CROWDFUNDING SUPPORT PACK

CONTENTS

Pg. 2  An Introduction to Crowdfunding
Pg. 4  A Step by Step Guide to Your Crowdfunding Campaign
Pg. 15 Tips, Tricks and Tactics
Pg. 17 Crowdfunding Resources
Pg. 18 Sample Campaign Action Plan
AN INTRODUCTION TO CROWDFUNDING: THE BASICS

WHAT IS CROWDFUNDING?

In a nutshell, it is funding for great ideas from a crowd of people. Project owners raise a sum of money for a specific project or idea through smaller contributions from a whole crowd of people who ‘back’ that idea. There is a set time frame in which to raise the money, and all the people who give money receive a benefit in return for their support.

If the fundraising target isn’t achieved within the given time frame then any money already raised is returned to the backers. That way, backers know for sure that their money is going to achieve something tangible and that they are making a real difference.

HOW DOES IT WORK?

Projects set their target amount, decide on a time frame and come up with special rewards for the people who back the project. Rewards encourage people to give because they are doing something good with their money AND getting something in return. The project has its own page on a crowdfunding website and as soon as the page is ‘live’, the project’s owners campaign to get the support they need to reach their target.

THE BENEFITS OF CROWDFUNDING – MORE THAN JUST THE £££

1. Building a crowd

Crowdfunding is an excellent way to increase your base of supporters. Your crowd act as your advocates, ambassadors and cheerleaders, helping to raise awareness about what you are doing in their own circles. It is also an opportunity to engage closely with your community of supporters - you can get feedback on your project, creative ideas for fundraising and share your successes.

2. Time and expertise

Crowdfunding is about much more than just money. The crowd can help your organisation and idea to grow. Do you need help with something? Ideas for a marketing campaign? A web expert? You may be able to benefit from your crowd’s time, ideas, skills or contacts. Reach out to your crowd and ask for what you need.

3. Demonstrating the need for your project

Running a successful crowdfunding campaign shows that people like what you are doing and want to support it. This demonstrates that there is a real need or desire for your project, giving it credibility, which can encourage bigger funders (such as trusts, companies and the lottery) to support you later on.
A FEW THINGS TO CONSIDER BEFORE YOU GET STARTED

✔ Be prepared to put in a little bit of work every day. There are lots of things you can do to make your campaign a success. You should aim to do something each day to get the excitement building and keep up the momentum. Showing that you are putting in lots of effort to your crowdfunding campaign shows your commitment to the project, which will encourage people to back you.

✔ You have to ask lots of people to back your project. Get your message out and get as much publicity as you can. Follow up with people who said they would support you and make sure they actually do it! Keep everyone informed about your campaign as it goes on; sharing your stories and progress fuels interest and maintains awareness.

✔ Crowdfunding is a fantastic way to promote your work and engage further with your community – think carefully about the main messages you want to get across and use the opportunity to shout about your project from the rooftops.

The next section of this pack will provide a step-by-step guide to setting up your crowdfunding campaign.
A STEP-BY-STEP GUIDE TO YOUR CROWDFUNDING CAMPAIGN

The Steps:

**Step 1: DEFINE YOUR PROJECT**
- Describe your project
- Milestones
- Timeframe
- Fundraising target

**Step 2: DEVELOP YOUR REWARDS**

**Step 3: DESIGN YOUR CAMPAIGN**
- Plan your crowdfunding campaign
- Secure your first contributions
- Complete your project page and go live!
STEP 1: DEFINE YOUR PROJECT

Describe your project

This is your chance to tell everybody what it is you want to do, how you are going to do it and why people should care about it. It’s an opportunity to let your passion for the project shine through and get other people excited about it.

Your description will feature on your crowdfunding web page so you should keep it short and snappy to grab people’s attention.

Your project description should include the following:

1. A catchy project name
2. Why it is important and who will benefit from it
3. What you plan to do/How you plan to do it
4. Why should people support your project (give 2 or 3 good reasons, including how they could benefit from the project)

Brainstorm your ideas so that you are ready to complete your Buzzbnk page template later. When you have written it, read through and edit it – can you make it sound even more exciting? Get rid of any waffle or jargon words that make it boring. Remember, you need to make the appeal as exciting as possible!

Milestones

Now that you have explained what the project is, you need to think about how you are going to get there. Can you break your project down into smaller parts? Each part can be a piece of the puzzle, fitting together to make up the bigger picture. For each piece of the puzzle, you can work out how much money you will need (see Setting your fundraising target section) and these steps will be your ‘milestones’.

For example, the ‘Beeconomics’ project was set up to address unemployment amongst young people who face considerable barriers accessing emerging social and economic resources in Brazil and also the decline of honeybees and other wild pollinators. They set themselves the following milestones:

<table>
<thead>
<tr>
<th>Milestone 1</th>
<th>£5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reaching this milestone will enable Beeconomics to become fully established as a Brazilian company.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Milestone 2</th>
<th>£15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>This would enable Beeconomics to become a fully established company and set up a workshop space and cover equipment, product development, eco-certification, initial staffing and production costs.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Milestone 3</th>
<th>£20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>With this amount, they could do the above AND set up their first apiary which would be used for training and provide Beeconomics with their very own source of bee-products.</td>
<td></td>
</tr>
</tbody>
</table>
By setting ‘Milestones’, you can show that you have thought about your project carefully and communicate clearly to your potential supporters that you can reach your end goal in a staged approach, breaking down how much money you will need for each stage. It also helps them to understand where their money will be going.

Milestones can be a good way of measuring your crowdfunding progress and keeping up the momentum of your campaign. They also offer a good opportunity to contact your supporters. For example, if you are 90% of the way to reaching one of your milestones, you can contact them and ask them to help you with the remaining 10%.

**If you don’t set any milestones, your final target will be your first and only milestone.**

**Time frame**

In our experience, **crowdfunding campaigns usually do best in their first and last weeks.** At the beginning, project owners are usually very enthusiastic and put in a lot of effort. You recruit some supporters and people can see you making progress which encourages others to give.

Towards the end, when you are close to your target, there is a sense of urgency. You can increase your activity on social media, ask your supporters to give a bit more support to help you reach your target (the idea that it’s to help you reach a ‘milestone’ will help persuade them), and also ask them to get their friends and family on board in one last big push to achieve your target.

Crowdfunding does take a lot of energy if you want it to be a success but it is exciting too! You need to make sure that you are telling people about it **every day** – either face to face, by email, on social media - or all of the above. Included in this crowdfunding pack is a sample **‘Campaign Action Plan’** which will help you think about how to plan and assign activities to help with your fundraising.

**Fundraising target**

You probably have a good idea of the amount of money you need to make your project happen. It’s easier to raise a smaller amount of money so keep your costs as low as you can. We have a top tip below to help with this;

**Top Tip for reducing your budget:**

- Never buy what can be rented (but if you have to buy, buy second hand)
- Never rent what can be borrowed
- Never borrow what can be begged
- Never beg what can be salvaged

With this in mind, make a list of all the things you need to make your project happen. When you have made the list, work out whether you can get them for free (e.g. volunteer time), if they can be borrowed (e.g. a car or van for moving furniture), if you can get them second hand (e.g. a reconditioned laptop) or if you will need to buy them (e.g. craft materials for workshops). You might also need people’s skills and/or time – anything from help with people to ‘meet and greet’ at an event or a carpenter to help build a display unit. Your friends and supporters might be able to help, so ask.

Make a ‘Wish List’ of things that you would like people to donate or lend to you and share it with your supporters, friends and community. This will save you money but it also provides another way for people to support you. Included in this pack is a suggested Wish List template. Once you have filled it in you can send it to all of your supporters and even pin it up on community noticeboards or in shop windows.
STEP 2: DEVELOP YOUR REWARDS

The reward or loan offers you make your supporters are an important part of your crowdfunding campaign. Offering exciting or unusual rewards can convince people who like your project to go the extra step and click on the ‘Support this project’ button. Here are some examples from past Buzzbnk projects;

- **Rewards – Transition Free Press, Reporting the Movement**
  Supporters of the Transition Free Press could give anything from £5 - £750 to support the project and were offered different rewards depending on the amount they gave. For supporters giving £15 for example, they would receive ‘Good karma’ and their own subscription to the quarterly paper.

This works well as the subscription is something that supporters are highly likely to want anyway and ‘good karma’ adds a humorous element that will appeal to the target audience.

- **Loans – The Converging World**
  Supporters of The Converging World’s wind turbine project could make five year loans of £5 - £10,000 and lenders all received the same interest rate of 6% per annum. After five years, lenders would also receive their original investment back.

- **Mixed Loans + Rewards – Pants to Poverty, Bonk of Pants**
  Pants to Poverty mixed things up and in return for a five year loan of anything from £10 - £5,000, offered their supporters 3% annual interest in cash + 7.2% interest in pants.

So, for a supporter lending £10, they would get 3% interest in cash for 5 years and a 20% off discount voucher for any Pants to Poverty product.

A supporter lending £1000 would get 3% interest in cash for 5 years and 4 pairs of pants every year for 5 years.

In addition to this, all supporters were given a ticket to the annual Pants to Poverty party, entry into a competition to travel to India to meet the farmers they were working with, and access to the Pants Advisory Board.

You can find lots more examples from previous projects on the Buzzbnk website.

Be creative when you are coming up with your rewards and try to find something unique to your project. Try to think of things that would be really appreciated by your supporters and won’t cost you too much. Be imaginative and make it fun for people to give you their support.

What rewards could your project offer? Have a think about the ideas above and then come up with 8 of your own rewards:

1. ........................................................................
2. ........................................................................
3. ........................................................................
4. ........................................................................
5. ........................................................................
6. ........................................................................
7. ........................................................................
8. ........................................................................
Now you need to decide who gets what.

First of all, think about the different amounts that you want your supporters to be able to contribute. It is important to have a range of options to suit people’s budgets. For example, you could have 8 different reward levels;

- A ‘free’ level where supporters help by telling people about your project rather than putting in some money.
- £10
- £20
- £50
- £100
- £250
- £500
- £1000

Make the rewards attractive for supporters who will give you smaller amounts (as you want to encourage as many people as possible to support you), but also reward your bigger supporters with something extra special as a big thank you for their big support.

**YOUR REWARDS**

<table>
<thead>
<tr>
<th>Reward</th>
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<tbody>
<tr>
<td>£0/FREE</td>
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<tr>
<td>£10</td>
</tr>
<tr>
<td>£20</td>
</tr>
<tr>
<td>£50</td>
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<td>£100</td>
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<tr>
<td>£250</td>
</tr>
<tr>
<td>£500</td>
</tr>
<tr>
<td>£1000</td>
</tr>
</tbody>
</table>
**STEP 3: DESIGN YOUR CAMPAIGN**

**Plan your crowdfunding campaign**

The more you plan your crowdfunding campaign, the easier it will be when you start fundraising. There are 3 things you can do to get your planning started:

- Build a team of fundraising helpers
- Identify your potential supporters
- Make an Action Plan

**Build a team of fundraising helpers**

The more people who can help with your fundraising, the better. Your team can ask their own friends, family, colleagues, etc to support the campaign, increasing your network of potential supporters. A bigger team also means more energy, enthusiasm and excitement.

The people on your team may have particular skills you can use to boost your campaign. For example, you may have someone in your team who knows how to use Facebook or Twitter - they could do lots of online promotion of the campaign. Someone else may have experience in organising events; they could plan a fundraising picnic or sports day to raise money and awareness of your project.

You will need a team leader who is ultimately responsible for running your crowdfunding campaign and keeping the momentum up throughout.

**WHO WILL BE IN YOUR TEAM?**

Try to find at least 3 or 4 other people to be in your team. What skills do they have? Decide who you want and then persuade them to help you!

<table>
<thead>
<tr>
<th>Who?</th>
<th>What are they good at?</th>
</tr>
</thead>
<tbody>
<tr>
<td>E.g. 1</td>
<td>John</td>
</tr>
<tr>
<td>Person 1:</td>
<td>............</td>
</tr>
<tr>
<td>Person 2:</td>
<td>............</td>
</tr>
<tr>
<td>Person 3:</td>
<td>............</td>
</tr>
<tr>
<td>Person 4:</td>
<td>............</td>
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</tbody>
</table>

**Identify your potential supporters**

It is very important to do this so that you have a clear idea of who you can ask to support your campaign and how you can reach the maximum number of potential supporters possible.

Having a project page on the Buzzbnk website doesn’t mean that lots of people will automatically support you. You need to steer your own networks of people to your Buzzbnk page.
The people you will need to contact during your campaign fall into 3 main groups (with the first 2 groups most likely to provide the majority of your support):

**GROUP 1**

This group are most likely to contribute to your campaign (but you still have to ask!). They include;

*The people who are close to you.* Your friends, family, colleagues at work, members of groups that you belong to (such as a church or a football team).

*The people who are close to the organisation* creating the project. These may include: Committee members, staff, volunteers and people who have given support in the past.

*The people in your neighbourhood or community:* These people may benefit from your project and will share a common interest in improving the community. Your team of helpers could knock on doors, speak to shop keepers and hand out flyers to reach this group.

**GROUP 2**

These are the people loosely connected to you. They include;

*Your organisation’s mailing list, Facebook fans and Twitter followers.* It is always worth contacting these groups and asking for their support as you may find that there are people out there who would like to support your project.

*The friends, family and contacts of people who have supported you.* When somebody contributes to your project, ask them to tell their friends that they have backed an exciting project and encourage them to do the same. Not everyone will be happy to do this but some will.

You have to *inspire* your second degree network to support you. Convince them with your project description, inspire them with stories in your newsletters or on social media and entice them with the exciting rewards you offer.

**GROUP 3**

The rest of the world! There are a lot of people who are not in your first or second degree networks who you can try to reach and ask for support. These are the people who don’t yet know about you and what you are trying to do but they are important to consider.

See the ideas below for ways to reach all 3 of the groups.
Some ways to reach potential supporters:

- **Getting publicity in your local newspaper.** Find the contact number for your local paper on their website or in a telephone directory. Give them a call and let them know you have a local interest story for them.
- **Getting a mention on local radio.** As above, or call in to a relevant phone-in programme to talk about your project.
- **Circulating information to other local organisations** and asking them to alert everyone to your fundraising campaign and pass this information on in their newsletters.
- **Speaking out in public.** Business groups, church groups, community groups may all hold meetings from time to time. Ask if you can attend their meetings as a speaker and tell them about your project.
- **Schools.** If it’s a project of community benefit, then it will be of interest to parents. Handing out a leaflet at the school gate is an easy way of reaching them.
- **Public noticeboards.** Make a leaflet and pin it up— at the local library, health centre, community centre, café, pub or newsagent.

**WHO WILL YOU APPROACH?**

Read through the section above and ask your team of helpers to do the same. As a group, jot down your ideas on a piece of paper. Think about:

- Who you will contact in your first and second degree networks
- How you will contact them
- Make a list of some of the things you will do to reach your third degree network
- Who in your team will do what

**Make an Action Plan**

To help you make the most of the 60 day timeframe, you should develop an action plan for the duration of your crowdfunding campaign – from the all-important first contributions to the final push in the last few days.

Ask your team to come to a planning meeting to discuss what you want to do and how you are going to do it. Make a diary of what you are going to do, when it needs to be done by, and who will be responsible for doing it. You should also consider how much money you would ideally like to have raised at the end of each week or fortnight. See the ‘Sample Campaign Action Plan’ for more ideas.

**Here are a few other things to think about when planning your fundraising campaign:**

**Prepare messages to send out by email** asking people to support you and giving the website address (URL) of your fundraising page (try to make sure that people can click on the link so that it takes them straight through to your Buzzbnk project page).

**If you don’t ask, you don’t get!**

Remember that fundraising means more than just telling people about what you are doing. You have to sell the project as well as tell them about it – give them good reasons why the project is important and why they should support it. Ask them directly for money. People often like to give when they know that others have given, so you can mention that others are already supporting you, and the size of contributions you have been getting.
Planning offline events
These are a great way of bringing people together to inspire and excite them. They are also a fantastic opportunity to tell everyone how they can support you. You could plan a gathering at the proposed site for the project, a meet-up at your house or a presentation at your community centre.

Fundraising in public places
This requires a licence from your local Council. Decide when you want to do this and apply in good time. For fundraising in a private place, such as a supermarket forecourt, you need permission from the site owner.

Emailing is never enough
Meeting people in person and talking on the telephone are both much more effective and more personal ways of approaching people than sending emails. To practice and build your confidence, you could start by making **personal phone calls to your closest supporters** (your first degree network), and explain what you need them to do and why it’s important.

Thanking your backers
Thanking your supporters is a fundraising golden rule. Make sure you thank people as soon as you can after they have given. You should thank them, tell them a bit more about your project and ask them to help spread the word further – your supporters can play a vital role in your campaign in sharing the word as well as contributing cash!

Keeping people in the loop
It is also important to keep your networks and supporters updated with your progress. You can give them a general update once a week or once a fortnight but you can also tell them when you have had a major success, such as meeting a milestone.

Engage your crowd
Crowdfunding is all about the power of the crowd, not just the funding. Your crowd need to feel like they’re part of the journey. If you need advice or feedback, ask your crowd for their ideas or help. If your fundraising needs a boost, ask all of your supporters to reach out to their own networks and try to inspire these people to give. Your supporters **want** to see your project happen and they can play an important role in getting you there.

Secure your first contributions
A fundraising page with no funds is a sad sight. People will look at it and when they see that nobody has given, they may decide not to give. If they see that people are giving, this will boost their confidence in your project and hopefully they will decide to support it too.

The best way to deal with this is to **get some support lined up BEFORE your fundraising page goes live**. Ask people close to you to make a contribution on your Buzzbnk project page as soon as possible after it is live. To get your campaign off to a good start, we suggest that you aim to raise 15-20% of your target in pledges before you have even started.
WHO CAN PUT THEIR MONEY WHERE THEIR MOUTH IS?!

Think about who you can ask to contribute some larger sums to get your appeal off to a good start:

£250  ........................................................................................................
£100  ........................................................................................................
£50   ........................................................................................................
£20   ........................................................................................................

What happens if some of my supporters don’t have internet access?
Some of the people who want to support you may not have access to the internet. Don’t worry. You can take their contribution in cash or as a cheque and we can log it on your Buzzbnk fundraising page so that it goes towards the target. You just need to make a list of the offline support you have received and banked with the name of your supporters and send this information to accounts@buzzbnk.org.

Complete your project page and go live!

You are nearly ready to let the fun begin. Complete the ‘Buzzbnk Page Template’ (included in this pack) using all of your ideas from steps 1–3.

Find or take an eye-catching photo or produce a short video (maximum 2 minutes long) to show what your project is about and send it to us together with the templates.

If you need any help or advice please contact: hello@buzzbnk.org

Go live!

You’ve got your team raring to go, you’ve got your key supporters ready and waiting to make those first, all important contributions and you’ve got a plan to make your crowdfunding campaign a success…What are you waiting for?! GOOD LUCK!
1. **If you don’t ask, you don’t get!**

   This is a **Golden Rule** of crowdfunding. At Buzzbnk, around two thirds of our projects succeed in raising their target, some raise quite a lot more! They are successful because they **ask people** to support them. Projects that are unsuccessful set up their page on Buzzbnk and wait for the money to roll in. It doesn’t work like that, you have to go out and get it!

2. **Keep asking!** You will have to ask lots of people to support you and only some people will say yes. Do not despair! On average, you may get a ‘Yes’ for every 10 or 15 people you ask… keep going. The more people you ask, the more ‘Yes’s’ you will find. Of your ‘Yes’ people, some of them will go online and back your project straight away. Some people will say yes and be very enthusiastic about your project but they won’t actually get round to making their contribution. More often than not, this is just because they forget to do it, or perhaps they are waiting until pay day. Follow up with them (more than once if needed) and remind them to back your project.

3. **Create a ‘buzz’** around your project by getting some of your nearest and dearest to put their money in straight away. When people see that your project already has some support, it will inspire them to get involved too.

4. **Spread the word.** Ask everyone who supports you to tell all their friends. Ask them to pass on your appeal to at least 5 other people, telling them about your campaign and asking them to support you.

5. **Prepare for Milestones.** As a milestone or the end of your campaign approaches, try to get as much support as possible. As we’ve mentioned, many people will promise to support your campaign but leave it until the last minute to actually give their support. Others pledge their good wishes but towards the end you could try to encourage them to turn their good will into cash!

6. **Campaigning every day brings the money your way.** You only have 60 days to raise the money you need. Do something for your campaign **every day** and keep the momentum going.

7. **Work out how much you need to be raising per day, on average, to hit your target.** Divide your target amount by the number of days your campaign will run for. E.g. My target is £1,000 and my campaign is 60 days long > 1000 ÷ 60 = £16.67 per day.

   Some days you will bring in much more than the average daily amount and other days you won’t bring in anything, but it is helpful to give you an idea of how much work you will need to do!
8. **CROWD**funding – the clue is in the name! Just as you are going to be raising money from a crowd of people, you should also get a small team of people to help you do it. Fundraising is never easy but a crowd of people make it a lot easier and much more fun!

9. If you are close to a milestone but stuck for ideas to get there, why not organise a sponsored walk or run? This is an old-fashioned fundraiser and it is also very cheap to do. At Buzzbnk, we can log any money you raise offline so that it goes towards your crowdfunding target.

10. Think about some extra **special ‘one-off’ rewards** (in addition to your campaign rewards) for people who tip you over a milestone or a big amount of money (i.e. £500 or £1000). Give them something funny or random and take a photo of them receiving it as though they are being awarded a trophy. You can then thank (and congratulate!) them on Facebook and Twitter – drawing more attention to your campaign.

11. **Keep people up to date** with your progress as you go. A fortnightly newsletter helps to take your supporters with you on your journey. They can see all the effort you are putting in, feel your pain and share your successes. This should encourage them to get behind you and take part in promoting your campaign to their friends.

12. Think about linking up with a local college or recruiting volunteers to help with your online campaigning. There might even be an audio-visual student who could help you to produce a 1-2 minute video for your Buzzbnk web page.

13. Try to get some **press coverage** for your campaign. You could contact your local newspaper or radio station and ask them to cover your story. If you want to do this, just find out the number of the local paper or radio and give them a ring. Whoever answers the phone should be able to direct you to the right person to speak to.

14. **Make a song and dance about your milestones.** As we have said, you can contact all of your supporters when you are getting close to a milestone and ask them to help you get there. When you do get there, make sure you celebrate your success in your newsletter, on social media and say thank you to everybody who helped.
CROWDFUNDING RESOURCES

1. Websites and Blogs:

General Blog and Advice on Crowdfunding – Crowdfund UK
http://crowdfunduk.org/

Buzzbnk Etiquette - Buzzbnk
https://www.buzzbnk.org/StaticPages/Etiquette.aspx

The 7 Deadly Sins of Crowdfunding - Sponsume
http://www.sponsume.com/getting-started/7-deadlysins-crowdfunding

10 ½ tips to help you reach your crowdfunding goal - NESTA
http://www.nesta.org.uk/news_and_features/crowdfunding_tips/budget

20 Questions to ask yourself before you start crowdfunding - SoLoCo
http://soloco.co.uk/2012/12/03/20questionsloask-yourselfbeforeyoustartcrowdfunding/

How to Make a Great Video - Sponsume
http://www.sponsume.com/getting-started/howshootyourselfcamera

Crowdfunding Tips – Peoplefund.it
http://www.peoplefund.it/help/tips/

Kickstarter School – Kickstarter
http://www.kickstarter.com/help/school#defining_your_project

2. From those who have done it!

Crowdfunding Challenge 2012 – NCVO: Read the lessons learned by the winning projects:
http://www.ncvo-vol.org.uk/networking-discussions/blogs/21433/12/12/10/crowdfunding-challenge2012-results


3. Videos to watch:

Crowdfunding Tips - Buzzbnk
Crowdfunding Tip #1: Get people in on the secret before you go live: http://vimeo.com/39743101
Crowdfunding Tip #2: Ask a few people to ask a few people... http://vimeo.com/39741871
Crowdfunding Tip #3: Ask directly and explain the benefits! http://vimeo.com/39741176
**SAMPLE CAMPAIGN ACTION PLAN**

Crowdfunding Target = £1,000  
Total no. of days = 60

Crowdfunding Team – SC, RP, HR, LH, SK  
Team Leader – SC

*Ongoing activities we should do across the 60 days:

- Twitter and Facebook promotion
- Attend any local events where we talk about and promote our campaign
- Ask **everyone** we meet to support the project

<table>
<thead>
<tr>
<th>Week Beginning</th>
<th>Activity</th>
<th>Who</th>
<th>Fundraising Goal</th>
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</thead>
<tbody>
<tr>
<td>1st WEEK</td>
<td>MONDAY: CAMPAIGN GOES LIVE ON BUZZBNK</td>
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<td></td>
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<tr>
<td></td>
<td>To do:</td>
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<tr>
<td></td>
<td>- All team members to encourage family and friends to support the campaign</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Promote the campaign on Twitter and Facebook (at least 5 tweets a day + 1 Facebook post)</td>
<td>RP</td>
<td></td>
</tr>
<tr>
<td>Notes:</td>
<td>RP hols</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Prepare a leaflet/poster about campaign to hand out in local community</td>
<td>SC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Send out an e-newsletter about the campaign and circulate to all existing supporters/mailing list - include your Wish List</td>
<td>SC</td>
<td></td>
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<tr>
<td></td>
<td>- Put up poster and Wish List in local shops, libraries, cafes, etc</td>
<td>LH</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Contact council about a license for fundraising on the High Street</td>
<td>SC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Write a feature for the front page of our website and put it up.</td>
<td>RP</td>
<td>£150</td>
</tr>
</tbody>
</table>

| 2ND WEEK       | To do:                                                                  |     |                  |
| Notes:         | RP back                                                                 |     |                  |
|                | - Contact local community groups (school, church, local business group, community organisations) and ask if we can go along to their next meeting as a speaker to talk about our project and the crowdfunding campaign – get dates booked in asap. | LH   |                  |
|                | - Twitter and Facebook promotion                                        | RP   | ALL              |
|                | - Follow up with family and friends who have said they want to support and get them to do it! | ALL  |                  |
|                | - Organise a fundraiser tea party for 6th Week.                         | HR & SC | £250 |
|                | - Knock on doors with leaflets and talk to people about the project and the crowdfunding campaign | LH, HR, SK | £250 |

<p>| 3RD WEEK       | To do:                                                                  |     |                  |
|                | - Contact the local newspaper and ask them if they would like to do a piece about our campaign. Also, find out the programme for the local radio shows and any phone-in opportunities that would be relevant for us to call in and talk about our project. | SC   |                  |
|                | - Twitter and Facebook promotion.                                       | RP   |                  |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>To do:</th>
<th>Notes:</th>
</tr>
</thead>
</table>
| 4th | - Send out another e-newsletter – let people know how we are getting on – how much we have raised and how much we still have to go. Thank all supporters so far.  
- Fundraise on high street at lunch times (take flyers to hand out and buckets for collecting money). | LH hols |
| 5th | To do:  
- Preparations for tea party  
- Twitter and Facebook promotion.  
- Follow up with anybody who has promised to support but hasn’t yet put their money in. | Notes:  
LH back |
| 6th | To do:  
- Final preparations tea party  
- Host Tea Party  
- Twitter and Facebook promotion | Notes:  
LH back |
| 7th | To do:  
- aim to get near end push in Local paper or radio promotion  
- Twitter and Facebook promotion | Notes:  
LH back |
| 8th | To do:  
- Begin 10 day countdown on Facebook and Twitter, encouraging people to back our project and help us meet the target. Post everyday of 10 day countdown.  
- Organise a ‘Bring and Buy’ sale for Sunday – fundraise and talk to people about the project and fundraising campaign – encourage them to give! | Notes:  
LH back |
| 9th | To do:  
- Fortnightly newsletter – final push!! Update on what we’ve been doing and how much we’ve raised, Ask for everyone who hasn’t yet supported to PLEASE give now!  
- Twitter and Facebook like mad!  
- Mon – Weds – flyering in public areas, encourage people to support and GIVE!!  
- Follow up with any friends, family, colleagues, etc who haven’t put in their contributions yet.  
- CAMPAIGN ENDS. | Notes:  
LH back |

**TO DO AT END OF CAMPAIGN:**  
- Send out a newsletter with a final update and huge thanks to all supporters  
- Deliver rewards to all supporters  
- Thank all supporters and update on Twitter and Facebook