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Crowd Funding TOOL



Crowd Funding

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

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

How does it work?

The church submits its idea to the website 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 crowdfund 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, how much funding you need and why you need it.
- 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).

Projects with a video raise twice as much than those without on Crowdfunder.

2. Financial Target

We encourage people to think realistically about their financial target. You need to divide your financial target by 28 (or the number of days your campaign will run for if different). This will give you an idea of how much you need to raise each day. Does this seem reachable?

- a) 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.
- b) 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.
- c) Crowdfunder charge a 5% fee if your project is successful, (this amount is taken off of the final amount raised).
- d) 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
- Bloggers
- Flower arrangers

Crowdfunder also provide a list of example rewards, [Click here for more information on types of rewards.](#)

Pricing and Plans

It's free to upload your project however Crowdfunder will charge 5% of the total funds raised from the project. You'll also be required to pay 2.9% for the merchant transfer costs.

Backers can make payments via PayPal, Debit or Credit card payments. They will also accept Direct Debit payments via Go Cardless. 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 than your 100% target, but if you don't raise 100% (or more) of your funding target then you don't receive the pledges.

For further information please visit www.crowdfunder.co.uk