



# A quick guide to crowdfunding

## Ready to begin your crowdfunding journey?

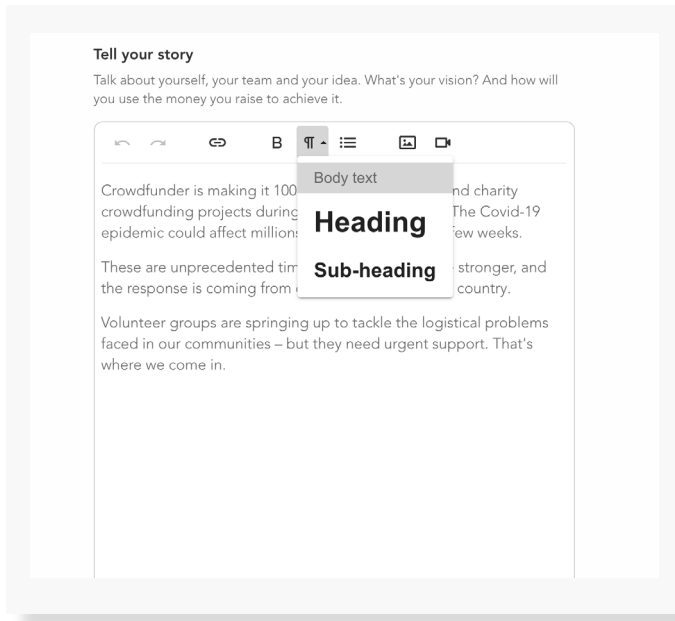
Below is a summary of the areas to focus on before considering an application to Sport England and Crowdfunder's two initiatives, 'Active Together' and 'Activate Your Space'.

## Useful links

- [Active Together Webpage](#)
- [Activate Your Space Webpage](#)
- [Webinars](#)
- [Online learning platform](#)
- [Guides](#)
- [Help Centre](#)
- [Crowdfund Sport Coach Contact: chloe@crowdfunder.co.uk](#)

# Project page

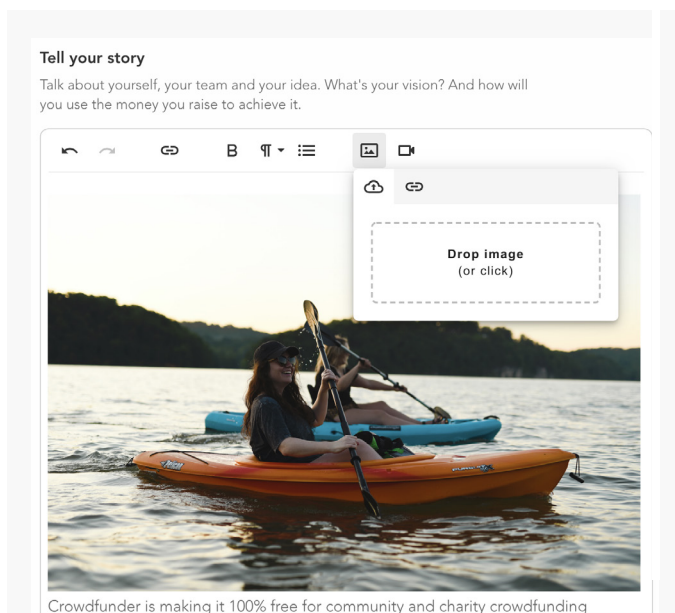
Be sure to create a campaign page that targets a wide audience and not just your members. Your aim is to expand your reach beyond your immediate network, here's some good ways of doing this:



## Headings

Add headed sections to your project page, using headings and sub-headings. This helps break up information and make your story easier to read. Outline information about:

- Your organisation
- The impact of your club on the local community
- The project you are crowdfunding for; what's the need for funding?
- How you will spend the money raised?
- The effects of COVID-19 (Active Together only)



## Images

You can also add images to really help paint a clear picture of the fantastic organisation you've got.

Try to include pictures of the facilities, members of the club and members of the community too.

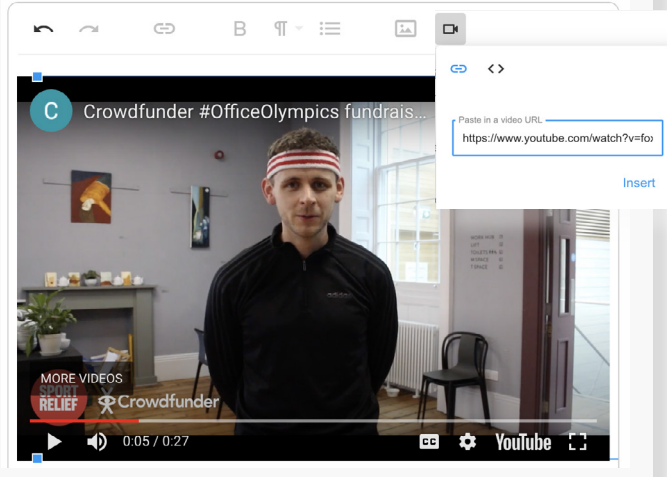
If you have hosted any community events, pictures of them are great too.

See how Essington RUFC did it [here](#).



## Tell your story

Talk about yourself, your team and your idea. What's your vision? And how will you use the money you raise to achieve it.



## Videos

Videos are a great way of pitching your campaign and making it more personable. We suggest they be somewhere between 1 and 3 minutes.

Your supporters will like to see who they are supporting so include lots of smiley faces if you can!

If you plan to make any improvements to the facilities, show us what they look like now to demonstrate the need for the funds.

See how Aston Ingam Cricket Club did it [here](#).

## Rewards and donations

Rewards are the best way of encouraging your supporters to pledge on your project, but you can collect donations too.

### Your rewards

You can create as many rewards as you like. People are more likely to support your project if you have a good range to suit a variety of different budgets. Think about what you could offer that's exclusive, and make sure it's value for money.

+ Add a reward

👤 Projects with at least four rewards are much more likely to hit their target than those with less, so aim to create a good range

< Back

Next >

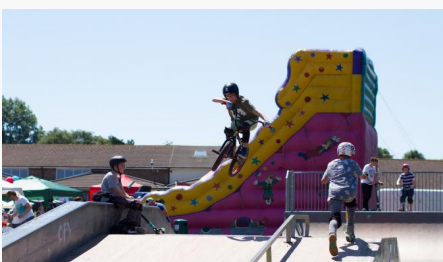
## Rewards

Rewards are the best way to extend your reach outside your immediate network. Clubs are seeing real successes from speaking with local businesses, members and friends of the club who then donate things to use as rewards.

We've seen all sorts from cheese hampers to mortgage consultations to 1-week holiday rentals!

It's a fab way of attracting pledges from outside the sports world.

## These projects all used great rewards



Wool Skatepark



Help Boroughbridge Bowls Club



Street & District Swimming Club's Covid Appeal

# Applying for +Extra funding

It's important to note that Sport England review applications AND your crowdfunding page so make sure you're happy with your page before sending through your application. Once you're confident you have a strong project page, you can apply:

1. Make sure you're logged in
2. Click on your project dashboard
3. Click on the 'Extra Funding' tab on your dashboard
4. Scroll down to Sport England: Active Together and apply for funding!



## Further support and guidance

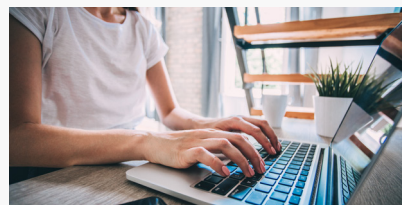
We want you to create the best possible campaign and for you to succeed in raising whatever funds you need. We have created a suite of resource to help you with this:



### Webinars

Free, 30-minute webinars, with Q&A and a guest speaker in the form of a sports project that has delivered a successful campaign. If you can't make the next one, register and you will be given the link to the recording afterwards.

[Sign up here](#)



### Courses

Free, online courses, including an Introduction to Crowdfunding, Planning Your Project and Creating Your Project.

Each course is quick and easy to complete, with video tutorials and some to-tips.

[Why not grab a coffee and start one now?](#)



### Guides

We have a variety of free guides where you'll be able to find all of the information that you need to see success with your Crowdfunder campaign. Have a look around to find help, advice and guidance in these step-by-step guides written by our crowdfunding experts.

[Crowdfunding guides](#)

# We're here to help

## Help centre

We have a range of articles, common questions asked by supporters as well as questions ask by other project creators, with a great search tool to narrow down and find something relating to your specific question!

[Find out more](#)

## 1-2-1 Coaching & Direct Support

If you have any questions, please don't hesitate to contact Chloe, one of the dedicated Coaches at Crowdfunder.

Alternatively, for any technical queries, the Support Team will be happy to help.

**Crowdfund Sport Coach Contact:**  
[chloe@crowdfunder.co.uk](mailto:chloe@crowdfunder.co.uk)

**Crowdfunder Support Email:**  
[support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

