

Everything
you need
to know

Part 1

Planning your project

 Crowdfunder

 @crowdfunderuk

 crowdfunderuk

 Crowdfund.ca

Introduction

"Raise funds to make your great idea happen.

If you are a community group, a business, a charity, a social enterprise, a sports team, or a person with the spark of an idea that you want to make happen, then we can help you fund it.

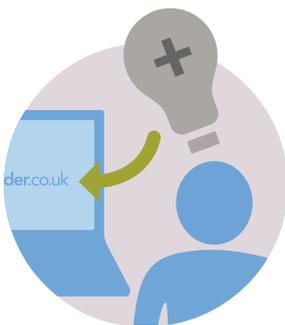
We have worked with thousands of people to raise millions of pounds with the power of the Crowd. We've learned a lot about how to prepare, build, create and fund successful crowdfunding projects.

When people come together, great things happen. Change your world."



Phil Geraghty,
Chief Crowdfunding Officer

How crowdfunding works



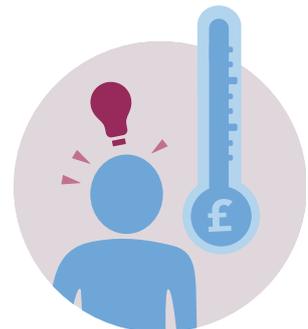
1.

Create your unique project page on crowdfund.ca, explaining your idea.



2.

Spread the word to friends, family and others in your community, telling everyone you know about the project.



3.

People who like your idea donate or pledge money in return for a reward that they'll receive once your project succeeds.

Benefits of crowdfunding



Crowd validation

Crowdfunding is a fantastic way to test your idea. A successful project proves there is demand for what you're doing, and gives you confidence in your idea.



Marketing boost

Running a project on Crowdfund Canada can raise your profile in a big way. Think of the funding period as an intensive marketing exercise and an opportunity to try out new ways of promoting yourselves, expanding your experience and expertise at the same time.



Advocates

Crowdfunding is for life, not just for fundraising. The people who support you on Crowdfund Canada become your customers, volunteers and members. Your supporters take part in the journey, meaning they make incredible ambassadors for you in the future.



Future funding

Having a successful crowdfunding campaign can help to unlock loans and investment or can be a pre-cursor to a much bigger equity crowdfunding or community shares campaign in the future. It proves you know what you're doing.

Making a plan

This is your crowdfunding project, so it's up to you to make sure you have everything lined up and ready to go before launching. You might want to use a simple checklist list or dive into the detail with a spreadsheet; it's your call.

You'll build your plan as you work through this pack, adding other tasks that are specific to your Crowdfund Canada campaign. To get you started, here's our checklist with all the essentials:

Checklist

Assign roles

Shoot the footage

Draw your network map

Edit your video

List influencers

Brainstorm rewards

Identify super-backers

Refine rewards list

Nurture Crowd

Set your target

Build social media following

Plan project timeline

Bullet point key messages

Marketing preparation

Choose title

Warm up your Crowd

Add project image

Plan launch

Write description

Line up first 10 pledges

Add visual content

Get funded

Plan your video

Key action

Use a calendar to prioritise and map out deadlines for each task, showing what needs to be done by when. Try your best to stick to those dates to stay on track.

Skills you'll need

Think about your strengths and weaknesses – are there any gaps in your own skillset that need to be filled?

It's a good idea to share the load when running a crowdfunding project and find people to help with specific tasks. It can sometimes feel like a lot of work for one person to do alone, so delegating can free up more of your time to focus on driving the project forward.

Run through the list of skills that you need to outsource and think about anyone you know who has experience or expertise in that area.

The core team behind great projects is usually made up of 2–5 key people, so think about who you want on board and start those conversations!



Project leader



Videographer



Content writer



Networker



Creative



Social whizz



Marketeer

"Gather your team together for group brainstorming sessions on telling your story, offering rewards and spreading the word."



Bertie Herrtage,
Senior Coach

"People can fill more than one role if that's where their skillset lies."

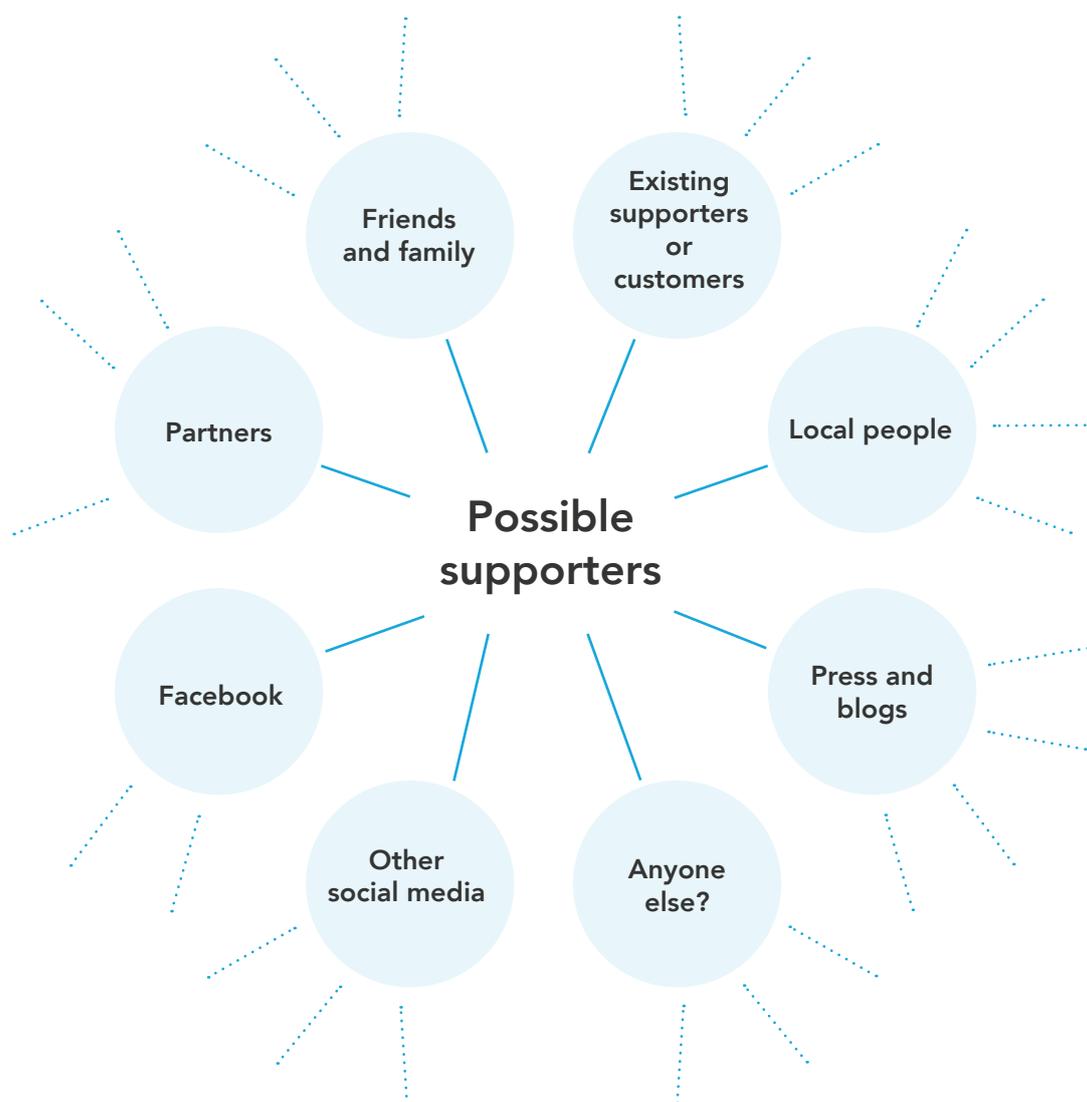


Anna Gordon,
Coach

Identifying your Crowd

You will need to engage with your personal and professional contacts to make your project a success. Usually your friends and family will be the first to pledge, with new audiences coming later. Let's look at the big picture first.

The best way to start is to gather your team together and start drawing a map of your network. Using this network map template will give you a much fuller picture of the shape and size of your Crowd. Your unique network map will be the basis for all the key elements you'll be creating next, so leave nothing out.



Nurturing your Crowd

Who's missing from your network map? Identify any groups or individuals you'd like reach, but haven't yet connected with.

It's also important to make sure you engage with everyone already on the list, so your channels of communication are open and active. If you haven't spoken to a particular group in a while, now is the time to get back in touch.



Personal contacts

Speak with your friends and family to tell them about your upcoming project launch. It'll make them feel valued and will save you time explaining what you're up to later.



Social media

If you don't have a Facebook page for your project, set one up as early as possible. Get active and build your audience on Facebook and other relevant social media before going live – don't wait until you launch to start engaging. You could even run a competition and give away some sort of prize to reach new audiences.



Local people

If your project is targeted towards a specific location, spend some time attending events and talking to local people to raise awareness. Collect business cards and email addresses, get networking!



Existing supporters or customers

As these people have already engaged with your project, they're a fantastic group to nurture. Giving them an 'exclusive' early opportunity to see your new idea is a good way to keep them on board.



Relevant groups

Become active in forums and online groups that are used by your target audience. You can find lots of groups on Facebook and LinkedIn. Remember to engage with comments and ask questions, don't just talk about your project.



Website

If you're really tech-savvy, you could build a landing page on your website with a 'coming soon' message to capture interest with an opt-in box. It's a good idea to offer something in return for an email address, such as exclusive offers or free content. [Launchrock](#) is one useful tool you can use.

Recap

Let's recap what you've achieved already:

- ✓ Created your own unique checklist
- ✓ Plotted your key activities onto a calendar
- ✓ Assigned key roles and responsibilities
- ✓ Created Facebook page
- ✓ Identified your Crowd
- ✓ Started nurturing your Crowd

Next step

You're now through the planning stage and ready to start creating your project page on Crowdfund Canada.

Start crowdfunding

www.crowdfund.ca/start-crowdfunding

"I'm tempted to say that crowdfunding is more about everything else than the money you raise. It acts as a seal of approval for your idea – you get buy-in from a whole lot of people, those that contribute but also those that are willing to share it through their networks. Beyond that, it depends who is in your Crowd – off the back of our campaign, we gained clients, people who've supported us in continuing to develop Snact, people who have introduced us to others who've since become key to our growth, people who've offered to help us. It's incredible how helpful people have been!"



Ilana Taub, Co-founder
Snact

Up next: Part 2 'Creating your project'

Have any questions so far?

You can reach us at
support@crowdfund.ca

We always love to hear feedback, so let us know how we can make this pack better.