



# Crowdfunduk

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

**Crowdfunding**

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# Why crowdfunding



"I was close to a breakthrough when the grant money ran out."

# If you had the money .....



You have

£10 .... £50

or any amount .....

To give to make a project,

a film or any other

venture happen .....

- What questions would you ask?
- What concerns would you have?
- What would encourage or stop you giving away your money?

# The Power of Crowds

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community  
Shares

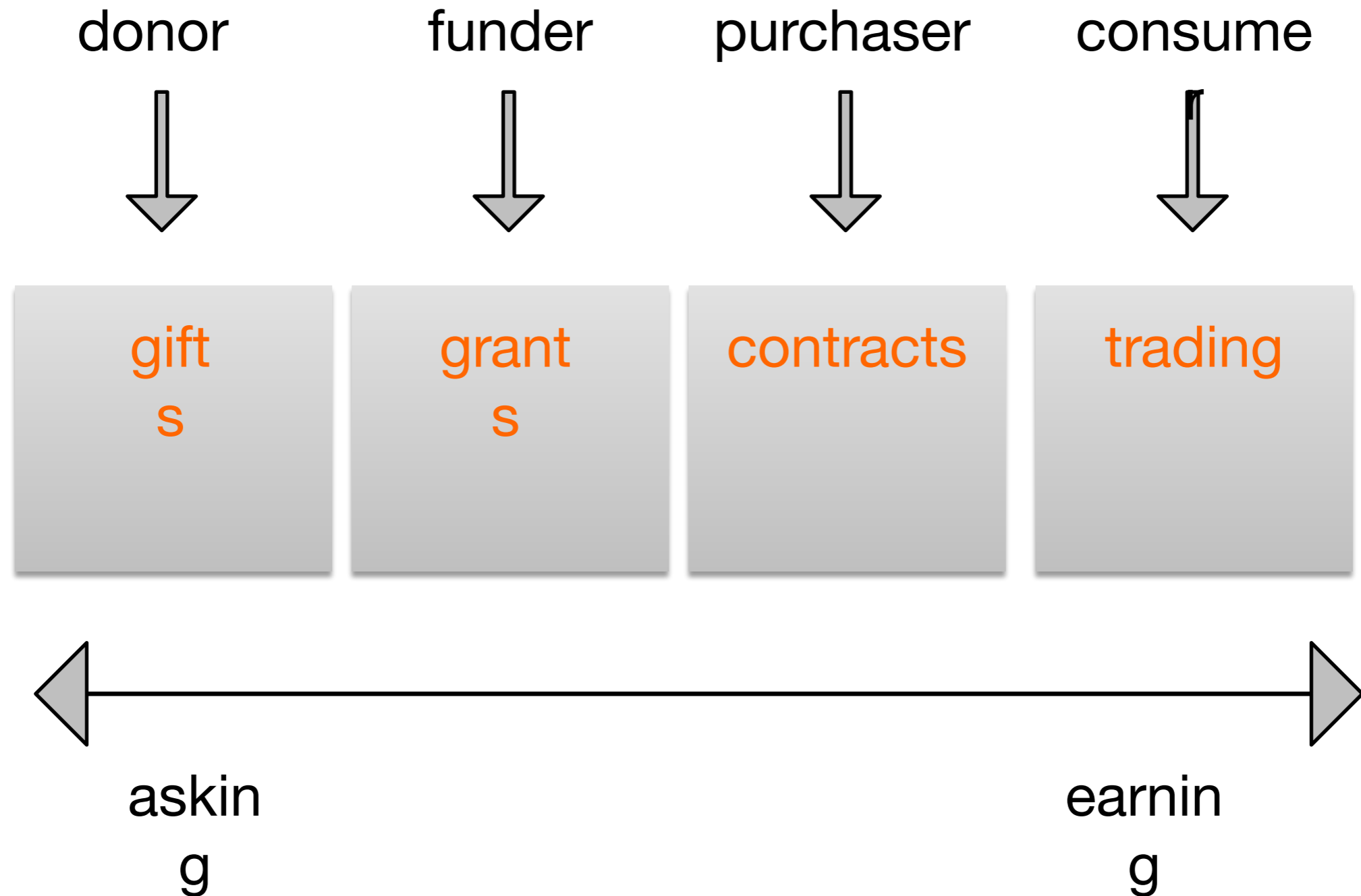
cooperatives

online  
giving

crowdfunding

# Crowdfunding – within a sustainable funding strategy

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# Crowdfunding - the basics



Register on a platform  
Work out the rewards  
Design your pitch  
Upload a video  
Access any support

Campaign lasts 30-90 days  
Use all your networks  
Use the forum and updates

If you reach your target you receive the money.  
Thank donors  
Complete the project  
Send out rewards  
(all or nothing model)

# Some crowdfunding platforms



# The Campaign strategy

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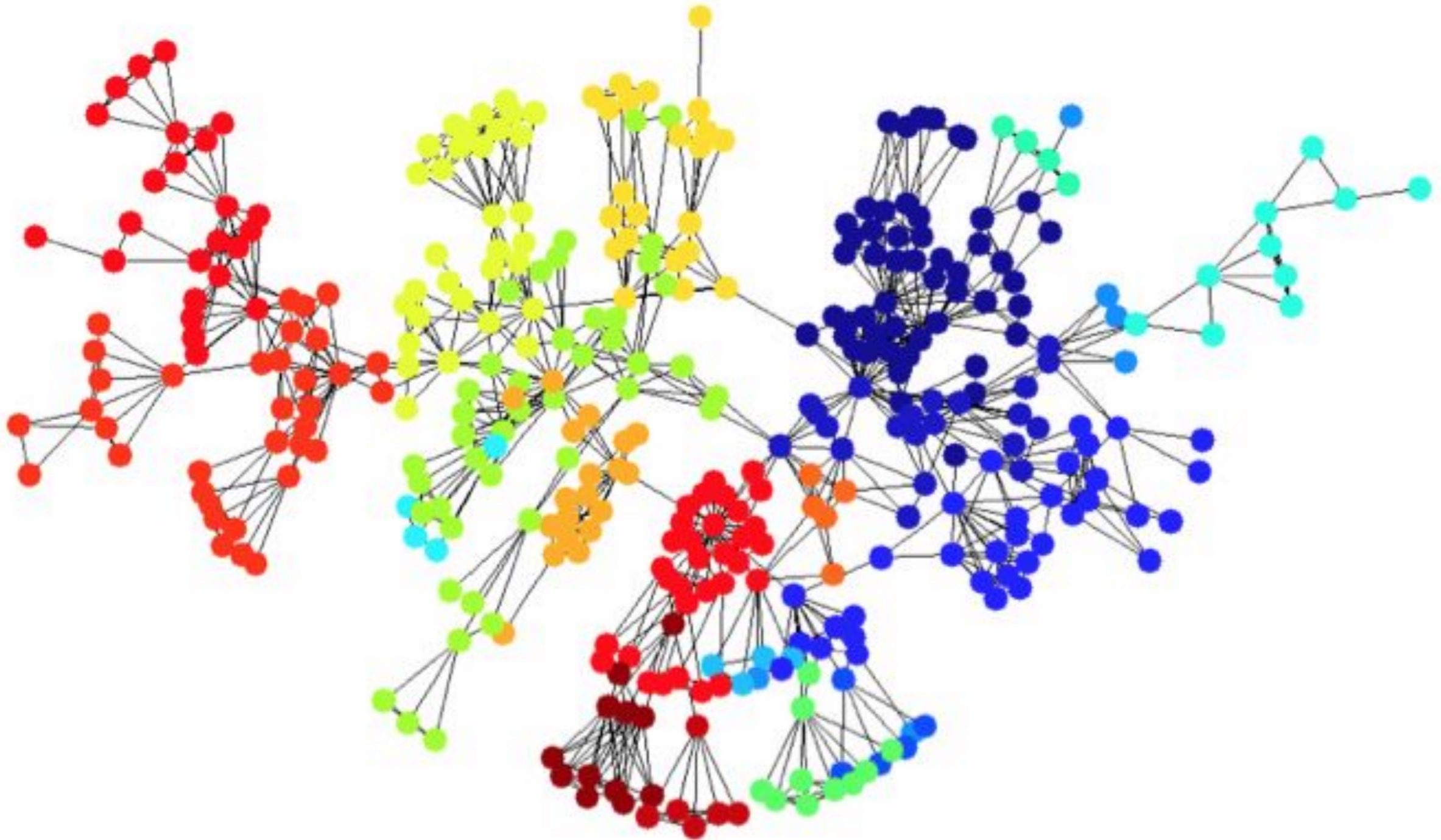
# The most common pitfall

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# Your crowd

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# It's not just about the money



## **Tip: it's not just about the money - it can be a gateway to engagement**

- An opportunity to build community or customer base
- an invitation to participate in and influence a new venture
- shared ownership from donation, through reward to celebration

## And finally



- Plan ahead - set up or prime your social networks
- Get donations in before launch
- Don't just build it - actively manage the campaign
- Don't just think online - how else can you reach people
- Success or failure to reach target - connect with your donors
- Success or failure - try again