

CROWDFUNDING YOUR IDEA

- Does it solve a problem? *Would you care about this?*
- Will it bring people together and support an exciting community?
- Will people 'get' the idea and want to commit money and time?

PLANNING YOUR CAMPAIGN

- Who does your project appeal to?
- What speaks to them? (newspapers/facebook/word of mouth).
- Explain the project in one line.
- Identify potential supporters large and small. How do we approach them?



FROM THE PLAN > TO THE BIG PUSH

Choose a date to launch and end the campaign. Also choose: The amount you need to raise, if you require volunteers and what rewards you may want to offer in return for donations.

- **Pledge yourself** – It shows you believe in your project (and adds legitimacy when you're asking other people to do the same).
- **Soft launch** – Get your top supporters to pledge before officially launching so that when you start directing people to your project page, it's already attracted visible support.
- **Social media templates** – Have images of your project and short messages which you can ask people to share on their social media accounts (Twitter, Facebook, Instagram, LinkedIn).
- **Be direct** – Tell people about the campaign but don't forget to ask directly for pledges.
- **Video** – Create a short video (no more than 2 minutes), this can be shot on a smart phone.
- **Offline events** – Hold inclusive events in your community to raise awareness.
- **Send updates** – Let your supporters know what progress you're making.
- **Links** – Make sure to include the link to your project page in all your communications and marketing materials.

Knowle West Media Centre recommend Spacehive for space-based crowdfunding projects, find out more about their platform at www.spacehive.com



BUILDING EMOTIONAL RESILIENCE IN COMMUNITIES

