

chuffed



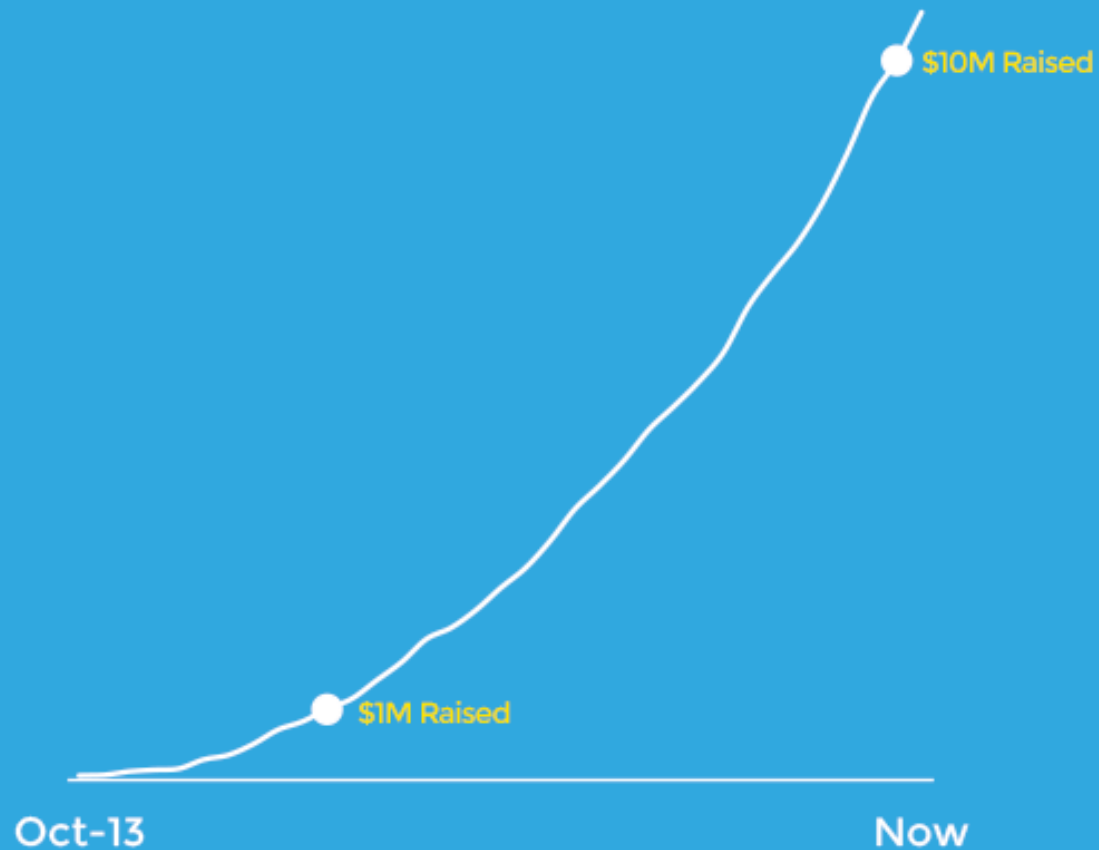
CROWDFUNDING 101:

How to get your social cause project funded

Bec Bridges, Customer Advocate [Chuffed.org](https://chuffed.org)

@Chuffed

The Path To \$10 Million Raised



chuffed

CAMPAIGNS ON CHUFFED.ORG



\$16,960 RAISED

1 MONTH AGO

Desert Song Festival 2016

Help stage Desert Song Festival that attracts thousands! Arts funding cuts threaten this y...



\$20,016 RAISED

1 YEAR AGO

Please help reunite a mother and son after 23 years apart

Our goal of reuniting Fatuma with her son, Saacid, after 23 years apart has finally been ...



\$3,550 RAISED

1 MONTH AGO

Yapa Styles trip to Darwin - NTeen Fashion Festival

Support Alice Springs Indigenous Youth to lead the runway in Darwin - Yapa Styles models h...

**“How do I get
more donors
to fund my
project?”**

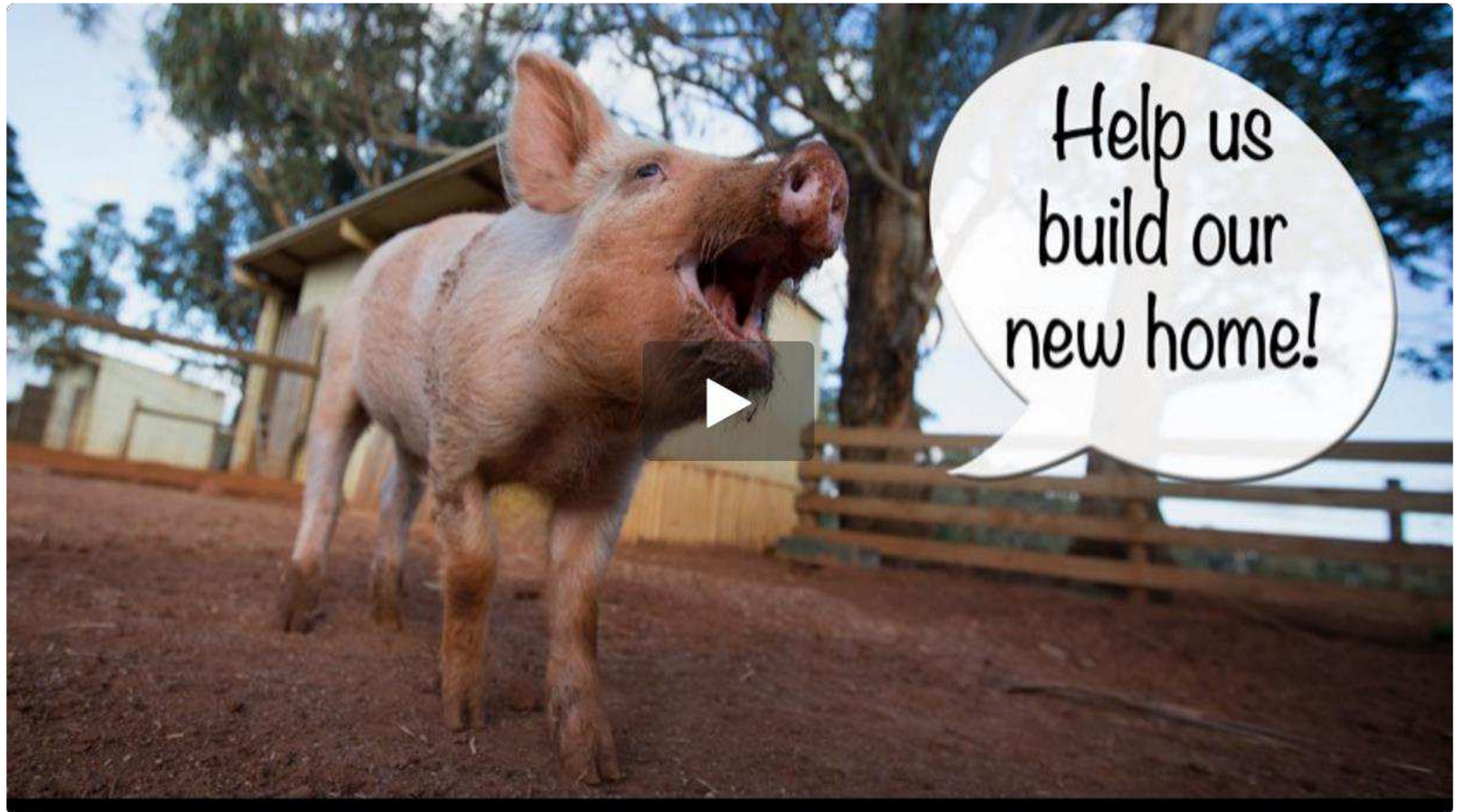


**“How do I make
donating to my
project as fun as
buying shoes?”**



Raising The Roof

By Edgar's Mission





Thank you Edgar's mission for letting my be a small part of this project, I'm looking forward to visiting your new digs! Love your work :)

by Siobhan Farrell at 1 year ago



FIVE STEPS TO CROWDFUNDING SUCCESS

1. Choose the right project

2. Set a reasonable target and timeframe

3. Design compelling perks

1. Build your audience

2. Promote, promote, promote

SPECIFIC *NOT* GENERAL

Did you scream “noooo” when you heard that the Sawtell Cinema had closed? Well, sing “hallelujah!” because Sawtell Cinema is on the way back. See you at the movies in December!

We are raising funds to support vulnerable children, young people and families in the community

INSPIRING *OVER* EARNEST

We are reading Peppa pig with prison inmates, recording it and sending the books and recordings to their kids on the outside

We are a registered charity and our mission is to create a world where all kids can connect with their parents regardless of their circumstances

STORIES *OVER* FIGURES

When Saacid was 8, he was separated from his family when they fled Somalia. Now, we're reuniting a mother with her son after 23 years.

11,000 refugees are trapped in limbo. Only 10% of them will be processed this year. Help us do something about it.

SPECIFIC

+

INSPIRING

+

STORIES

FIVE STEPS TO CROWDFUNDING SUCCESS

1. Choose the right project

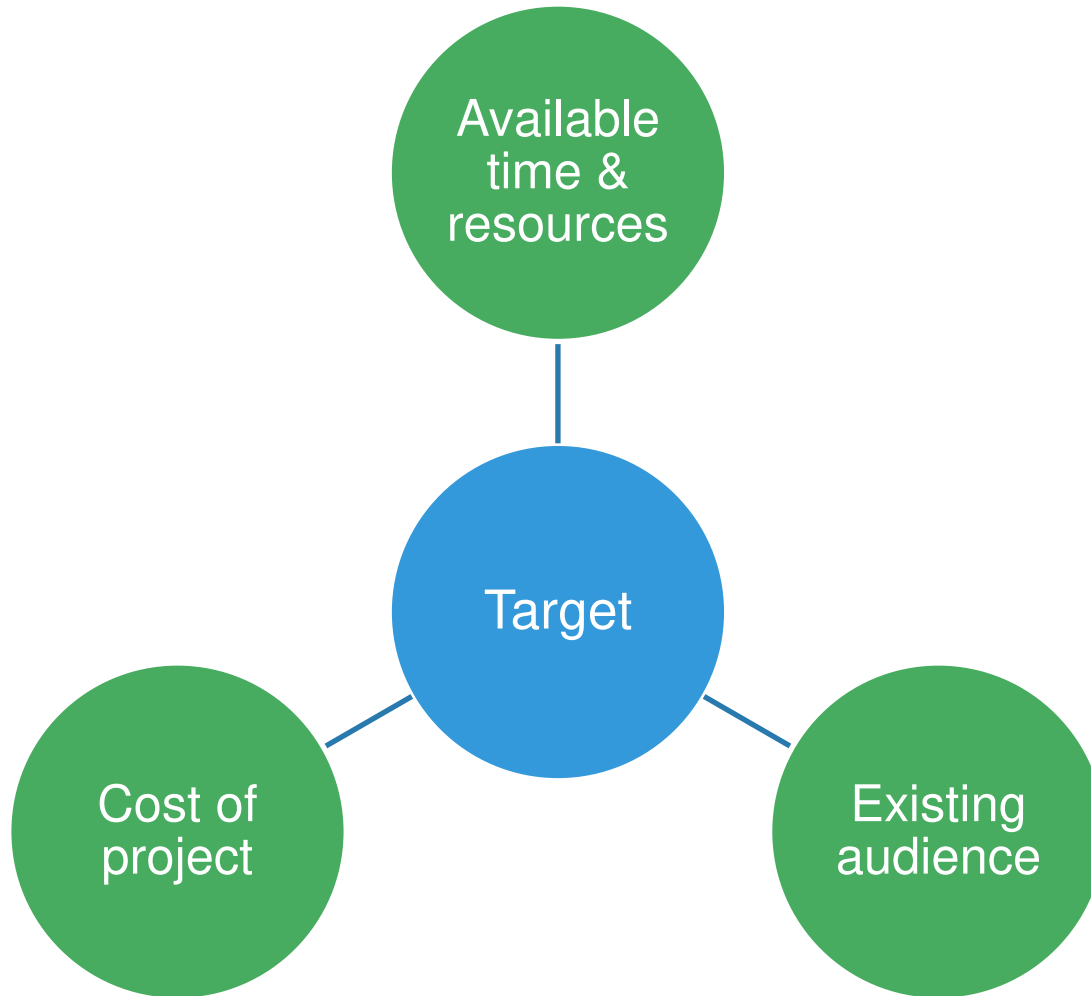
2. Set a reasonable target and timeframe

3. Design compelling perks

1. Build your audience

2. Promote, promote, promote

TARGETS ARE A FUNCTION OF THREE THINGS



Rule of thumb on reasonable targets

Target

<\$5,000

\$5,000 - \$25,000

\$25,000+

Audience, time required

Own network, 1 day/wk*

1k+ emails, 2-5 days/wk*

3k+ emails, 5+ days/wk*

* During the campaign plus 4 weeks beforehand

SET A REASONABLE TIMEFRAME

4 to 6 weeks

+ 4 weeks preparation

- Prepare promotional **strategy**
- Map out **timeline** for messaging supporters
- Prepare some of the **photos**, **videos** and/or **stories** you want to share during your campaign

TIP: People LOVE when you blast
through your target in 24 hours

FIVE STEPS TO CROWDFUNDING SUCCESS

1. Choose the right project
2. Set a reasonable target and timeframe

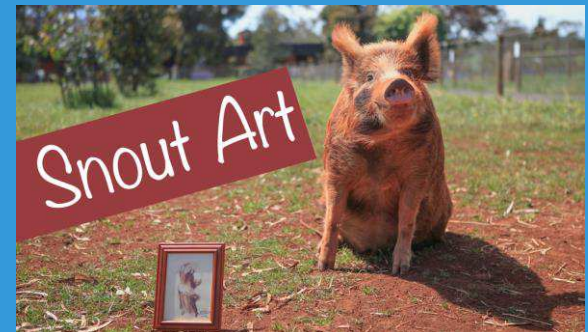
3. Design compelling perks

1. Build your audience
2. Promote, promote, promote

PRODUCTS

\$250 Who 'nose' what they'll paint for you!

A limited edition farmyard Snout Art print. Plus everything from the \$50 perk.



RECOGNITION

\$100 Raking in the Kindness - Sponsor a Rake!

Sponsor a rake and have your name inscribed on it! You will receive a certificate of sponsorship, along with a photo of your rake. Plus everything from the \$50 perk.



Name a rake

EXPERIENCES

\$1,000 Don't sit on the fence, put your name on it!

Sponsor a fence post and have your name inscribed on it. Plus an invitation to an exclusive behind the scenes tour of the new farm and a photo shoot of you with your fence post. And everything from the \$50 perk.



TIP: Introduce new perks
during your campaign

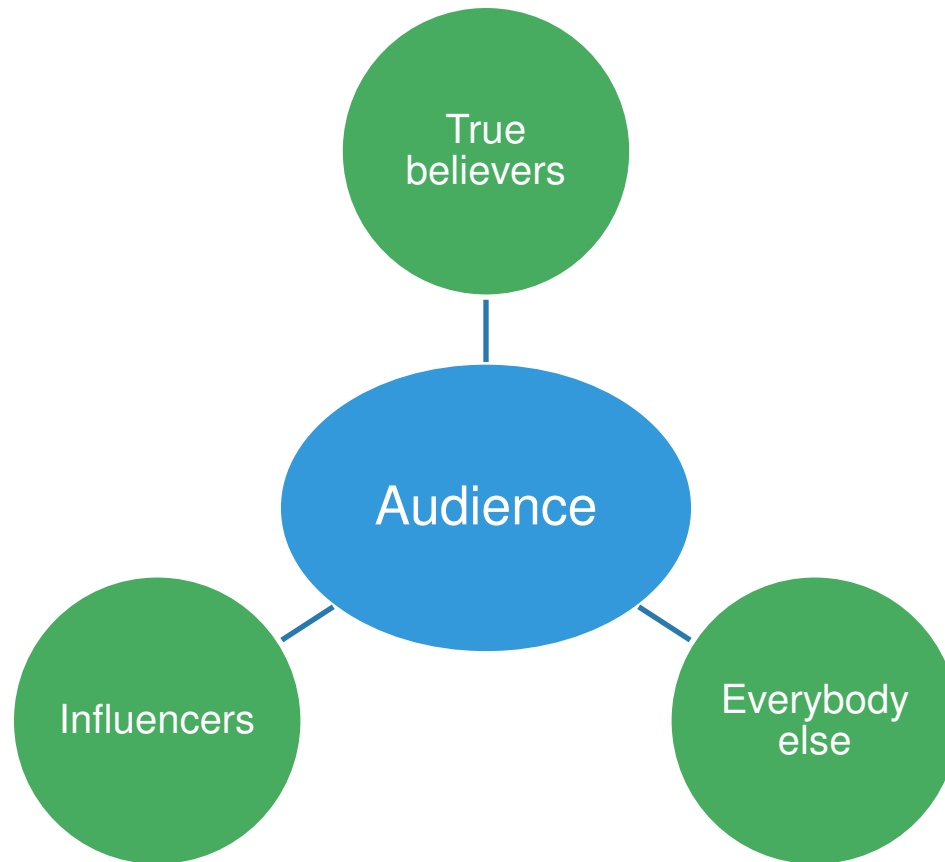
FIVE STEPS TO CROWDFUNDING SUCCESS

1. Choose the right project
2. Set a reasonable target and timeframe
3. Design compelling perks

1. Build your audience

2. Promote, promote, promote

BUILD YOUR AUDIENCE



BUILD YOUR AUDIENCE

Who**What they care about**

True believers

Seeing you and the campaign succeed

Influencers

Backing a winning horse

Everybody else

Joining a party that's been organised by someone else

TRUE BELIEVERS

THREE WEEKS OUT

We sent out the campaign to the true believers and asked them for feedback.

TWO WEEKS OUT

We personally called every one of them and ran them through what the attack plan was.

SEVEN DAYS OUT

We shared a sneak peek of our content with them.

For more see chuffed.org/blog/tag/case-studies

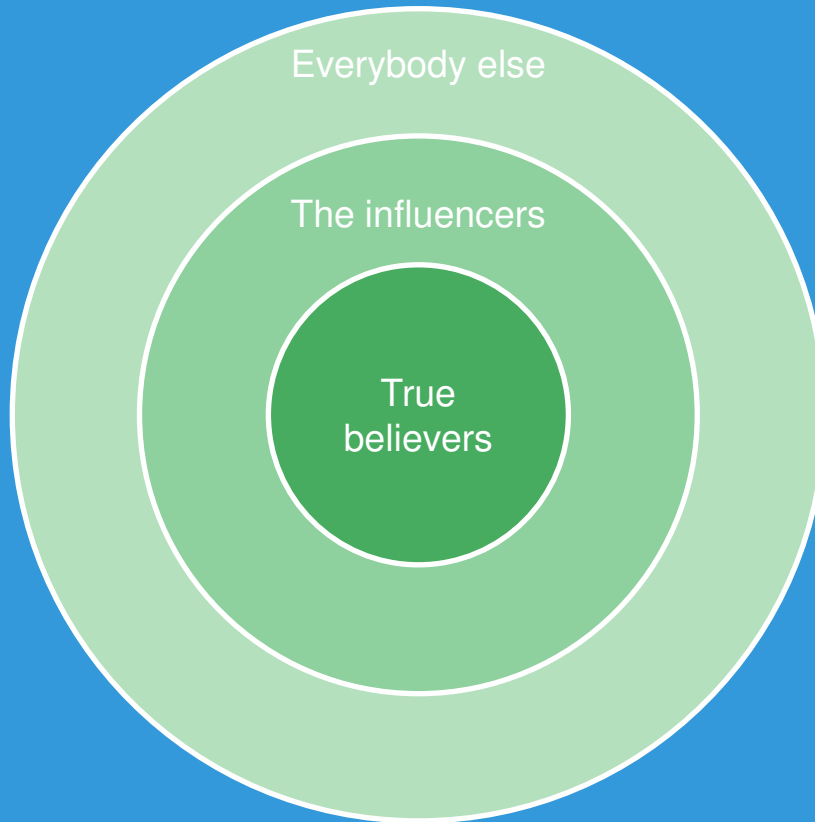
TIP: Type out an EMAIL TEMPLATE
for your true believers to use on launch day

FIVE STEPS TO CROWDFUNDING SUCCESS

1. Choose the right project
2. Set a reasonable target and timeframe
3. Design compelling perks
1. Build your audience

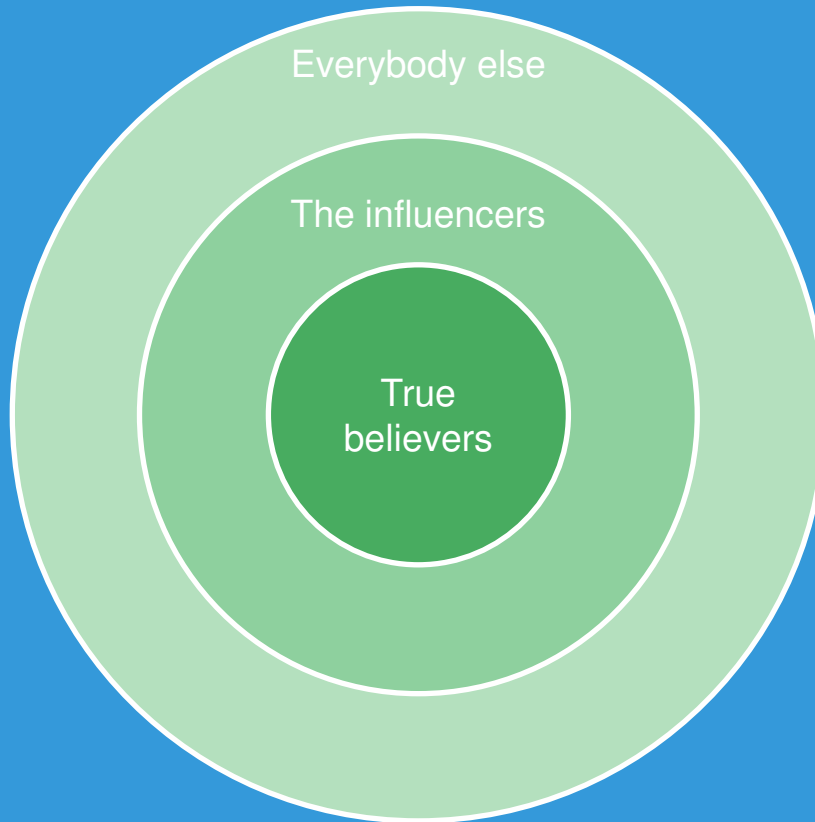
2. Promote, promote, promote

PROMOTE, PROMOTE, PROMOTE



1. Get **early momentum** with the true believers
(30% in first 3 days)
2. Get **reach** with the influencers once you've got credibility
>50%
1. Get **volume** with everybody else
(100% and beyond!)

PROMOTE, PROMOTE, PROMOTE



1. The people who really love you **feel important**
(they discovered you first)
2. The influencers get **social currency** by telling people about you
(they're backing a winning horse)
3. Everybody else **feels involved** with **little effort**
(they can join a party that someone else has organised)

FIVE STEPS TO CROWDFUNDING SUCCESS

- ✓ **Choose the right project**
- ✓ **Set a reasonable target and timeframe**
- ✓ **Design compelling perks**
- ✓ **Build your audience**
- ✓ **Promote, promote, promote**

QUESTIONS?

Sign up at
chuffed.org/blog
for more content to guide you towards
crowdfunding success