

# GetFunding

NEIGHBOURHOOD HOUSES TASMANIA CONFERENCE 2015

**The Principles and Myths of Crowdfunding**



[www.getfunding.com.au](http://www.getfunding.com.au)

# What is Crowdfunding?

Crowdfunding is asking for money from a group of potential supporters, your friends and your network.

Using online tools at [getfunding.com.au](http://getfunding.com.au) you can collect individual donations, which can add up to the larger amounts needed to complete your project.



# Myth Busters

Crowdfunding is NOT easy money. You will have to work for every dollar you raise.

You will need:

- Realistic and clear goals
- Simple and honest narrative
- A team of dedicated campaigners



# Getting Started

Setting realistic goals and having a clear, simple and honest narrative is the best way to achieve a successful outcome.

A great campaign has:

- Memorable messaging
- Direct 'Calls to Action'
- Clearly explained, reasonable funding goal



# Building your Campaign

Before you build your campaign, be clear about your project's scope, and see if you can make it more tangible, concrete and realistic.

Your campaign needs to have:

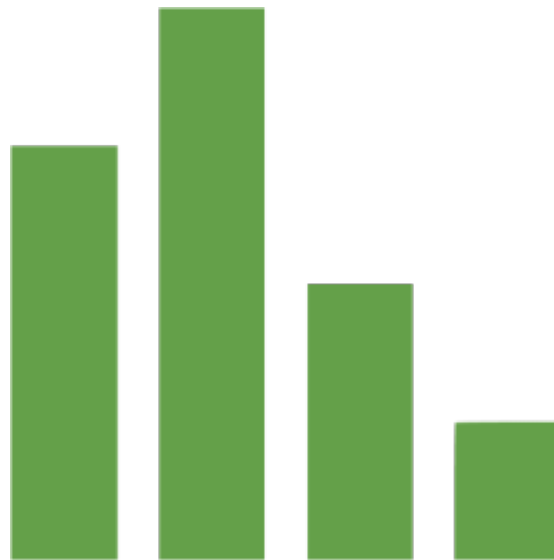
- A video clip or some good quality pictures or both.
- A clear and simple description of your campaign.
- The amount you hope to raise and how it will be used.
- If rewards are going to be used, provide a clear description of the rewards offered to the donors when the campaign ends.

# Funding Target

Start with the smallest amount you need to raise.

Do you need to increase your Social Network?

Adjust the scope of your idea to help make your funding goal more easily obtainable.



# Crowdfunding Rewards

Personal projects do not need to offer rewards, however, should you be able to offer some form of reward, this improves your chances of reaching your funding goal.

Ask yourself, Who are you driving to your campaign and what might they want?

Don't assume that your donors are faceless money givers.

When creating a reward, put yourself in the donor's shoes and ask "how much would I pay for this?".

Think of ways to make your rewards feel exclusive to your project.

# Communication

**Update your Donors regularly** - As the funds start to flow in, the excitement should be flowing out. Generate buzz around your campaign with progress updates and announcements of major donors.

**Thank your Donors** - Make your donors feel appreciated and involved. Take them with you on your journey.

**Share your success story** - When you've used the funds your donors pledged, they'll want to know about it. Send pictures of what the money has been used for showing how a donor's money has helped build a better future. You never know, you may need their help again in the future.



# Campaign Pre-launch



# The Funding Curve

The majority of campaigns follow a typical funding "U" curve.

Try and avoid the 'VALLEY' of death.

After the first 1st spike, funding activity steadily decreases or can even stop.

Continue to connect with other groups & organisations as well as your own networks.

Always ask donors to share your message and campaign.

# THANKYOU!

**Good Luck & Remember** - We are happy to talk to you if you have any questions.

## **Contact Us**

**Phone:** 0415 148 775

**Email:** [admin@getfunding.com.au](mailto:admin@getfunding.com.au)

