



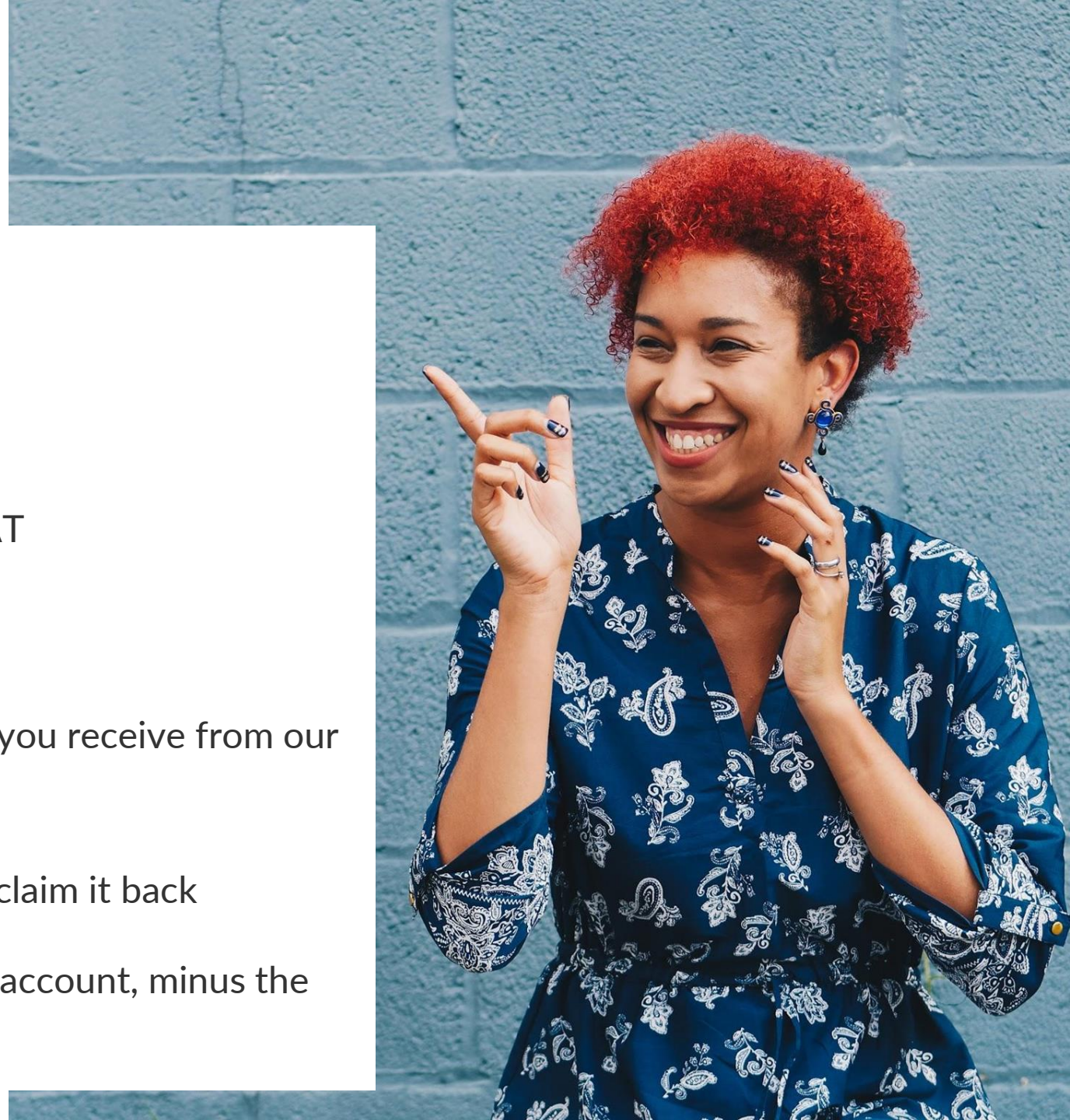
Crowdfunder exists to **tackle society's challenges** by **making ideas happen.**

Every day, **up to 300** crowdfunding projects are added to the site. To date **£270m** has been raised and at any time a match funding pot of **£millions** is available.

Crowdfunder fees

Always check up to date fees at crowdfunder.co.uk/fees

- **Platform fee**
 - For-profit projects = 5% + VAT
 - Not-for profit/Charities = 0%
- **Transaction fee**
 - 2.4% of total pledged + 20p per pledge + VAT
 - Charities = 1.9% + 20p per pledge + VAT
- **+Extra Funding fee**
 - Generally 5% + VAT for any +Extra Funding you receive from our partners
- If the project owner is VAT registered, they can claim it back
- Monies raised are paid into the nominated bank account, minus the fees, within 7 working days



Benefits of crowdfunding



Validation

Build confidence in your idea

Show there is an appetite



Awareness

Create a buzz around your idea

Get noticed by a wider audience



Advocates

Build an engaged audience

Create meaningful connections



Learn new skills

Crowdfund like a pro

Transferable skills for the future



+Extra funding and support

Access funding from national and regional partners

Make new connections

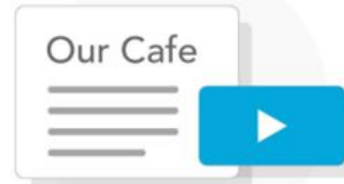


How it works

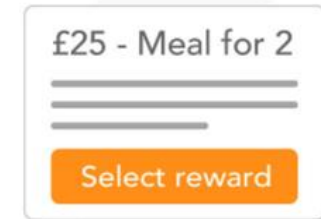
Getting started



Add your project to
crowdfunder.co.uk



Create a page to tell your
story



Add a range of rewards
you can offer



How it works

Getting funded



Launch your project



Share your Crowdfunder page with your network



Creating Your Project

- the site will guide you through, step by step

1. You 2. Basics 3. Project page 4. Extra funding 5. Targets 6. Rewards 7. Financials 8. Schedule

Project basics

Begin to create your project here, clearly adding the important information to make an instant connection with your supporters

What is the name of your project?

Project title
Forget Me Not | Newquay's eco-florist 37/50

💡 This will be the first thing a potential supporter will see, so be clear and concise to give the best possible sense of what you're up to

Create your unique web address

This is the link to your project that you can share with your supporters

https://crowdfunder.co.uk Project slug
forget-me-not-newquays-eco-florist

💡 There are certain characters you cannot use so please double check your link before you continue

💡 Getting started



About 1 minute

Let's start making your project

Success comes from the foundations, so make sure that your project name, which will appear right at the top of your Crowdfunder project, really reflects what you're crowdfunding for. Ensure that your unique URL is quite similar to your project name too, to keep everything consistent. If your project is having an impact on a community level, you could be eligible for extra funding.



Dashboard - to manage your project

My dashboard

Overview

Promo

Updates

Comments

Supporters

+Extra funding

Manage

Manage your Project

Edit Project

Update details about your Project, add a stretch target or update your Project story

[Edit Project](#)

Download supporters details

Download supporters details for your Project.

[Download supporters details](#)

Download Gift Aid report

Download Gift aid details for your Project

[Download Gift Aid](#)

Extend your project deadline

You're so close to reaching your target!
Extend your project deadline by up to 10 weeks from your start date.

[Extend](#)

Close early and refund

Close your Project unsuccessfully and refund any pledges. This cannot be undone.
Your supporters will be sent Project unsuccessful notifications immediately.

[Close and refund](#)

Enable Always On

Your project would continue to receive pledges after its closing date on 27/05/22 at 18:16
Your project will only continue fundraising as long the project is successful and has met its target.

[Enable Always On](#)

Total raised
£22,081

88% raised
£25,000 stretch target

Trending towards
£22,081

Total Pledges
356

Supporters
345

Conversion rate
6.8%

Project successful

You raised	£22081.00
Crowdfunder fees	-£190.43
Transaction fees	-£56.92
VAT	-£49.47
Total payable	£21784.18

Download a complete breakdown by pledge and VAT statement below

[Supporters details](#)

[VAT statement](#)

Project timeline

Visits

Rewards breakdown

Reward	No. of pledges	Price	Amount raised
Donation	253	avg. £65.30	£16,521



How to apply for extra funding

Extra Funding

In addition to the grants that we're giving every year to certain successful projects, our partners at Crowdfunder look after an additional £5m of extra funding from public and private sector organisations, charities and funding bodies. Giving as much information as possible here will help Crowdfunder match you to potential funds.

- Allow us to share your project details with our funding partners so they can explore whether your idea is eligible for extra funding. Details of all our partner funds and their privacy policies are [here](#).

Who is likely to benefit from your project?

Select the options that apply to your project

- Children (0-11)
- Young people (12-25)
- Older people (60+)
- Parents/carers
- Disabled (learning)
- Disabled (physical)

Make sure to include a relevant postcode

+Extra funding

From the information you've added to your project, we've matched you with 1 you could be eligible for:



East Sussex Building Stronger Communities Fund

Up to £2,500 extra

By filling out a few more questions you could receive extra funding.

[Find out more →](#)



Crowdfund Hertfordshire



[Crowdfund Hertfordshire](#) platform launched in May 2020

Aiming to support community innovation with 3 funds:

- Hertfordshire County Council's Community Innovation Fund
- Hertsmere Borough Council's CIL Fund
- Sustainable Hertfordshire Fund

Funds managed by Hertfordshire Community Foundation

Project-Coordinator on Crowdfund Hertfordshire -Ana Siewniak

Hertfordshire County Council's Community Innovation Fund

- Funds to support Hertfordshire projects benefitting the over 18s creating stronger, safer, fairer and inclusive communities.
- The project must be run by a not-for-profit organisation, be based in Hertfordshire and/or be run for the benefit of adults living and/or working in Hertfordshire.



**Helping you
raise more**

**Get up to £5,000
in +Extra funding**

Sustainable Hertfordshire Fund



Helping you
raise more

Get up to £5,000
in +Extra funding



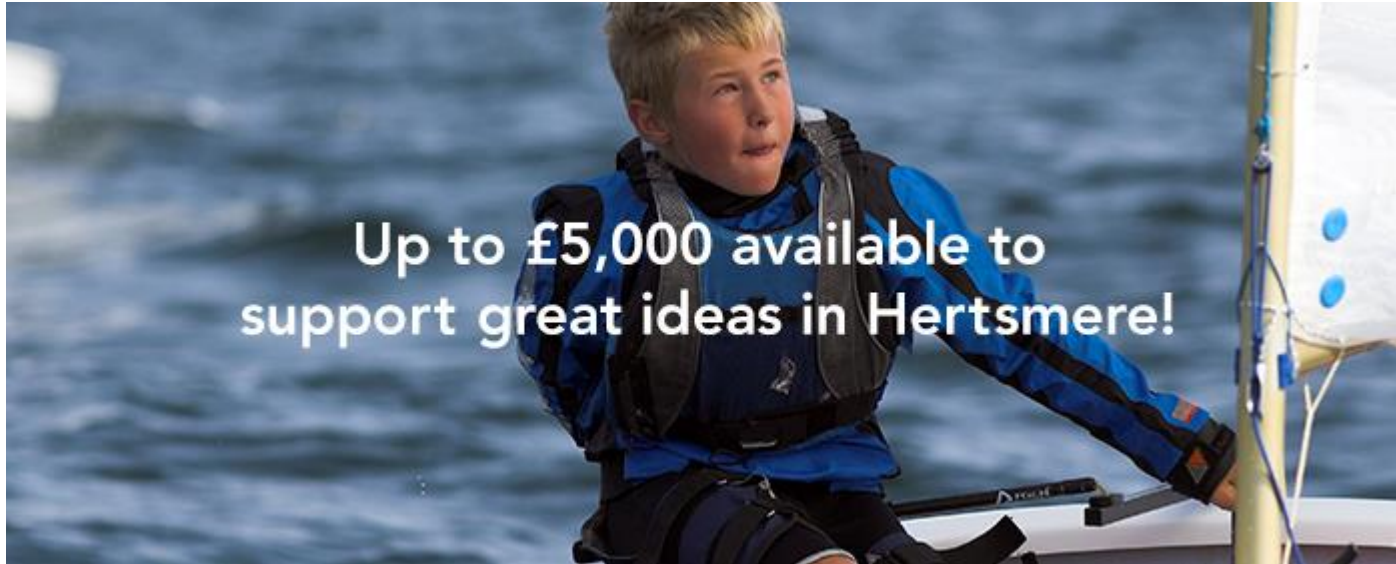
 Crowdfunder We're more than giving

Fund provided by 
Hertfordshire

Projects need to fall into one of these key project areas:

- Enable your community to reduce their carbon emissions through better energy choices
- Support your community to understand and tackle the effects of climate change
- Improve the natural environment and protect wildlife in your community
- Reduce pollution and improve air quality
- Increase recycling and reduce waste in your community

Hertsmere Borough Council's CIL Fund



Funds available to groups in the **Potters Bar parish area** and in the **Bushey parish area** supporting all age groups in the local community to address need and deprivation.

Funder keen on supporting projects that aim to create a lasting capital community asset.

Click [here](#) to find out more and to apply.

Other funds

Sport England Fund Active Together:

Note: Key ask is a vibrant Crowdfunding campaign with rewards

Page: www.crowdfunder.co.uk/funds/active-together

“If your sports club has experienced financial difficulty due to Covid-19, the emerging energy, cost of living or other local crises, or maybe needs to adapt how it operates post-pandemic, follow the link below to start setting up a crowdfunding campaign and apply for up to £10,000 match funding today”.

Up to £10,000 for grassroots local sports clubs, Charities, community, voluntary and social enterprise sector organisations that deliver sport and/or physical activity in their local community, including organisations that are not solely or primarily sports organisations, Town or parish councils delivering activity within their community, Education establishments that provide access for their whole community.

Sport England Fund Places and Spaces:

Note: Key ask is a vibrant Crowdfunding campaign with rewards

Page: <https://www.crowdfunder.co.uk/funds/places-and-spaces>

Criteria : further down the same page

“If you are a community sport and physical activity group and are looking to create, enhance or redevelop your sports facility for the benefit of the community as part of the Birmingham 2022 legacy, then you could be eligible to receive up to £10,000 in match funding!”

Up to £10,000 for grassroots local sports clubs, Charities, community, voluntary and social enterprise sector organisations that are looking to create, enhance or redevelop your sports facility.

Our three steps to success



Planning your project



Creating your project

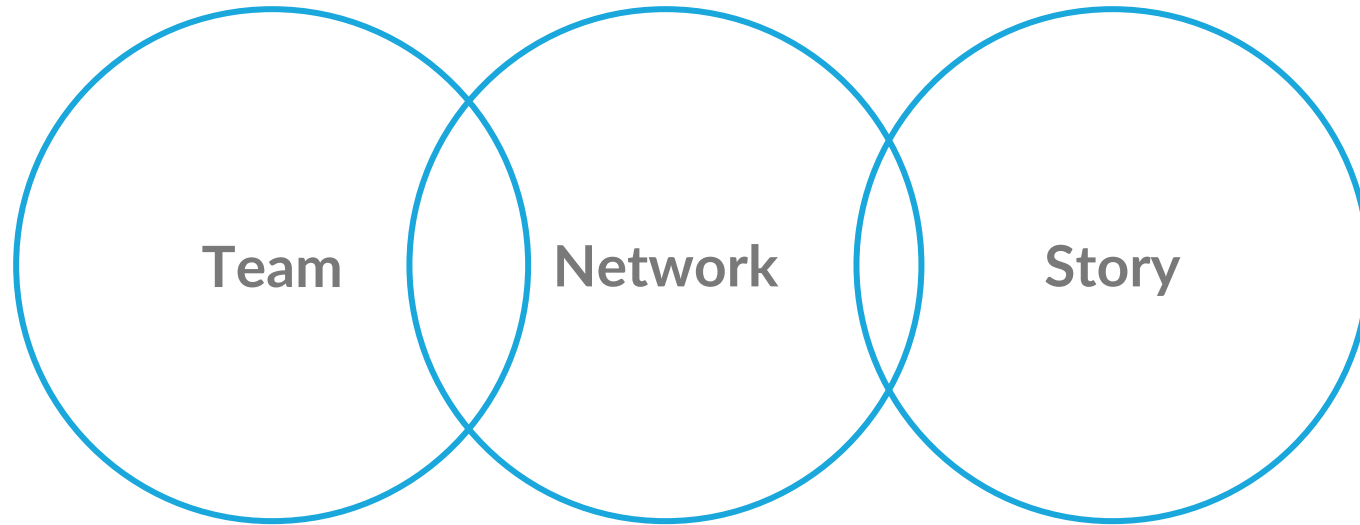


Running your project

Visit our Learn platform:
<https://learn.crowdfunder.co.uk>



What makes a good Crowdfunder?

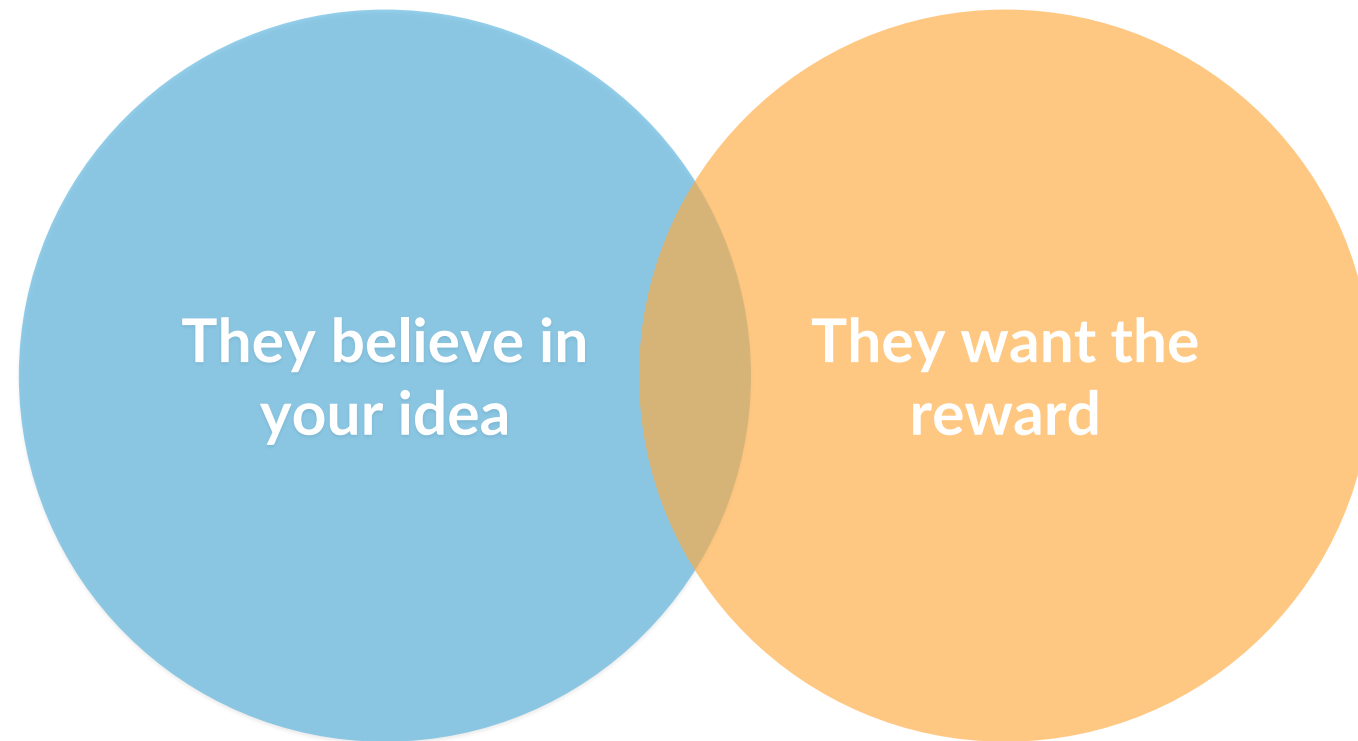


What makes it more difficult...

- You don't have a network (anyone to send it out to)
- You are looking for huge sums of money
- You don't have time to dedicate to your crowdfunder



Why do people pledge?



Planning

The Network map

Map out your network

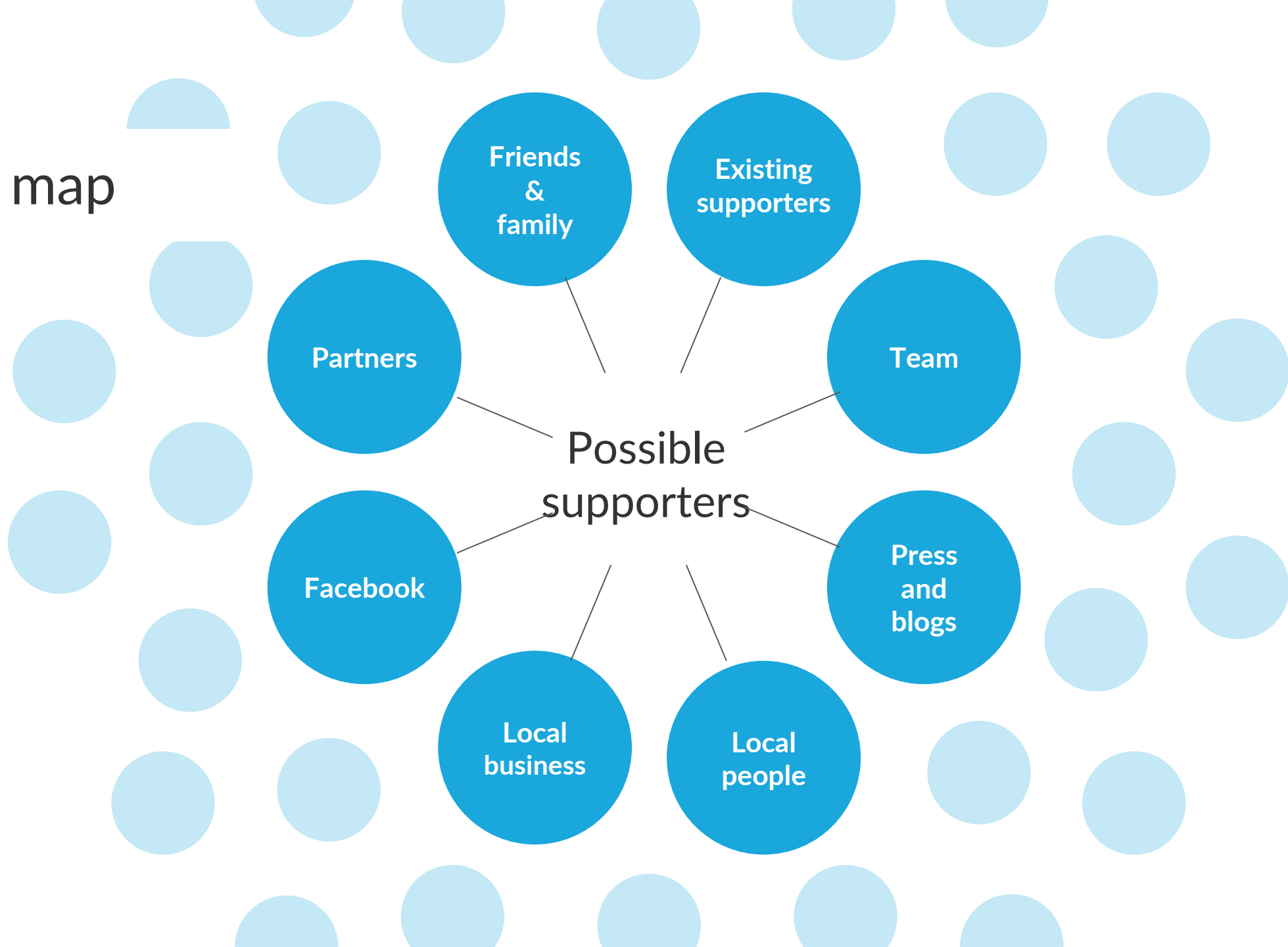
Anyone who is interested enough to

Pledge

Contribute a reward



or Help you



3. Running Your Project - Get launch ready

Take the time to start conversations.
People cannot help you if they don't know what you are doing!



Commit to
your
go live date



Review your
marketing
plan



Have the
first 20
pledges
lined up



Throw a
launch
event



Promote
through all
mediums



Engage with
your project
dashboard



Next steps

- **Crowdfunder Learn**
<https://learn.crowdfunder.co.uk>
- **Check for extra funding**
<https://www.crowdfunder.co.uk/funds>
- **Explore other projects**
<https://www.crowdfunder.co.uk/search/projects>

Start crowdfunding



www.crowdfunder.co.uk



support@crowdfunder.co.uk



Crowdfunder



CrowdfunderUK

