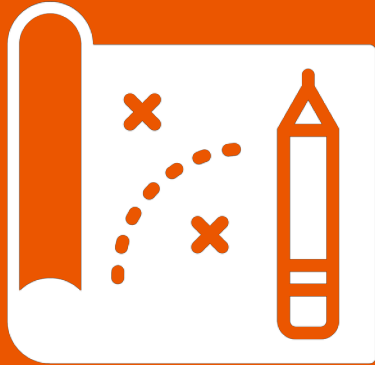


How do I get started?



Planning a crowdfunding campaign



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Project Idea

Case For Support

Aims

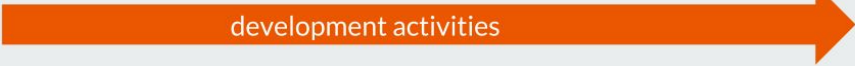
Need

How much do I need & when?

Budget

Timeline

Stakeholders



Create Your Proposition

BELOW IS AN EXAMPLE USING THE FICTITIOUS GREEN THUMBS COMMUNITY PROJECT.

<p>MISSION Your mission should state the purpose of your project idea and connect all of your activities.</p> <p>Green Thumbs Community Farm is a Mission. Green Thumbs Community Farm exists to ensure that all of our neighbours have access to affordable, fresh, nutritious food.</p>		<p>COMMUNITY The Purchasing Power Parity is based on the Business Model Canvas. Developing your own Canvas has been adapted to help you to map out the key elements of your project plan.</p>													
<p>PROBLEM What is the problem that you are trying to solve? Have you done any research? It can be helpful to offer data that confirms the problem exists.</p> <p>Due to closure of a local factory, Evergreen has seen a sharp rise in unemployment. Consequently, in the past year, Evergreen's local food bank has seen a 200% increase in demand. However, the food bank has chronic storage of fresh produce. There is growing concern amongst the local health services that malnutrition is on the rise.</p>	<p>VALUE PROPOSITION This is the heart of your story where you explain the benefits and unique features of your project idea.</p> <p>Green Thumbs enables neighbours to connect neighbours by developing awareness of people in need, providing access to nutritious food, empowering people to grow food and ensuring that no one in Evergreen goes alone.</p>	<p>OUTCOMES What will success look like? How will you measure your achievements? Strong outcomes are time-bound and are measurable.</p> <ul style="list-style-type: none"> In two years we aim to reduce reliance on the evergreen food bank by 75%. In three years we aim to ensure that from July - December, the Evergreen food bank has no shortage of fresh vegetables. 													
<p>SOLUTION How will you solve the problem that you identified? What is your project idea and how is it going to help? Is there any evidence you can use to reflect why your solution will work?</p> <p>Our community has agreed to transition our individual allotments into a community farm to provide affordable fresh vegetables for members of our community on low incomes.</p>	<p>BENEFICIARIES Who will benefit from your solution? Who will you reach?</p> <p>The 5,000 members of the Evergreen community who are in a lower income bracket and have sought help feeding their families over the past year.</p>														
<p>KEY ACTIVITIES What are the main things that you are going to do?</p> <ul style="list-style-type: none"> Cultivation of nutritious vegetables, planned with a dietitian Year-round garden care volunteering days Year-round gardening training scheme Harvest season market days for local families Harvest season donations to local food bank 	<p>COMMUNICATION CHANNELS How will you share stories, plans, and opportunities? Think about who your audience is for each part of your story - you may need to use more than one approach.</p> <ul style="list-style-type: none"> Local council website Pages at NHS surgeries, libraries, schools, pubs, clubs Market Day banners for high street Press Releases to local paper and radio station 	<p>KEY PARTNERS Who will you rely upon to deliver your solution? Who can help? Who do you need to have on board?</p> <ul style="list-style-type: none"> Diabetes, nutrition offering advice Local Nurseries, providing gardening materials Evergreen Council, permits to farm and all St John's Church, providing space for market day Evergreen food bank, supporting distribution 													
<p>BUDGET Identify the key areas of your budget, demonstrating that you have a handle on expenses is critical for trust.</p> <table border="1"> <tr> <td>£5,000 Plants</td> <td>£10,000 Food Annual Rent</td> </tr> <tr> <td>£10,000 Garden Supplies and Equipment</td> <td>£1,000 General Waste Bill</td> </tr> <tr> <td>£5,000 Training Programme</td> <td>£2,000 Insurance</td> </tr> <tr> <td>£2,000 Market Day Equipment</td> <td>£2,100 SN Contingency</td> </tr> <tr> <td>£5,000 Fries and Marketing</td> <td></td> </tr> <tr> <td>£2,500 Volunteer Expenses</td> <td>Total: £49,000</td> </tr> </table>	£5,000 Plants	£10,000 Food Annual Rent	£10,000 Garden Supplies and Equipment	£1,000 General Waste Bill	£5,000 Training Programme	£2,000 Insurance	£2,000 Market Day Equipment	£2,100 SN Contingency	£5,000 Fries and Marketing		£2,500 Volunteer Expenses	Total: £49,000	<p>FINANCIAL SUSTAINABILITY How will you ensure that you can fund your project in the future? In general, funders want to know that you have a plan and that you will not be reliant on them forever.</p> <p>We have a five-year commitment from Sustainable Nurseries to provide £5k of plants and gardening supplies as part of a grant, the rest as a 50% discount. Diabetics has committed to offering produce contributions for 5 years.</p> <p>We will secure multiple revenue from the sale of food to market days. Each year we will hold a Harvest Festival fundraising dinner. We will develop a membership scheme that provides garden training in return for a fee that supports the farm.</p>		
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Research

What's available?

Who from?

How much?

Understanding the aims of funders...

Their aims?

Their needs?

How do I access it?

What do they already support?



Ask for money

What do you want to make?



- A **product** to distribute?
- Something you could **sell tickets** for?
- Something you want to build a **community** around?
- Something you need to **gauge interest** in or support for?

What do you need to make it happen?

Budget 

Timeline 

- How much **money** do you need to make it happen?
- How much **time** will it take?
- When do you **need to pay** for different things?

Who's going to be interested?

Stakeholders



Their aims?



Their needs?



- Who **wants your project** to happen?
- Who **benefits** from your project?
- What different **groups** are there? How many people altogether?
- How much money would they each spend to receive a **reward**?

Crowdfunding Campaigns - see also...

How do you develop project ideas?



Identifying
the 'need'



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How do you develop project ideas?



Identify
stakeholders



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How do I get started?



Understanding
margins in
crowdfunding



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How do I get started?



Designing
crowdfunding
rewards



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How do I get started?



Building
your crowd

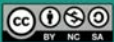


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How do you develop project ideas?



Storytelling
canvas



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