

# How do I get started?

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# What is Crowdfunding?



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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

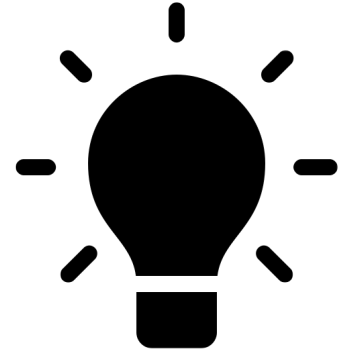


creates a bigger  
**project fund**

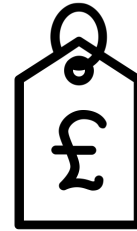
# Crowdfunding

I've got an idea...  
I need some cash...

What are  
my options?



→ You want to make something interesting happen

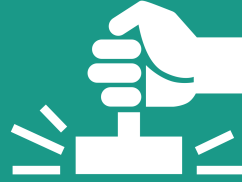


# Routes to funding



What do I  
need to  
think about?

Grants



Events



Sales



Donations



Crowdfunding



## Sales



- People pay for a product that they want or need
- Can the sale itself also help you achieve your aims?

## Events



- People pay to take part & enjoy themselves
- Can the event itself also help you achieve your aims?

## Donations



- People give money to your project because they believe in the same cause as you

## Crowdfunding



- Mix of sales, donations & event
- People pay for a product and/or give money and/or pay to take part

## Grants



Large amount at once  
Good for £1000+  
Seal of approval  
Partnerships

## Events



Fun to organise  
Good for ~£1000  
Gets people involved  
Can be quick

## Sales



Easy to set up  
Good for ~ £500  
Do it on your own  
Can be quick

## Donations



Easy to set up  
Good for ~ £200  
Do it on your own  
Tell your story

## Crowdfunding



Gets idea 'out there'  
Good for £1000+  
Gets people involved  
Tell your story

Track Record → Money

Time → Money

£ → £££

Network → Money

Network → Money

Planning & Prep  
Complex process  
Match funding  
All-or-nothing



Needs people  
Advertising  
Venue  
Some risk



Needs £ up-front  
Choice of product  
No buyers?  
Some risk



Asking for money  
Limit how often  
No spare cash?  
Competition



Planning & prep  
Takes time  
Reaching people  
All-or-nothing



What mix of these models is going to suit your project?

# Different types of crowdfunding



**reward based**



**donation**



**micro-patronage**

# Donation platforms

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The logo for gofundme, featuring the word "gofundme" in a lowercase, rounded font. The "go" is in grey, "fund" is in green, and "me" is in grey. Above the "me" is a stylized orange crown icon with three points.The logo for JustGiving, featuring the word "JustGiving" in a bold, purple, sans-serif font. The "J" is significantly larger than the other letters.The logo for sponseme.com, featuring the word "sponseme" in a lowercase, sans-serif font. The "s" is in black, "ponse" is in black, and "me" is in black. The "e" has a vertical orange bar through its center. ".com" is in a smaller, black, sans-serif font to the right.

- Users make **one-off donation** to a project you create
- Use this like an online **collection jar**
- Efficient way to collect donations for a specific project



# Micro patronage



- Users make **small regular payments** to support things you create
- Use this as a way to **collect subscription / membership**
- Efficient way to collect regular or on-going payments

# Reward based

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**KICKSTARTER**

 **indiegogo**

 **Crowdfunder.co.uk**

- Users make **one-off pledge** in return for rewards
- Use this in a number of **different ways** to achieve your project's aims
- Efficient way to collect together larger amounts of money

# Matched Crowdfunding

- local authorities
- grant-giving bodies
- charitable foundations

Research  
what's available

#1. You raise at least **£875** from your crowd

#2. Match funder adds **£1750**

#3. You raise final **£875** to unlock funds



# Matched Crowdfunding - examples

## National

### Power to Change

Get up to £6,000 extra

For projects getting started on a community share issue. [What's that?](#)

### Forward Enterprise

Get up to £5,000 extra

For projects helping people break the cycle of crime and addiction

### M&S Energy Fund

Get up to £5,000 extra

For projects installing renewable energy or energy efficiency

### Legal & General Community Legends

Get up to £5,000 extra

For projects that are amplifying life for those aged over 55

<https://www.crowdfunder.co.uk/funds>