How to set up your fundraiser

Crowdfunder.co.uk

Introduction

We're building an army of fundraisers at Crowdfunder and we're asking you to join us. Fundraising is a great way to support a cause you care about and connect with others in your community who feel the same way. With Crowdfunder you can raise funds for a registered charity or a personal cause with no platform fees.* So whay not take on the challenge?

Phil Geraghty, Founder
Crowdfunder.co.uk

*A small transaction fee applies for personal causes.

How fundraising works

1.

Create your unique fundraising page on Crowdfunder.co.uk, setting a target that you'd like to achieve.

2.

Spread the word to family and friends, who can donate money to your cause via your fundraiser
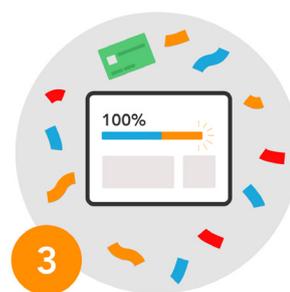
3.

You'll receive the money that's raised straight to your nominated bank account

Benefits of fundraising with Crowdfunder

Spreading the message

More than just raising money. Running a fundraiser will give your cause great exposure. It's a new and effective way of promoting you, your cause and what you're doing.

A new community

The people who support your fundraiser will make incredible ambassadors for you and your cause in the future.

No platform fee

Even well-known fundraising websites charge fees for your efforts, surprising isn't it? Crowdfunder won't ask you for a single penny. A small transaction fee applies.

Checklist

Set your target

Choose a title

Write your story

Add a picture

Quick selfie video (optional)

Draw your network map

Line up your first few pledges

Launch your fundraiser

Get funded

Who are your supporters?
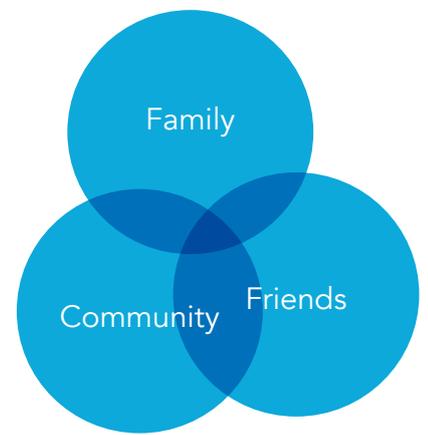
You will need the support of your close friends, family and others in your community to make your fundraiser a success.

Usually your friends and family will be the first to pledge, with the others following later. Make a quick list of all the people you think you can ask to support your fundraiser before you start. It will give you an idea of how much your fundraiser might raise, as well as a useful to-do list once you're live.

Fill out this useful network map template below to get started.

Family

Community   Friends

Family

Existing supporters

Friends

Local people

Possible supporters

Facebook

Press and blogs

Other social media

Anyone else?
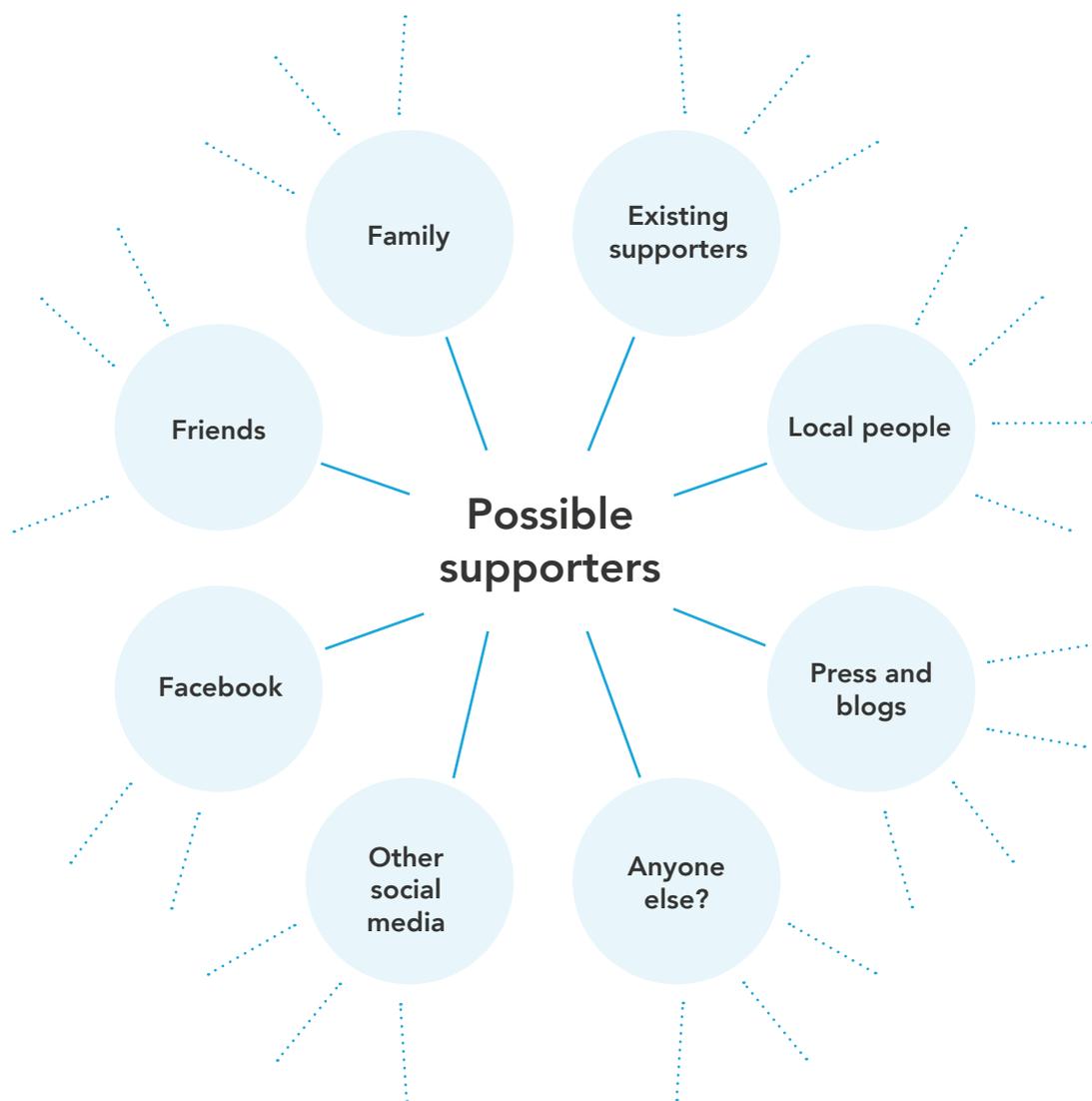
Your fundraising page

Next, you need to build your fundraising page. As a starting point it's always a good idea to look at some examples of others that have raised money for causes they care about. These examples have all been successful so take a look and get inspired.

Be a critic. What do you like? What don't you like? What would you have done differently?


Help Maeva go to Antarctica

View project

Get Team Witch (Pippa Bassett) to European Champs

View project

Three Peaks Challenge for Autistic People

View project

Helping Nature in Matterdale

View project
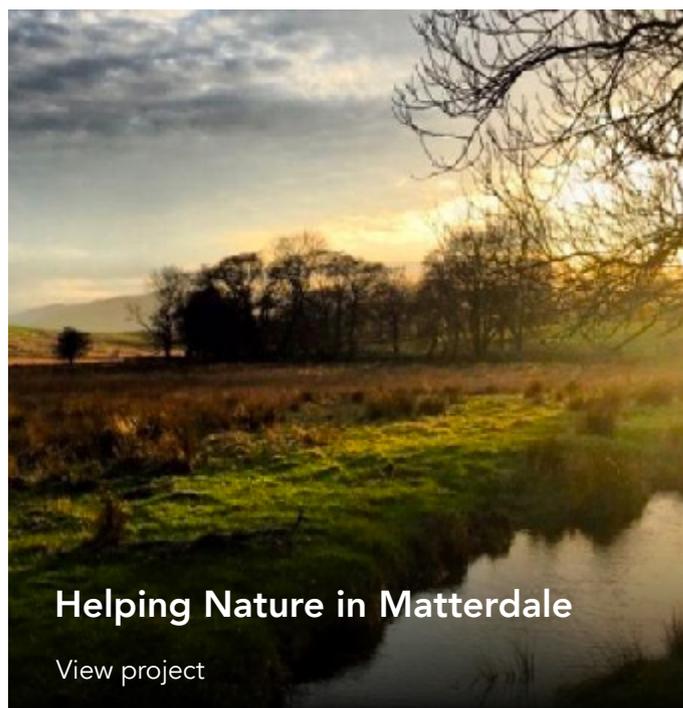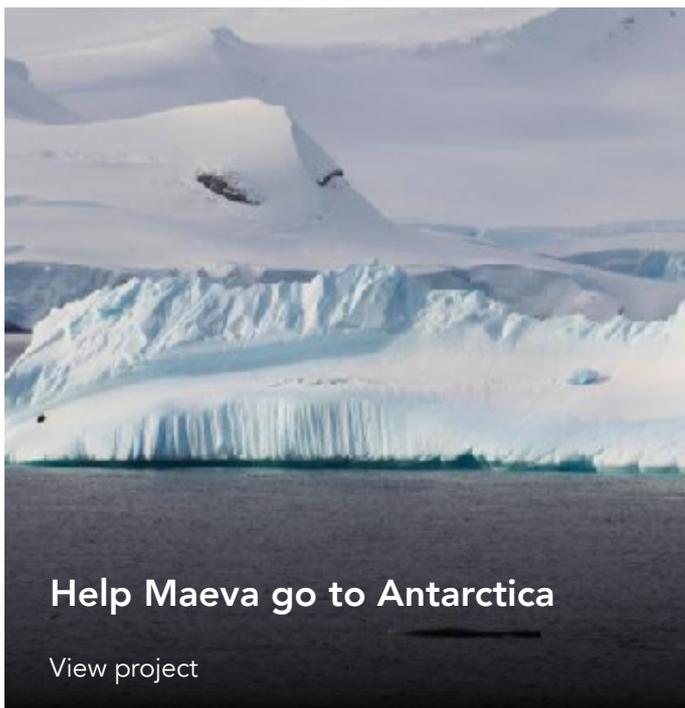
The perfect page

Explore projects   Stories   How it works   My projects

💚 Phil is walking Hadrians Wall for Heart Hive

Phil walks the wall

Watch later   Share

Phil Geraghty is fundraising for
The Heart Hive
Charity No. 1234567

Share

Started on 03 Feb 2020   London, England, United Kingdom

£500

£1,000 target

Donate now

27 supporters

LB Laura Benton
    £50   6 mins ago

MB Mike Best
    £50 + est £12.50 gift aid   12 mins ago

    Smalik Nahir
    £250   6 hours ago

    John Bishop
    £50 + est £12.50 gift aid   12 mins ago

See all

Updates 2

Phil Geraghty posted an update on 3rd February 2020

Walking the wall update

I have been walking lots, trying to build up my range. The first few weeks were met with some injuries to my legs and feet which set me back a bit.

But with some support from my good friend Hillsy we did a 20K day along the Thames the other weekend, it was a great test of the sort of range I will need to be doing.

Read more

I am going to be walking from one side of the country to the other to raise funds for The Heart Hive.

The walk will take place this summer and will see me walk the length of Hadrians Wall over a period of a week.

All the money raised is going towards to the charity Cardiomyopathy UK to help fund The Heart Hive Project. The project aims to be a game changer in how patients can get involved in research, and speed up the whole process of finding cures and treatments for people living with these conditions.

Hadrian's Wall Path
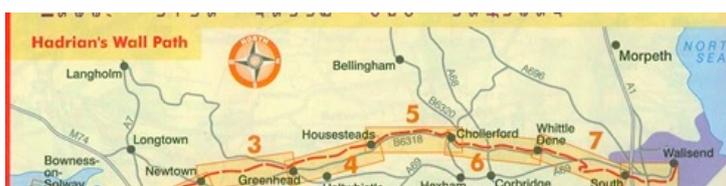
Telling your story

When someone lands on your project page, you need make a connection quickly and get them interest in your fundraiser. To do this well you'll need make sure your story is structured, concise and engaging. Add some images and testimonials to give finish it off.

Structure

> ### Intro
> Briefly summarise your fundraiser in a few sentences. Keep it clear and simple so that people know immediately what you're doing and why you're doing it.

> ### What is your great cause?
> Talk about the cause and why it's important to you. What do they do? And for who? And why is that close to your heart?

> ### What makes your fundraiser so important to you?
> Introduce yourself and what you're doing. Why should people support you? Why is it important?

> ### More about you?
> This is your chance to build credibility for your fundraiser. Demonstrate clearly that you are the right person to make this happen!

> ### Tell your story
> Explain how your fundraiser came about and why you decided to turn to Crowdfunder. Talk about your journey and inspiration. Don't forget that your story is still unfolding – what does the future hold?

> ### How is the money being spent?
> Outline what the money raised will be spent on. How will your cause use the funds you raise?

> ### FAQs
> Anticipate common questions that people might have about your fundraise, great cause or Crowdfunder.

Telling your story

Use images, headings and testimonals to make your fundraiser page more engaging. People love to see things with their own eyes, so don't just tell them about your cause, show them.

Visuals

Fundraiser images

What are you doing and why is it so important?

Infographics

Can you show dreary data in a more visual way?

Testimonials

Add in some real quotes from people who support your cause.

Team photos

People fund people. Show that you are a real person and make sure your page shows off your personality.

Headings

Use snappy subheading these to separate each section.

Maps

Use diagrams or maps to add context to your project.

"You can embed videos into your description to showcase other aspects of your project."

Bertie Herrtage, Senior Coach
Crowdfunder.co.uk

Creating your video

Using short videos to tell the story of your fundraiser is a really effective way to connect with people. It doesn't need to be professionally made or a Hollywood blockbuster. Using your phone or digital camera is fine. Ask a friend to hold it for you, or turn it on yourself. Remember it's about you, the cause and your fundraiser and not about your film making abilities!

Short and sweet

Less is more when it comes to video. Keep it short, 1-2 minutes maximum. Make sure you get the key information into the first 30 seconds - who, what, why, how?

Get personal

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

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.

Setting

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

Avoid using animation video makers or image montages

They don't get your message across as well as a real video.
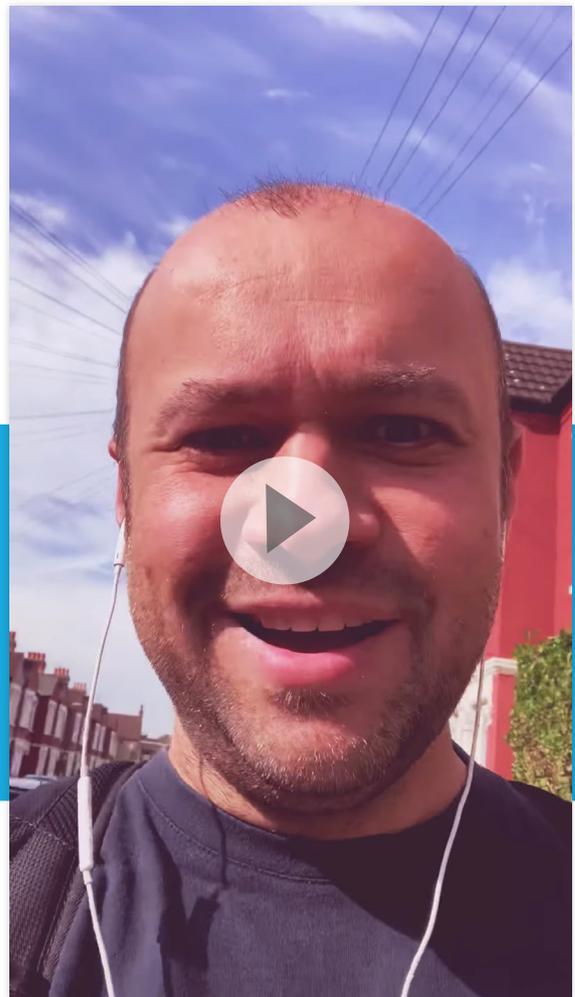
Watch Phil's video

Your fundraiser target

Your fundraiser target needs to reflect what you think you can raise from the people around you. Be realistic - remember that you can always raise more then your target. While there are no platform fees for fundraising on Crowdfunder, a small transaction fee applies for personal fundraisers.

Read more on fees

How much support does your fundraiser need to be to reach its target? Here's some facts to note:

£35 The average donation on a fundraiser project is £35

1/25 On average, one in twenty five people who visit a fundraising page will donate

How long should you fundraise?

Personal fundraisers have a standard 28 days first payout schedule at which point we will start to transfer all the money raised to your nominated bank account. Even after 28 days we will still keep your fundraiser live for as long as you need it running and continue to transfer donations as they come in. All fundraisers with a chosen charity will have the payment transferred directly to the charity.
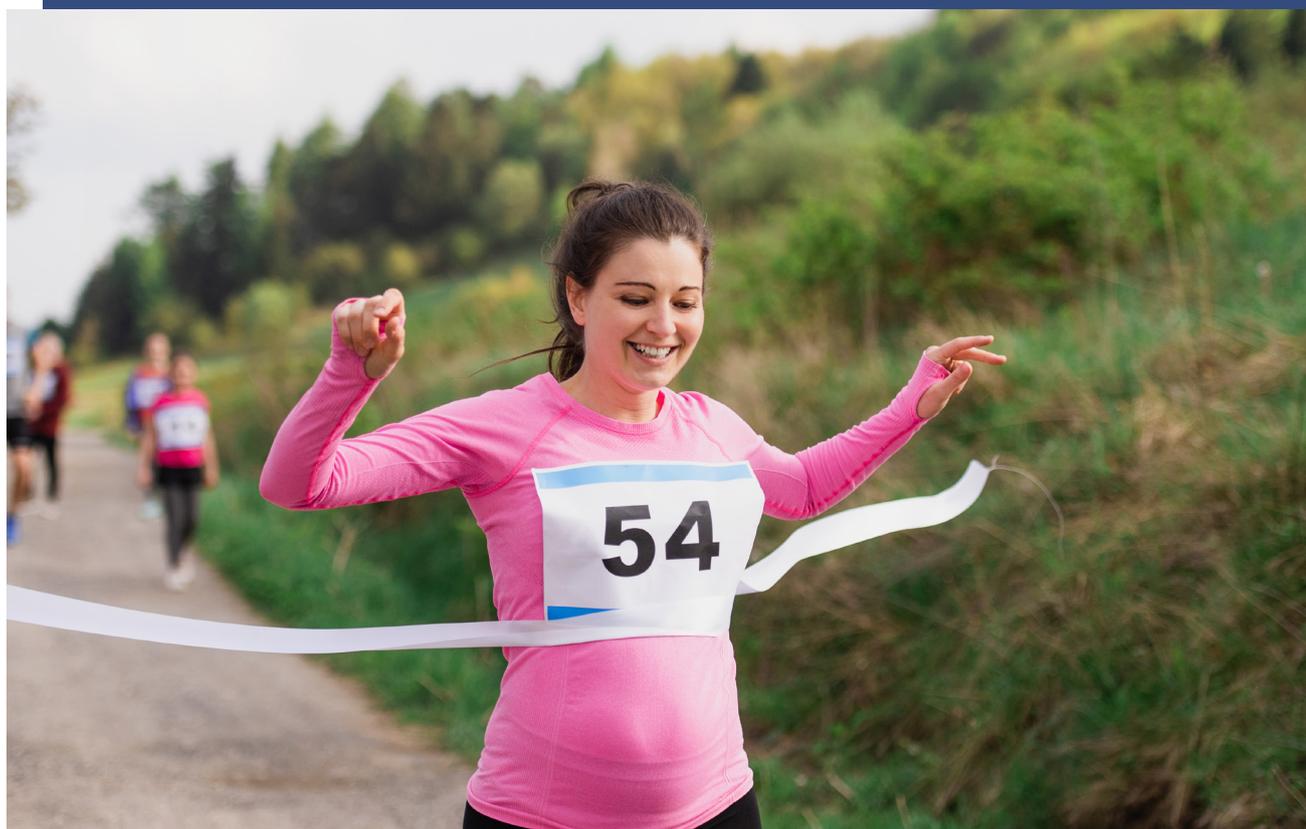
And finally

Finish off by giving your project a strong title that's unique and catchy.

Finally, upload a strong project image - something that captures the essence of your project, make sure it's inspirational, high resolution and good quality.

Live

Dragon Boat Race Fundraiser

Raising money for our Charity of the Year, Keswick School, for a brand new Technology Kitchen to inspire future students.

16% raised   22 days left

We did it!

Climbing Mount Toubkal(4165m) for Strongmen.org.uk

I aim to raise money for strongmen and the concept that I think could revolutionise therapy for people suffering with

120% raised

£1,200 total

Live

Phil is walking Hadrians Wall for Heart Hive

Walking the wall to raise funds for crucial heart research to save lives of those with Cardiomyopathy and Myocarditis

110% raised   37 days left

Promoting your fundraiser

Now that your fundraiser is looking good, you need to build a plan to promote it. Take another look at your list of potential supporters. Now think about which communication tools are best to contact them. For example, who do you usually reach via email, who's best to reach by phone or on Facebook? Add these notes to your list.

When spreading the word about your fundraiser, always start with the people closest to you, before speaking to others. People who already know you are more likely to support your fundraiser than those who don't.

As your fundraiser starts gain momentum, it'll begin to look more attractive to people outside of your close network of friends. Be patient – get some pledges before posting publicly on social media. Remember that you need to win people over. Take the time to start conversations with people personally. Spamming doesn't work. Start from the middle and work your way out.
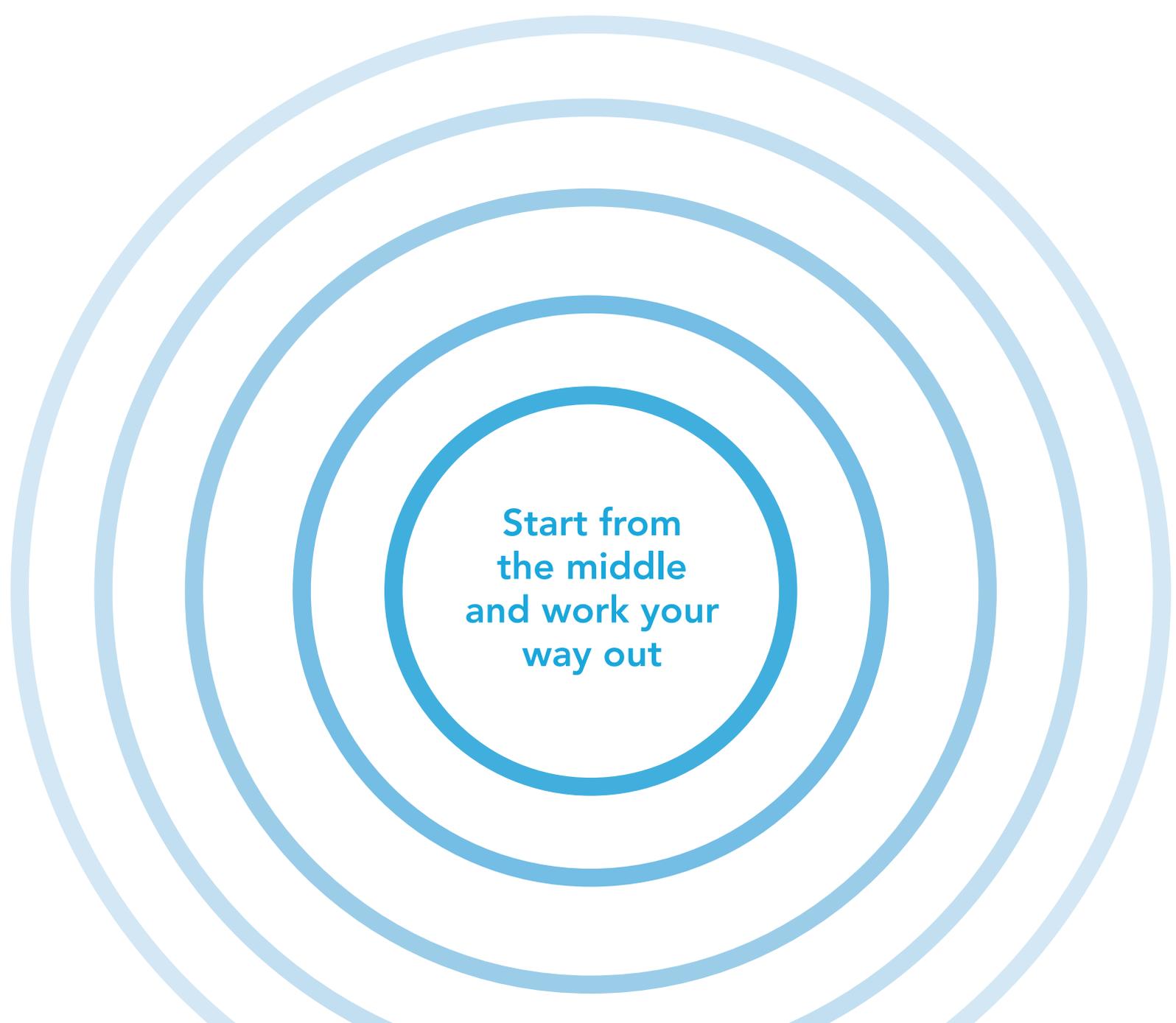
Start from the middle and work your way out

Counting down to launch

Save the date

Once you've decided on a launch date, make sure everyone has it marked on their calendar.

Prepare images

Check that you have plenty of new images that you can use to promote your fundraiser. Photographs of people, places and events are all great.

Review the plan

Make sure that you are clear on the plan to promote your fundraiser. Check which messages you're sending out to which groups, when they're being sent, and how

Getting off to a good start

Launch day can be both exciting and nerve-racking. There are two main ways of getting off to a good start. If you want to get off to a great start, do both.

10

Line up the first 10 pledges

The hardest part is getting off zero, so aim to have secured at least 10-20% of your target in promised pledges before going live. Make sure those people know exactly when your project is launching and encourage them to make their pledge in the first couple of hours. Getting a strong number of backers early on will give your fundraiser credibility and make it look much more attractive to wider audiences.

Pick up the phone

Call, text, WhatsApp, Facebook Messenger – all give you access to your friends and family at the touch of a button. Drop them a line to let them know that the big day is here as soon as your fundraiser goes live. Try not to stress if people don't reply immediately. Give them a gentle reminder in a day or two, be persistent and they'll probably still pledge in the first week.

Top tip

A project without any pledges does not look credible or attractive to people outside of your own community of close family and friends. Because of this, it's useful to secure your first few pledges be speaking directly to people you know before promoting your project to everyone else.

Your checklist

Next, a quick check before you get going. Run through the list below to get a better idea of which key communication tools you have ready to go and which you need to spend some time prepping. Decide which ones you need to focus your time on.

Channel	# of people	Plan
Personal emails		
Whatsapp		
Facebook		
Twitter		
Instagram		
LinkedIn		
Press		
Blogs		
Website		
Events		
Printed materials		

Using social media

Social media is another heavy-weight fundraising tool that can hugely impact your success, if you use it well. Most of us are pretty familiar with various social media platforms and use it to stay in touch with friends, share photos, find jobs or even just stay up to date with the latest news.

f

Facebook is one of the best platforms for generating pledges

🐦

Twitter is brilliant for generating awareness

in

LinkedIn is a great place to look for corporate support

📷

Instagram is best suited to fundraisers with strong visuals

Ground rules

A good rule to stick to is one Facebook post a day. Look at when your audience is most likely to be online – that's the time to post! Your Facebook posts should always include an image, video or link – posting with plain text alone is a big no-no. Prepare a bank of good quality, vibrant, eye catching images.

Content

Post a variety of different types of content; stories, testimonials, videos, infographics, stats, progress towards your target and behind the scenes updates.

Share

A great way to reach people outside of your existing audience is by asking your friends to share your posts on Facebook.

Events

It's a good idea to hold at least one event either before, during or after fundraising. You can easily create an event on Facebook to connect with your online audience in an offline way.

Facebook live

Facebook Live is the best way to interact with your audience in real time. Answer any questions they may have. The engagement levels on Facebook live is much higher than a generic Facebook post, so be sure to plan a few of these through the duration of your project.

Top Tip

Tag your supporters on social media to show your appreciation and make them feel important – particularly those who have contributed larger amounts. It's a great way to get your fundraiser in front of their contacts too.

Getting coverage for your fundraiser

If you're hoping to reach a wider audience, having your Fundraiser featured in the press or on blogs should be high on your priority list. Don't be disheartened if you don't get any coverage straight away – be persistent and try a different angle.

Go local

Unless your fundraiser has a big national impact concentrate your time on local media. Local news outlets love publishing stories local angles, so make the connection clear in your press release.

Timing

Wait until your fundraiser has started to gain some momentum before pushing out a press release. It needs to be 'newsworthy' to catch journalists' attention, which is usually just after launch, when it hits a key milestone or closes successfully.

Images

Attach a selection of vibrant high resolution photographs with your press release. Include real people, not just product images and a mix of portrait and landscape.

Focus

Make sure all press coverage mentions your fundraiser specifically. Include your project's URL, or website address, and check the spelling carefully – ask for it to be included in the piece.

Make connections

- Ask if anyone you know has any contacts in the press or blogging world. An introduction can massively improve your chances of getting coverage.

- Bloggers are contacted every day by strangers who only want publicity, without offering much in return. To stand out, think about out how you can help them out – don't rush straight in with your request.

- Look through newspapers to find the name of journalists who are writing about stories like yours – address your press releases to them personally and follow up with a phone call. It's usually quite easy to find journalists on Twitter too.

Sending project updates

From your fundraiser you can send 'updates' to keep your supporters in the loop. It's the best way to keep in touch with everyone, make them feel valued and excited about the Fundraiser.

Include a shareable graphic or bit of text that you can ask your backers to re-post to their own contacts. It's also a brilliant way to show newcomers that you're active and engaged – make them want to join your Crowd! Use a mix of text and images to encourage your backers to share the message.

84%

In a recent survey, 84% of Crowdfunder supporters said that receiving project updates is important to them. Keep your supporters up to date and build stronger relationships for the future.

In the real world

Although most activity will take place online, you can still go out into the offline world to share your idea in person. This is particularly important if your fundraiser is rooted in a particular place.

Conversation

Talk to people face to face. Drop it into conversations. Let people know that you're fundraising for something important at the moment.

Events

If your fundraiser is very relevant to locals, attend as many community events and networking opportunities as possible to meet more people and spread the word.

Flyers

A good old-fashioned flyer can go a long way. Dish them out in your office, hand them out inperson and take a few to a local shop, cafe, co-working space or library.

Reading dashboard stats

Your fundraiser dashboard is packed full with useful data that tells you how well it's all going.

What's working well? What's working less well? Where are your pledges coming from? Use this information to make decisions on where to focus your time and energy.

Project timeline

Your conversion rate is **12.4%** this is calculated from the total number of pledges vs the number of unique visits to your project

Project visits
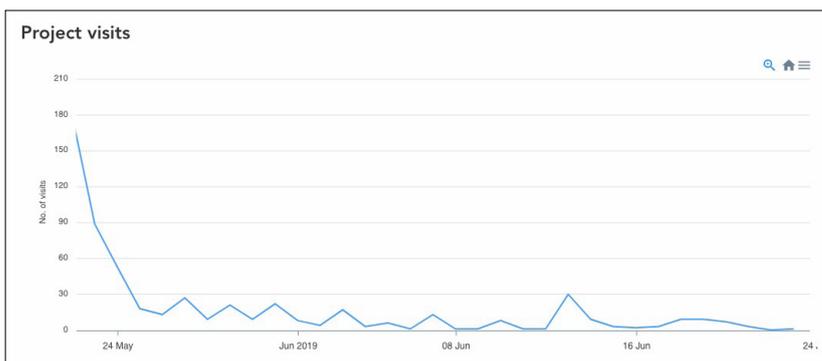
We're here to help

We care about your cause. That's why we're on hand to help you and your fundraisers every step of the way.

Our crowdfunding experts have created help guides and they're also online, ready to talk you through your Crowdfunder.

If you have a question, get in touch via our help centre.
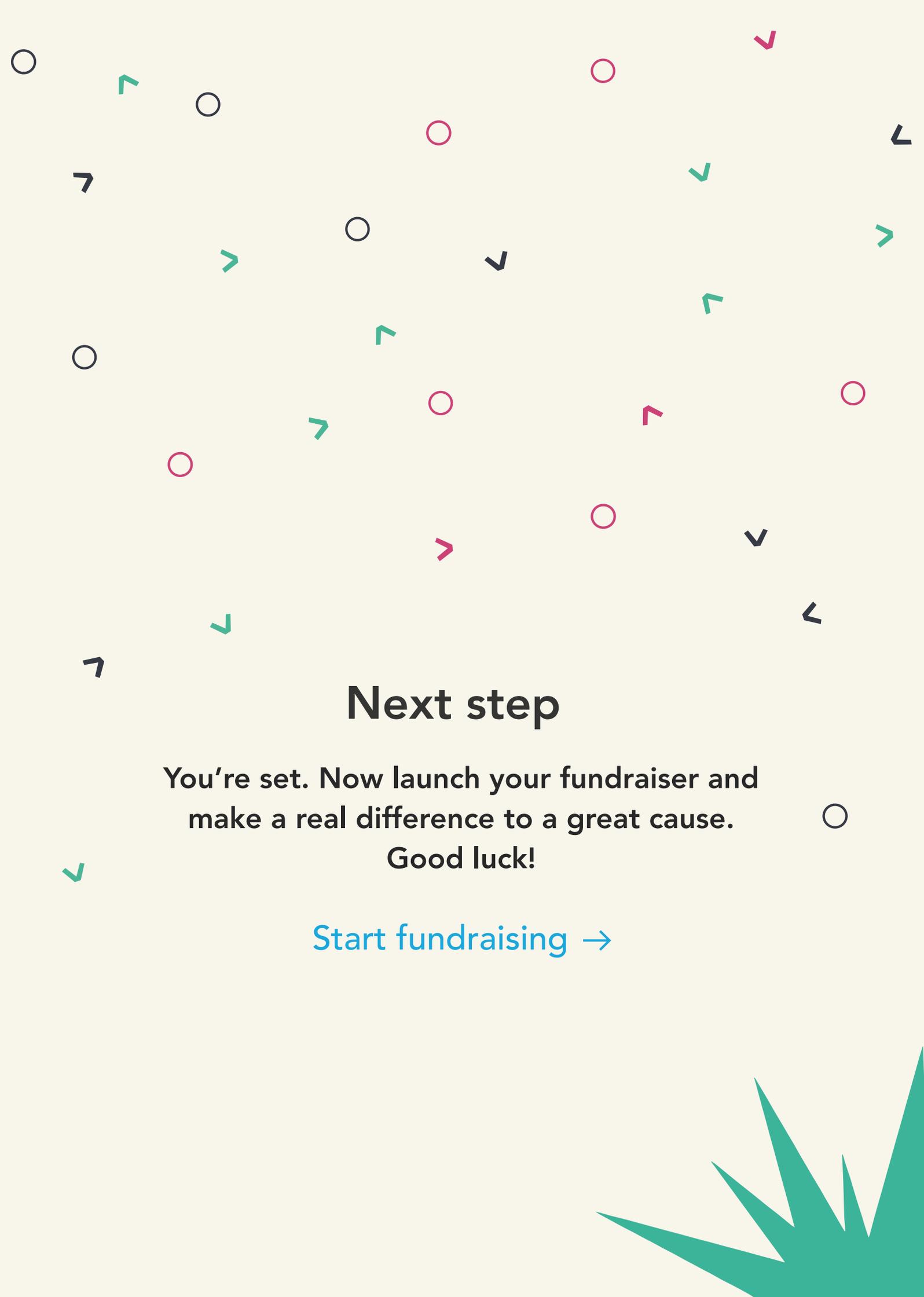
Next step

You're set. Now launch your fundraiser and make a real difference to a great cause. Good luck!

Start fundraising →