

TOP TIPS

How to create the perfect crowdfunding page

1. **Fundraising summary** - Keep it short and sweet. This will be what people see when they land on your Crowdfunding Page, or when you share it on social media. There's a word count for a reason – get to the heart of what you're raising money for, and why it matters.
2. **Target Setting** - A target creates momentum and gives you a goal to focus on. Aim for the minimum you need to make your good thing happen. Be ambitious and realistic.
3. **Image** - Let your picture do some talking too. Grab your smartphone or digital camera and capture something that helps to tell your story. People like people, so show your supporters the faces of the person or community who'll benefit from your hard work.
4. **About the Page owner** - This is where you can let people know why you care about this cause. Explain your unique relationship to your cause – what led you to crowdfund today? Add a profile picture too so your supporters can put a face to your name!
5. **The What, Why, How and When** - What you write here will help win over pledges and will have a direct impact on how much you raise. Speak directly to your audience. Imagine you're landing on a Crowdfunding Page for the first time – what would you want to know?
6. **Updates** - they might look small, but they pack a big punch. Updating your supporters on how things are going, how close you are to your target, or just saying thanks for all their help will keep them engaged. And an engaged audience is more likely to spread the word about what you're up to.

Writing Tips

Be clear and direct: Use simple language and short, punchy sentences. It will make your story much easier to read. Keep things honest, straightforward and sincere.

Ask a question: Asking your reader a direct question can help them to connect emotionally with your campaign. Don't be afraid to challenge them and make them think. That's how you'll make your campaign stick in their head.

Photography Tips

Be authentic: There is no perfect photo. Grab your digital camera (or your smartphone) and get snapping!

Take landscape photos: Your Crowdfunding page looks best when you use a photo with landscape orientation, rather than portrait – that way, your image will fill the space and we won't accidentally cut anything important out of the photo.

Promotion Tips

Social Media!

Sharing your Crowdfunding Page on social media is the easiest (and quickest) way to get your cause out there. Just click the Facebook and Twitter share buttons on your Page, and leave a comment to let people know what you could achieve with their support. Remember that different channels will help you in different ways:

Facebook – a place to get the word out amongst people you know. Why not build a network around your project by creating a Facebook page and post regular updates to keep people involved? Post loads of images too - they grab people's attention much better than text.

Twitter – a place to meet likeminded people. People chat by hashtagging (#) keywords and phrases. Check out trending topics on the left to see if anything is relevant to your cause and use hashtags in your tweets to help the right people find you. Again, don't forget to add pictures!

How to get into the local press

Journalists are always on the lookout for inspiring stories. Here's how to grab their attention:

1. Identify the journalists and media outlets most likely to write about your story using media.info/uk - you'll find their contact details here too. Is there a local outlet you could approach or someone who's written about a similar topic before?
2. Focus on the human aspect of your Crowdfunding story – who will benefit from the project?
3. Tell your story in less than 400 words. Imagine you're telling a stranger and keep in mind the golden rule of journalism, the five Ws – who, what, where, why and when. Remember to include your Crowdfunding Page web address and contact details too.

Three quick tips:

1. A third of all crowdfunding page views come from a mobile so remember to be concise when telling your story
2. The first Facebook share is worth £100 in pledges – so what are you waiting for?
3. A third of pledges come from emails – it's totally fine to pre-prepare the bulk of this text, just make sure you personalise a line or two so your message feels specific to each person who receives it.