **wants to own** what you are 'selling' or offering as a reward?
- Who are your potential project **cheerleaders**?

Building your crowd...

Why would
anyone
support
your project?

... because they believe in
the project idea, relate to
you & want the 'finished
product' to happen...

Thinking like a backer...



Why would
anyone
support
your project?

- It's going to **benefit me** or people I care about
- It's going to be **fun or rewarding** to get behind the project
- I get 'backstage' **access**
- The person I like is going to **succeed**

Example: Mapping Your Crowd...



LOW PROFILE - Never Give Up

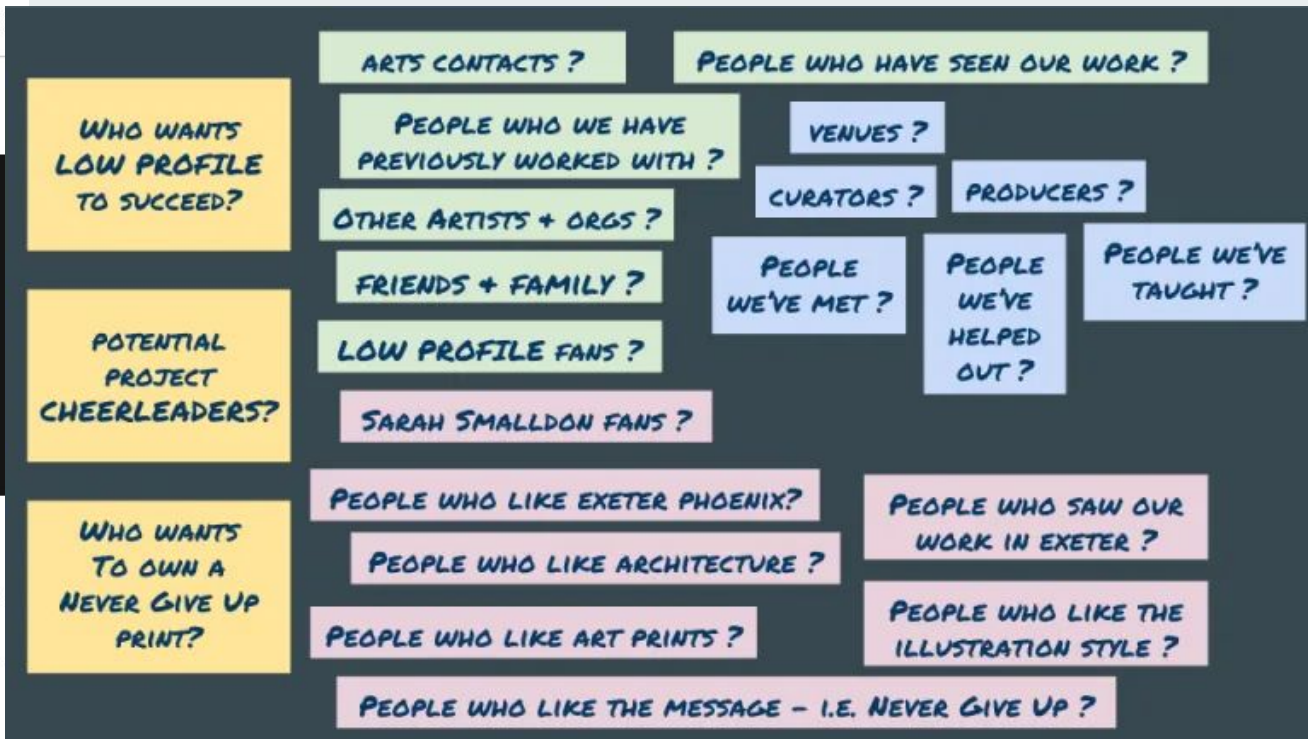


✓ We did it

On 2nd November 2017 we successfully raised £4,000 with 143 supporters in 35 days

To support the research and development of new participatory artworks over the next year.

by [LOW PROFILE](#) in Plymouth, England, United Kingdom



Mapping your crowd...

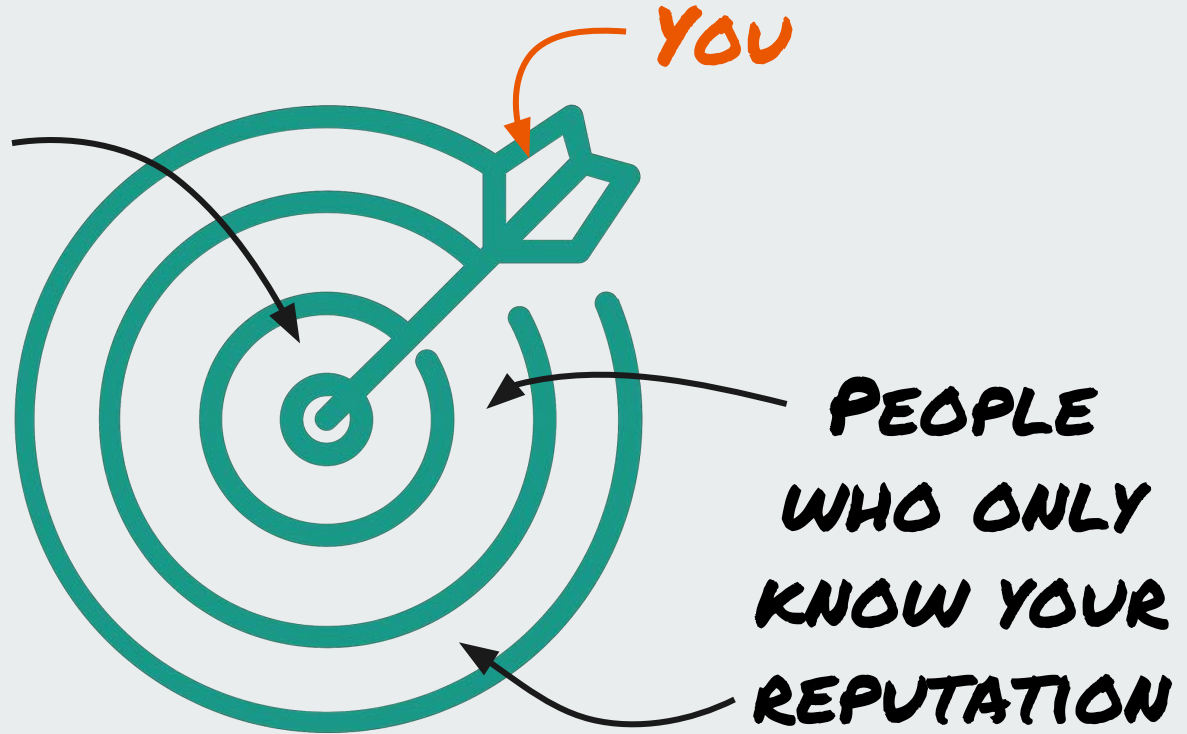
Who is
your
crowd?

- All about **you**
- Built on your reputation & interests
- **Personal crowd = family & friends**
- Reaches out to where your reputation extends

Mapping your crowd...

PEOPLE WHO
KNOW YOU
PERSONALLY

Who is
your
crowd?



Building your crowd...



- Who knows you?
- To make your crowd big enough to support your project - you need to have touched **multiple people** within **multiple groups**

Example: Mapping Your Crowd...

Crowdfunder

LOW PROFILE - Never Give Up

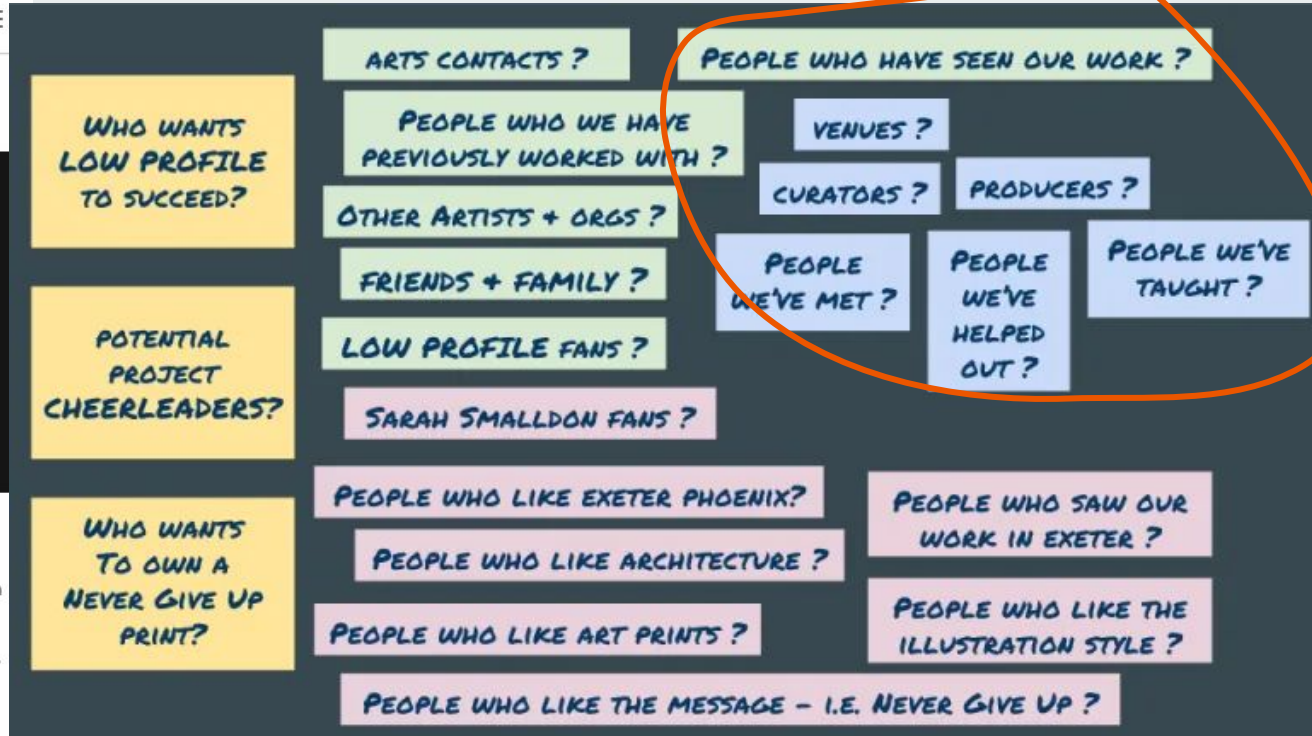


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Mapping your crowd...



Who is
your
crowd?

- How many of them are there? How much money would they each spend to receive a reward?
- What different groups are there?
- Who else could you add?

Ways to build your crowd...

How could
more people
find out about
what I do?

Make good work

- something that is **good quality**
- that speaks to **other people**
- that they **enjoy & connect** with
- People will relate to you through your work

Ways to build your crowd...

How could more people find out about what I do?

Show your work

- Exhibitions, talks, presentations
- Online - website, social media, blogs etc
- Show it in **different places** to **different groups** of people
- People will find out about you & your work

Ways to build your crowd...

How could
more people
find out about
what I do?

Be part of a range of conversations

- Get to **know** other people
- Make **friends**
- See **who else is into what you do** & shares your interests
- People trust people they can relate to

Ways to build your crowd...

How could
more people
find out about
what I do?

Be generous

- Help **other people** out
- Think about how you **gift** your time & expertise
- Share things that are **useful** to others
- People will often give back when you ask

Ways to build your crowd...

How could
more people
find out about
what I do?

Get other people to share your work

- Is it useful / exciting / a great example / meaningful to **other people**?
- Is it **easy to share**?
- People like what their friends recommend

Ways to build your crowd...

How could
more people
find out about
what I do?

Be yourself

- You don't have to do things other people do
- How can you slowly expand your comfort zone?
- Focus on **meaningful connections**
- People will spot when you are not genuine

Building your crowd



How do I
build a crowd?

Quick recap

Your crowd starts
with you...

- Make good work that is **meaningful** to other people & get it out there
- Be part of a range of **different conversations** & meet new people
- Be **generous** - give to the crowd before asking for something back