



# FUTURE PROOF **PARKS**

## **Crowdfunding Toolkit**

**Guidance for small projects**

September 2019



# Crowdfunding Toolkit

## Introduction to crowdfunding

Welcome to the Future Proof Parks crowdfunding toolkit. The toolkit has been developed by MyParkScotland with Groundwork UK specifically for small greenspace projects **aiming to raise up to £750 through crowdfunding**.

### 1. What is Crowdfunding?

Crowdfunding is funding a project by raising money from a large number of people (*the crowd*) who each contribute a relatively small amount, typically via the Internet.

### 2. How does crowdfunding work?

The basic principle is that you set a target sum to raise and a timeframe within which to do it. You then encourage people to visit the fundraising page through promotion so as many visitors as possible contribute funds to your project.

### 3. What are the different types of crowdfunding?

There are two main types of crowdfunding for small greenspace projects. These are:

- **Donation** - Funds collected are gifts or donations with no tangible return to the provider.
- **Reward** - “Rewards” of different value are offered to supporters to “purchase”.

The other variation in crowdfunding is the between what is known as the “**Keep It All**” and “**All Or Nothing**”:

- In a “**Keep It All**” campaign, you keep everything you raise regardless of whether you reach your target or not.
- In an “**All Or Nothing**” campaign you only get to keep what you raise if you succeed in reaching your target.

### 3. What makes crowdfunding different from other funding?

The process of crowdfunding is a very public one and involves many people. It can and does bring many more advantages than simply money. It can be used to promote your organisation, attract new members and campaign for your park or greenspace.

Lots of groups have already found that crowdfunding is an ideal way to fund all or part of their project, while at the same time raising their profile.

## Running your Crowdfund Campaign

This section will walk you through how to run your crowdfund to increase the chance of success. This should be used in conjunction with the Crowdfunding Campaign Planning Worksheet to help plan and execute your crowdfund campaign.

### 1. Before you start

A significant amount of work should go in to your crowdfund before you launch a public appeal for donations. Before pressing ‘go’ on a Crowdfund Campaign, it is vital to undertake some planning regarding how best to develop and deliver a successful crowdfunding campaign.

### 2. How to run your Crowdfund Campaign (TAMP)

Create a plan to bring structure to the process. This makes it more manageable and ensures that you pay attention to all of the aspects that you need to consider.

We describe the process as having four stages which we refer to as

1. **Targeting** – set some key targets and goals.
2. **Auditing** – record skills and tools to run your crowdfund
3. **Choice of Method** – what platform are you planning to use.
4. **Planning and Preparation** – identify what tasks you have to do, who is responsible for doing them and when, and that you have all you need to do them.

### 3. How can I build up my “crowd”?

Lots of people struggle to think about how to develop a *crowd*. It is best to try to break the crowd into a series of groups each of which has a different purpose for your campaign. This will help you to identify and target them, to connect with them using the right type of material. We usually break the crowd into three groups: Friends and Followers, Influencers, and Communicators.

- **Friends and Followers**

Friends and followers are individuals and groups whom you already have some connection with or know of you. For example this could be people who follow your organisation on social media.

- **Communicators**

Communicators are individuals or groups who help you to get the message of your campaign out to a new network. For example getting a local community magazine to do a story on your project.

- **Influencers**

Influencers are very important parts of the crowd for a crowdfunding campaign. An influencer is someone who carries weight, influence or trust. For example this could be someone who is “known” within the local community surrounding your park or greenspace or a ‘celebrity’ who used to live locally.

### Working out the elements of your crowdfund

*Elements* are the different aspects of a campaign which could be of interest to different supporters of your campaign.

It is not essential in crowdfunding for all of your supporters to support everything that your project is about. For example if your project was help to restore a bandstand in the park there will be people interested in restoration of the park, musicians who may be interested in playing in the bandstand and ‘bandstand enthusiasts’ who all might donate to your campaign.

### 4. Why is messaging so important?

Getting your messaging and pitch right is very important. Clarity and consistency of communication is most important. If people don't “get it” they won't back it.

When you are close to a project it is very easy to believe that everyone sees it in the same way as you do. But you need to remember that many people will have none of the contextual information that you have. So, it is very important to check and test your messaging with other people BEFORE you start your campaign - and do not be afraid to change and adjust it to meet the needs of the crowd based on that feedback.

### 5. Tips for success?

- Get off to a good start - you will know people who will want to back your project. Make sure that they are ready and able to do so the second you go live. If you reach a decent percentage of your project total quickly you are much more likely to succeed.
- Keep updating - you need to build awareness and maintain it. Develop a publishing plan which ensures that you have a structured, consistent and regular approach to driving your communication process.
- Check your messaging - we have already said that this is a key point of failure and so logically it is a key point of success.
- Don't go on too long - a 30-day campaign is a lot of effort and inevitably the demand takes its toll on the enthusiasm you and your crowd can maintain so don't go on too long.

- Be sure to build “materials” or publicity material for your campaign - a sustained publication and communication process takes effort and material so be sure to build a stock. These might be photos, newsletters, blogs, tweets, infographics, etc.

## Crowdfunding Campaign Planning Worksheet

*This worksheet will help you plan how to run your small project crowdfund.*

### PROJECT OVERVIEW

<b>Project Title</b>	
<b>Group/Organisation Name</b>	

<b>Contact:</b>	<b>Name:</b>	
	<b>Email:</b>	
	<b>Phone:</b>	

<b>Area:</b>	
<b>Park/greenspace/site</b>	

<b>Necessary funding for complete project</b>	this should include the costs associated with any rewards that will be offered
<b>Funding already secured</b>	include any funding already secured for the project
<b>Funding to outside the crowdfund campaign</b>	this could be from grant funding or other funding sources

<b>Campaign Start Date</b>	
<b>Campaign End Date</b>	
<b>*Project Start</b>	*When you have raised the funding do you plan to start your project?
<b>Project End</b>	

<b>Campaign Pitch</b> – short summary of what your project aims to achieve and why it is important.

## Let's get started – the TAMP process, your crowd and costs

### 1. TARGETS

Use this section to define some overall targets for your projects, you will break these down to more specific areas later in this document.

Targets	
What do you want to raise?	How much is the total project cost and stretch target?
When do you need money by?	Is there a deadline by when funds need to be raised?
Why are you doing this?	Why is this project important?
Who are you trying to reach?	Longlist of potential audience for project (include anyone you can think of)

### 2. AUDIT

What assets, skills and resources you need to run your crowdfund

Item	Available?	Who or what (include things that you may be missing to identify any gaps)
<b>Skills</b> Post Facebook updates	Yes – name of Facebook account	Carried out by named group member
<b>Resources</b> Gazebo, table, flyers for promotion event in the park	Yes – we have the groups gazebo and can borrow tables from local school	Do not have any flyers for the project, need to design and print

### 3. METHOD

<b>Crowdfunding Platform:</b>	use Crowdfund Platforms option worksheet
<b>Type of crowdfund</b>	Donation / Reward (delete as appropriate)
<b>Type of crowdfund:</b>	Donation based / Keep it All campaign (delete as appropriate)
<b>Status of other funding sources approached</b> (e.g. approach made, application submitted, discussions had)	
<ul style="list-style-type: none"> <li>• <b>Grant Funders</b></li> <li>• <b>Statutory Bodies</b></li> <li>• <b>Businesses</b></li> <li>• <b>Other</b></li> </ul>	

### 4. PLANNING

<b>Friends and Followers</b>
– people who know you and are interested in what your group/organisation does
What existing relationship have you got with Friends and Followers? These could be, for example, volunteers, park users & visitors, social media followers
<i>What are the best ways to communicate with them?</i>
<b>Influencers</b>
- people who have influence/sway with your audience of potential supporters and donors
Based on your project elements, and possibly existing connections, who might be your influencers? (include even if no current relationship with)
<i>What are the best ways to communicate with them?</i>

**Communicators**

- people/groups who could spread the word about your project

Who might be your communicators? (include even if no current relationship with)

*What are the best ways to communicate with them?*

**5. BUILDING YOUR CROWD**

Thinking about the project, what are the key elements within the project. This will help identify different audiences who will be interested in supporting your goal.

**Communication Overview**

**Campaign Elements** – what are the distinct elements of your projects that would appeal to different audiences?

**Key Words/Phrases** – what keywords/phrases should be used when talking about these elements? (Remember, they may be different for different audiences)

## ***Moving on to ACTIVITY PLANS***

Following on from the TAMP process it is vital to develop Activity Plans for the crowdfund campaign. This is split in to three sections – before, during and after the campaign.

### **Stage One: BEFORE – Foundations and momentum building**

List all the key tasks such as developing your project, talking to group members about the project, liaising with partners, developing press release publicity material.

It is important to list all tasks so that nothing is missed.

	<b>Task</b>	<b>Action</b>	<b>By date</b>	<b>Completed</b>
1				
2				
3				
4				
5				

### **Stage Two: DURING – The Campaign**

As well as the marketing of the project (see Publishing Plan) there are a number of other tasks that need to be allocated during the campaign.

These can include monitoring donations to the project, identifying additional potential donors, preparing materials for publishing.

	<b>Task</b>	<b>Action</b>	<b>By date</b>	<b>Completed</b>
1				
2				
3				
4				
5				



6				
7				
8				
9				
10				

### Stage Three: AFTER – Post Campaign

Although the crowdfund campaign may be complete in terms of raising funds, this is not the end. It is important to identify tasks for after campaign completion.

These tasks include simply thanking donors through to how to retain the involvement of donors with your group. This is important not just for this project but also for the future development of your group.

	Task	Action	By date	Completed
1				
2				
3				
4				
5				

## PUBLISHING PLAN

It is essential to have a plan for the content that will be published in the days before launching the crowdfund campaign and then during the campaign itself.

Include “trigger events” in your plan – these are events that trigger either on-line or off-line publicity, such as press releases or Facebook posts. It could be a park fun day, community events or the receipt of grant funding. Any of these and many more would give you an occasion to let your Crowd know about how the campaign is coming along and to reach out to new audiences.

The Publishing Plan will be the ‘go to’ document during your crowdfund campaign and so it should be used to plan in advance but also as a check that promotion is happening, to monitor success and change or alter campaign as required.

Date	Time	Channel/materials needed	Message/theme - keywords	Content -include content or link to where content	Tracking - monitor to see what is working
					Please continue on separate sheet if needed

This Toolkit has been produced for Groundwork Future Parks Accelerator project by MyParkScotland, based on the Toolkit developed in conjunction with twintangibles.