



Crowdfunduk

using social networks to
build community, raise finance or market test ideas

Anne Strachan CrowdfundUK
@CrowdfundUK
CrowdfundUK.org
anne@Crowdfunduk.org

**Building community activity
through crowdfunding**

What is crowdfunding?



Funding for

projects, ideas, enterprises or business
from a crowd of people who want to support them

Who can crowdfund?

Anyone!

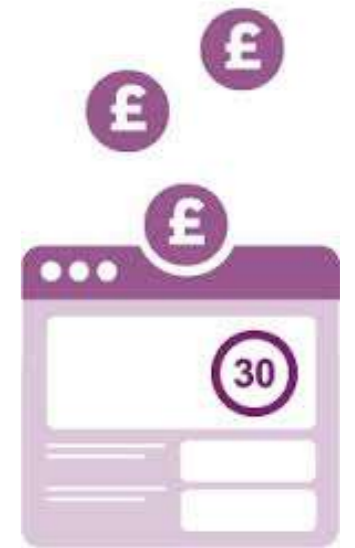
Some crowdfunding platforms



KICKSTARTER



**Just Giving
Projects**



Some interesting partnerships



Match pledges: local authorities: Hull (£50k), Lewisham (£120k), Mayor's Programme (£730k), Manchester (£60k), Redbridge (£50k)

Barclay's Lifeskills (£10k), Experian, Growing a Greener Britain (£10k), **Hives:** Football Association, Locality, Save Santa



Match pledges: Big Lunch, Creative England iShorts, Crowdfunding Angus (£2.1m), Plymouth (£60k), Gain (SW), football in Devon (£5k)

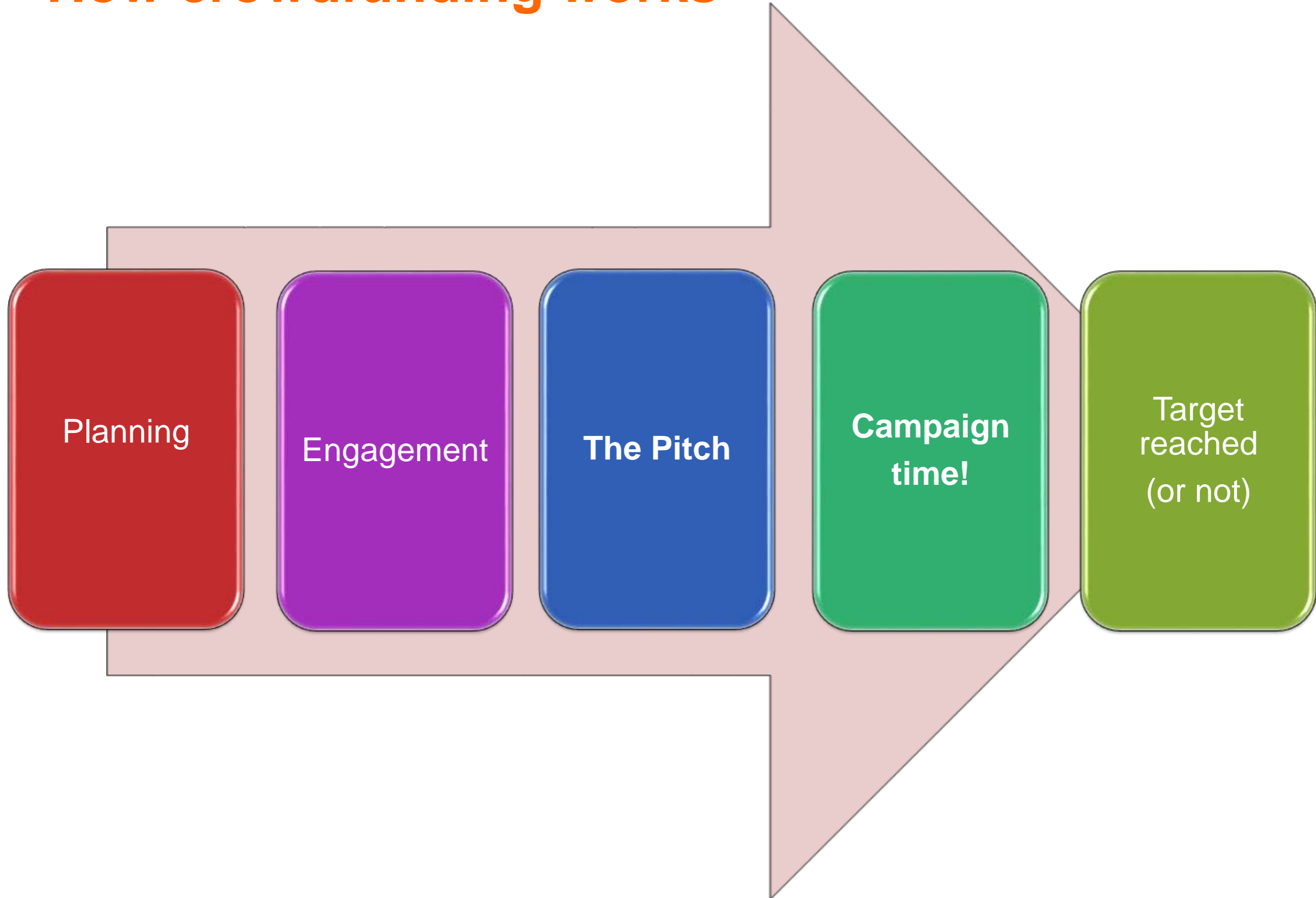
Competitions: M&S Community Energy Fund,

Partnerships: Plunkett Foundation and Community Shares, Virgin StartUp (loans)

KICKSTARTER

RSA curated page

How crowdfunding works



40-50% of campaigns succeed



Peckham Lido
£40k so far



Practice nets, Camborne
£6k



St Albans Playground
£69k



Skate and art £1.5K



Mend Snowdonia £12k



Wheelchair dancers £2k



Reforest Nation £5k

Why do people donate?



- **Personal contact** - family and friends, wider personal networks (they like you or believe in what you are doing)
- **Closeness** values, professional, interest or geographical (what's in it for them)
- **Support** the creators or causes (community of interest)
- **Seek rewards** (they want the product)

It's not just about the money



It also ...

- builds an engaged community around a project
- brings staff, volunteers, trustees and the public together
- can be easier and quicker than obtaining grants
- can unlock other grants, business sponsorship or in-kind donations
- develops your social media strategy and tools
- tests ideas

and it's free ... if it fails

Keys to success

A crowdfundable **idea**

An irresistible **pitch**

An engaged **Crowd**

Creative ideas for the campaign

Meticulous **planning**

