



Crowd Funding

Guidance for Parishes

Churches, campaign committees, ministries, church plants, and other faith-based programs can use a crowdfunded fundraising platform to promote their project and solicit donations from the global community.

Crowdfunding gives thousands of people the platform to raise money for their great ideas. It can help fundraise for churches and recognise that whilst traditional fundraising methods still work, an online fundraising platform helps combine them, and can engage a wider more varied audience to meet your funding needs.

Which Provider Should We Use?

Although we cannot recommend one crowdfunding platform, we have highlighted (in alphabetical order) the most relevant and affordable providers for churches in the UK for you to compare. Please note there are other providers available.

- Crowdfunder <http://www.crowdfunder.co.uk>
- Go Fund Me <https://uk.gofundme.com/>
- Just Giving Crowdfunding <https://www.justgiving.com/crowdfunding>

How does it work?

The church submits its idea to the crowdfunding provider adding rewards, a project video, their story and images; this information is all displayed on your Project Page. The website offers investors rewards, in return for pledges from as little as £5.00. The basic principle is that lots of people get involved and they each give a small amount.

The 'crowd' decides what's good, what's not, what they want to fund and what they don't. If the crowd doesn't back the project then it won't happen. It's a simple three-step process to launch your crowd fund campaign for your church.

1. Your Pitch

You have your fundraising project in mind, now you need to tell everyone about it. Your pitch needs to encourage 'backers' to pledge, but at the same time be short enough they will read all of it, and long enough that they will understand what your project is.

- Tell potential backers what your project is and how much funding you need.
- Offer clear and concise information.
- Be passionate! Inspire people to support your project.
- Consider how you want to communicate your project.
- Add images of the church, the team and engage the crowd.
- Include a video for better interaction.
- Include links to Twitter, Facebook, your blog and website (if applicable).
- **NB** Projects with a video raise twice as much than those without on Crowdfunder.

2. Your Financial Target

It is important to think realistically about your financial target. You need to divide your financial target by the number of days your campaign will run for. This will give you an idea of how much money you need to raise each day.

- Ask ten of your closest friends or supporters how much they would pledge to your project – this gives you a good idea of how many people you need to successfully hit your target.
- When thinking about your financial target it's important to work out how much you think your rewards will cost and add this to the final figure.
- There is usually a 5% fee charged if your project is successful, (this amount is taken off of the final amount raised).
- If your project is unsuccessful, no fees are charged so consider this when deciding your financial target.

3. Rewards

Rewards can make or break a crowdfunding campaign. You need to offer a number of rewards that will appeal to a wide audience, ranging from as little as £1 to as much as £100. You must have at least five rewards, each of a different value.

- Make your rewards as attractive as possible by making sure they are good value for money and are meaningful.
- Remember you are thanking your supporters.
- A good tip is to ask your potential backers what they would like rewards to be in the pre-promotion stage of your campaign (this guarantees supporters).
- Offer 'money can't buy' rewards. You want people backing your campaign to receive something they wouldn't have the chance to otherwise.

Some reward ideas might include:

- Customised project badge
- Customised canvas bag
- A mention on Twitter or Facebook
- Certificate
- Name will appear as a Benefactor on the website
- Name will appear as a Benefactor on the project leaflet
- The church members say a prayer for you and your family
- Mrs Jones famous Carrot Cake
- Bespoke plaque
- Buy a brick
- Bespoke framed print of the church
- Slate engraved
- Private use of space
- Food Hamper
- Private tour from the Churchwarden
- Stonemasonry lesson
- Tea with the vicar
- Invitation to the fundraising launch party

Skills:

- Musicians
- Design / marketing
- Photography
- Blogging
- Flower arranging

[Click here for more information on types of rewards.](#)

Pricing and Plans

It's free to upload your project however most providers will charge up to 5% of the total funds raised from the project. You'll also be required to pay for the merchant transfer costs. Backers can make payments via PayPal, Debit or Credit card payments. Once your project has ended, you will receive the funds approximately 14 days later.

NB: If your project is unsuccessful and the amount you have intended to raise has not been secured, no fees are charged. You can raise more money than your 100% target, but if you don't raise 100% (or more) of your funding target then you don't receive the pledges.