



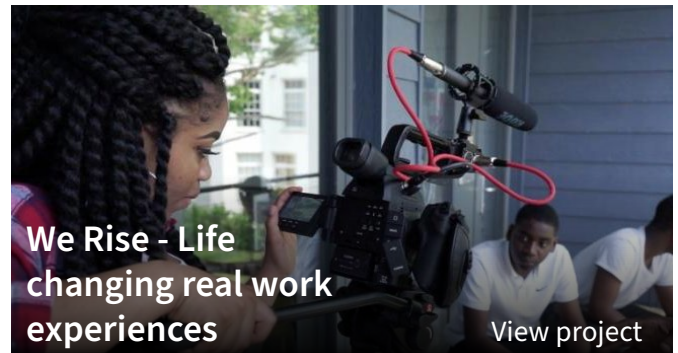
## Part 2

# Creating your project

# Getting started

Now that you're ready to start building your project page, it's a great idea to look at some examples of other projects that have raised money by crowdfunding.

These projects have all been successful, so take a look and get inspired. Be a critic. What do you like? What don't you like? What would you have done differently?





# The perfect page

## CiRCUS ARTSPACE: artist-run gallery for Inverness

Project by Creative Inverness in Inverness

Project facebook

Clear, memorable title

Engaging shareable video (approx. 2 mins)



We want to establish, CiRCUS ARTSPACE, an artist-run gallery and graduate support programme within Inverness city centre.

Clear concise project aim

£2,500

raised of £7,000 target

26 days left

42 supporters

50%

Follow

Support

Realistic target

This project is using Flexible funding and will receive all pledges made by 10:00am 17th September 2018

Regular updates, to keep the Crowd connected

Share on f 345

Twitter

LinkedIn

WhatsApp

Encouraging people to share

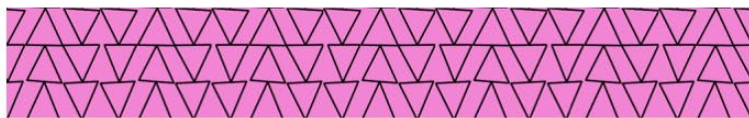
Overview

Updates 3

Comments 76

Supporters 42

Contact project



We are CiRCUS, an artists collective based in Inverness, Scottish Highlands and we want to establish a new artist-run gallery called CiRCUS ARTSPACE.

Help us to build a supportive community for contemporary visual artist as well as provide access to new work in the city. With increasing numbers of recent art graduates from the University of the Highlands & Islands living in Inverness - it needs a place for them to get involved, contribute enthusiastically and most importantly stick around!

We want to crowdfund to cover rental overheads, materials required for setting up the gallery and exhibition costs along with paying our interns a small fee. Over the course of one year we will offer a programme of exhibitions, mentoring for new graduates, social meet-ups, discussion events and artists' talks.



Great visuals

### CiRCUS ARTSPACE wants to:

Clear subheadings

Help Inverness' artists to flourish and make our city a vibrant and welcoming place;

Create an inclusive space aiming to support emergent artists, as well as providing access to new contemporary visual arts to the wider community of the Highlands;

Become the central hub for artists' support and dialogue within our area.

### Donate

£10

£20

£30

£50

£20

Donate

Good choice of rewards at varying costs

### Rewards

This project offers rewards in return for your donation.

£5 or more

High Five!

For some, it might not seem much, but for us it means the world. Thank you for donating.

Select reward

£10 or more

Badgetastic!

We'll send you an artist designed badge and signed thank you card as well as advanced invitations to events.

Select reward

£25 or more

Founding Supporter

# Key messages

You will probably already have a clear idea of your project’s personality, core values and unique selling points.

Think of words that you would use to describe your project. Cross out or circle our suggestions, then add some more of your own. Keep referring back to these words to check that your finished project page reflects them all.

Next, use this space to work out the key messages that you need to get across on your project page.

Smart	Simple	Considered
Adventurous	Vibrant	Active
Caring	Cool	Open
Innovative	Youthful	Fun
Classic	Beautiful	Urban
Compassionate	Inclusive	Nurturing
Exciting	Rural	Supportive
Empowering		

## What are you trying to achieve?

# Key messages

What makes your project great?

Tell supporters about your organisation and why you are undertaking this project

# Writing your description

## Structure

When visitors land on your project, you need to make a connection quickly and get them excited about your project.

To do this well you'll need to make sure your description is structured, concise and engaging. Add some images and testimonials to give it a professional-looking finish.

**Follow this template to make sure you have everything covered:**

### Opening

Briefly summarise your key points in two or three sentences. Keep it simple.

### What are you trying to achieve?

Explain the problem that your project solves and why it's important. Does it address social exclusion? Does it give people training or skills? Does it build a sense of community?

### What makes your project great?

Introduce your project and all the key facts. Focus on what makes it unique. Why is it different? Why should people support it? Why is it important?

### About your organisation

This is your chance to show off your organisation's experience and build credibility. Demonstrate clearly that you are the right organisation to make this project happen.

### Your organisation's journey

Explain how the idea was started and why your organisation decided to make this project happen. Talk about the journey and inspiration. Don't forget that the story is still unfolding – what does the future hold?

### How is the money being spent?

Outline what the money raised will enable your organisation to do. Create a pie chart to show that you're making smart decisions with your spending.

### Rewards

If you have chosen to give rewards, use this section to highlight the strongest rewards and draw more attention to them. Give any extra information that will make them more attractive to potential backers.

### FAQs

Anticipate common questions that people might have about your idea, organisation or crowdfund.

# Writing your description

## Visual content



### Project images

Use images that show everyone what your project involves.



### Team photos

People fund people. Show that you are a real person and make sure your page shows off your personality.



### Infographics

Can you show data in a more visual way?



### Headings

Use snappy subheadings to help separate each section.



### Testimonials

Add in some real quotes from people who like your project to build credibility.



### Maps

Use diagrams or maps to add context to your project.

“You can embed videos into your description to showcase other aspects of your project.”

Si Walker,  
Head of Campaigns, [Crowdfunder.co.uk](https://www.crowdfunder.co.uk)

“Good images of the project were key. It made creating flyers, posters and social media posts much easier and more successful. We would definitely suggest getting good photographers on board to help promote your campaign.”

[Real Junk Food Project](#),  
Brighton

# Creating your video

It's becoming more and more important for organisations and charities to use video to connect with their Crowd.

Stay ahead of the curve and create something bespoke for your project. It doesn't have to be professionally made, shooting it with your phone or camera is fine.



## Short and sweet

Less is more when it comes to video. Keep it short, 2 minutes maximum. Make sure you get the key information into the first 30 seconds - who, what, why, how?



## Script

If you're struggling to think of what to say, write a rough script but let people ad-lib and speak from the heart, honesty will always win people over.



## Avoid using animation video makers or image montages

They often come out tacky and won't get across your unique personality.



## Get personal

Getting in front of the camera will help you to build a rapport. Don't be afraid to include others too.



## Setting

Choose a place where your voice can be clearly heard on record - wind, traffic and crowds will drown you out.



[Watch The Big Finish video](#) →

“Keep it short, to the point, clear and concise. Don't be scared of it. Your cameraphone will suffice, in one take. Script your main points, make sure you hit your marks and your idea will sell itself.”

Murry Toms,  
Organiser, [Cheltenham Town Billboard](#)

“Ask people in your network for feedback on your video at every stage. Script, storyboard, shots and the final cut.”

Emily Sayer,  
Coach, [Crowdfunder.co.uk](#)



# Giving rewards

Whilst crowdfunding you can offer rewards in return for pledges, as well as simply collecting donations.

Rewards are a great way of increasing the amount of money a supporter will pledge as well as a great way for generating excitement around your project.

Think about the kind of people who will be making the pledges and offer rewards that you yourself would want to get. Consider the four main types of reward that you can offer:



Products and services



Experiences and events



Sponsorship



Thank you

## 7 top tips for rewards

1

Rewards should be good value for money. If one of your rewards is available elsewhere, 20-30% discount it a great way of making it attractive to your Crowd.

2

Offer exclusive 'behind the scenes' experiences, tickets to events, masterclasses or special editions – things that aren't available elsewhere.

3

Limited rewards are a fantastic way of securing early support. Having just a small number available is a good way to get your Crowd motivated.

4

Offer authentic mementos or opportunities to leave a legacy in some way.

5

Have a few rewards priced at around £20 – this is where a good chunk of pledges are made.

6

Spread your rewards evenly across different price points from £10 to £100 and include some sort of sponsorship at the top end to attract support from businesses or large organisations.

7

Don't just stick to numbers that end in zeros – odd numbers imply that your rewards have been thoughtfully costed.

No rewards? No Problem

You can run a project with donations only.

## Example rewards

Some great reward examples from East Leeds Pavillion

### Pledge £15

#### East Leeds Project Eco Tote Bag

We'll send you an eco-friendly tote bag with the East Leeds Project logo, plus a personalised thank-you note.

### Pledge £50

#### Become a Friend of the East Leeds Project

Become a special Friend of the East Leeds Project and we'll invite you to all our events and some VIP ones designed just for you, including behind-the-scenes access to the Pavilion during its construction. This is a lifetime membership! Plus we'll send you an East Leeds Project eco-friendly tote bag and a thank-you note.

### Pledge £150

#### Community Artist Mentoring

Do you know an artist who would love two hours' mentoring with our Communities Director? Claire Irving has 20 years' experience of working with the arts in community settings. We'll also send you an East Leeds Project eco-friendly tote bag and a thank-you note.

# Setting your target

Your crowdfunding target needs to be a balance between what you need to raise to make your idea happen and what you think you can raise from your crowd.

Be realistic - remember that you can always raise more and stretch your target to a bigger number once you hit 100%.

Calculate the minimum amount of money you need to deliver your project and fulfil your rewards. Don't forget that if your project is successful, there will be platform and payout fees that you'll need to account for. The platform fee is 3%+VAT of the total raised. The payment fee is 1.67%+25p+VAT for each pledge. Please be aware that there may be a higher payment fee for any pledges outside the UK. There are no fees charged on Aviva employee donations. Read more about our fees in the Help Centre [here](#)

## Funding methods



### Keep what you raise

This means you'll get to keep any funds you've raised, even if you don't reach your target. You'll still need to ensure you can still deliver your rewards if you don't hit your target



### All or nothing

This means you need to raise 100% of your target to receive any money. If your project does not reach target, your supporters will be refunded and your project will not be funded. It's up to you and your Crowd to make sure you reach your target!

“Look at your network and work back to discover how much you think you can raise.

It's got to be big enough to be worth all the effort - but it's also got to be attainable and realistic so you don't waste your time.”

**Sarah Bentley,**  
Founder & Project Director, [Made In Hackney](#)

“Most pledges will come in at the beginning and the end of your project – so you'll want to make sure you've got a great plan to keep engagement high the whole way through.”

**Sami Mauger,**  
Head of Coaching, [Crowdfunder.co.uk](#)

# And finally

Finish off by giving your project a strong title that's unique and catchy. Avoid using words like 'help', 'support', 'project' or 'fund' which are too generic.

Finally, upload a strong project image - something that captures the essence of your project, make sure it's inspirational, high resolution and good quality.



## Port Isaac - Haul for our Hall!

We are raising money to improve Port Isaac's Village Hall

104% raised  
£10,476 total



## Yoga for Refugees

We want to help refugees and asylum-seekers recover from atrocities and enable them to settle happily and contribute to

173% raised  
£12,510 total



## CiRCUS ARTSPACE: artist-run gallery for Inverness

We want to establish, CiRCUS ARTSPACE, an artist-run gallery and graduate support programme within Inverness city centre

53% raised  
£3,973 total

You're now ready to **create your perfect project page and start planning for the launch day.**

## Any questions?

Don't hesitate to ask, come along to one of the weekly [Q&A Drop-in sessions.](#)

## Summary

Let's recap what we've covered in this pack:

- ✓ Great example projects
- ✓ Refining your key messages
- ✓ Writing your project description
- ✓ Making your video
- ✓ Giving rewards
- ✓ Setting your target
- ✓ Choosing your title
- ✓ Selecting a project image