

# GUIDE TO CROWD FUNDING APPEALS

## WHY FUNDRAISE ONLINE?

£2.4 billion is now being donated online, a quarter of all UK donations. The average online donation is double that of an offline donation.

## WHAT IS A CROWDFUNDING APPEAL?

A temporary campaign that is very focused and has a sense of urgency. It raises money against a specific target, over a specific time, for a specific need (existing or new).

## WHY CROWDFUNDING?

Crowdfunding raises 70% more in donations than fundraisers. They inspire confidence and are transparent about where donations are going. 27% of crowdfunder donors will go onto volunteer for the cause and 90% will promote the project.

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## FUNDRAISING TARGET



Clearly explain the need, the work and the outcome of the donor's support. Set a target between £500 and £5,000 for a first appeal, to encourage lower level donors.

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## PLANNING



Prepare staff/volunteers to be involved. Consider launching around an important date to maintain momentum and make a video summarising the appeal. Run the appeal for 3 weeks to 3 months to keep a sense of urgency.

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## A STRONG START



Once a crowdfunder hits 30% of its target it is likely to succeed and encourages new donors. Get off the £0 mark quickly by adding offline donations (cash/grants) to the total. Say to close supporters 'no pressure at all but, if you did have it in mind to donate, then it would be really encouraging to new donors if together we could get the appeal off the £0 mark, ahead of our public launch next week'.

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## MEANWHILE



Thank donors, guide them to further involvement and ask them to post on social media. Crowdfunding can help secure grants, match funding or corporate sponsorship. Fundraiser pages could also feed into the target. Follow the guide about promoting fundraising.

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## FUTURE FUNDRAISING



Plan 1 to 4 campaigns a year depending on need, time and what is appropriate. This varies the fundraising 'ask', focuses efforts and allows for learning.