



Make It Rain

Tips & Tricks for #Crowdfunding Success



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Preface

When a word makes it into the Oxford English Dictionary, it's a sure sign it's become mainstream. The fact 'Crowdfunding' made it into the Oxford English Dictionary in June 2015 really resonated with the teams at Social Misfits Media, JustGiving and the Institute of Fundraising. When we started brainstorming what the topic of our next guide was going to be, there was one word that immediately came to mind.

Over the past year, we've had a lot of interest from our clients and members around the topic of crowdfunding. They might have heard about other organisations that have done it, or want to know what it is – and most importantly, whether it can work for their cause. This guide is for them – the charities and non-profits who want to find out a little bit more, put together a campaign, and harness the power of the crowd.

We hope 'Make It Rain' serves as a useful guide, and gives you inspiration and insight into what a successful crowdfunding campaign involves. At Social Misfits Media, JustGiving and the Institute of Fundraising, we've been along for the ride for several successful and ambitious projects so far – and we're eager to see what the future brings.

Crowdfunding has evolved in a really exciting way – it's become an avenue of income generation that really embraces the spirit of democracy. We wanted to put this guide together to help you decide whether this is an option for your organisation – like with anything, just because it exists, doesn't mean it'll be right for you. Despite what you might think, it's not an easy route to take – it'll take a lot of time and effort to pull off – but it will be worth it. What a group of people can achieve when they come together in support of a cause is really incredible, and we wish you every success on your journey into the world of crowdfunding.

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Executive Summary

Crowdfunding has undoubtedly disrupted the fundraising space, providing a democratic approach to gaining support and raising funds for projects and causes with a wide social appeal. It's not only a great way to collect funds, but also raise your profile, and gauge the level of interest and support of a particular project or cause.

'Make It Rain' can help guide you to plan a successful crowdfunding campaign strategically. We break down the cycle of a crowdfunding campaign into three stages:



REMEMBER: Crowdfunding is a hot topic at the moment - but over 60% of projects on crowdfunding sites like Kickstarter don't get funded. Make sure that it's the right route for your project. Not sure? Check out our flowchart on page 9.



Introduction

In an ever-changing social and political climate, it is absolutely imperative for charities to think about diversifying their income streams. Becoming too dependent on traditional funding streams is a massive risk for organisations – and when a charity has traditionally focused on grants, discovering what individual donors respond well to is tricky. The process of preparing and launching a crowdfunding campaign is a great way for these charities to take a step back, consider what they stand for, and how donors might want to engage with them.

Before we get started, the first question we want to answer is perhaps the most obvious – what exactly is crowdfunding?

What's Right for My Organisation?

Crowdfunding is a way of raising funds by asking a large number of people to fund a business, project, or venture.

The Internet and social media enable individuals and organisations to appeal to hundreds and thousands of potential funders for support, alongside traditional networks of friends, families and business partners. Projects that might have previously depended precariously on a few individuals' large donations are now able to secure backing by smaller donations from a wider network of supporters than ever before.

There are three different types of crowdfunding:

1. Donation or Reward Crowdfunding

The crowd invests because they believe in the cause. Some rewards can be offered, like acknowledgements on social media, tickets to an event, gifts, and so on. However, the returns from this form of crowdfunding are considered intangible – donors are driven through a personal or social motivation to contribute to a campaign, and rewards are mostly emotional – there is no financial incentive to contribute to a campaign of this kind.

2. Debt Crowdfunding

Debt crowdfunding, also known as peer-to-peer lending, allows for investors to lend their money to a project while bypassing banks – meaning they can receive their money back with interest in some cases. For the most part, returns for the donor are financial, with the added benefit of contributing towards an idea they believe in.

Debt crowdfunding can also include microfinancing. Microfinancing, often in developing countries, involves very small loans to the very poor, and can involve an element of social good. No or low interest is paid.

3. Equity Crowdfunding

Like Dragon's Den, the crowd can invest in exchange for equity, which can take the form of shares or a small stake in the business or project.

For this guide, we're taking a look at the first category – donation and reward. We want to focus on how charities can inspire, excite and tap into their donor's networks and get them involved. We've spoken to some organisations that have really made a success of their crowdfunding campaigns – and got some insights into what they believe led to their campaigns being successful.



Successful Crowdfunding in Three Steps

For this guide, we've focused on three stages of the crowdfunding campaign lifecycle - the 'Pre-Campaign', the 'Live Campaign' and the 'Post-Campaign'. We've spoken to some amazing organisations, including Hollaback!, The Royal Academy of Arts, and Doctors of the World. All three organisations have had fantastic responses to their campaigns - and have approached them in different ways.

Throughout the process of making this guide, we've been lucky enough to be able to practice what we preach; we were able to follow the journey of a crowdfunding campaign run by an all-star team, including Alisha Miranda, the Managing Director of Social Misfits Media's sister company, I.G. Advisors.

Alisha and her fellow co-founders, Joni and Jess, launched a crowdfunding campaign to raise £20,000 for their not-for-profit ethical fashion initiative: Not My Style. Not My Style is a consumer-facing app that allows shoppers to find out more about how transparent their favourite high street clothing stores are about their supply chains. Alisha and co were crowdfunding to develop the first version of the app, which is due to be launched later on this year. We were able to pick Alisha's brain and find out a bit about what they got up to at every stage of the crowdfunding process.

In addition to following the journey of Not My Style, we also talked to a charitable organisation that missed the mark with their crowdfunding attempt. As an organisation, SolarAid openly embrace failure as part of a learning process, which was the case when it came to their previous crowdfunding attempts. "We probably did all the things you shouldn't do," says SolarAid's Head of Fundraising, Richard Turner. "Currently, we haven't got anything up and running, but we've got some really useful learnings if we decide to do another campaign - which is highly likely".



SolarAid didn't manage to meet their ambitious target of £250,000, and after some reflection, they've come to understand why. "Just because crowdfunding is 'in' at the moment doesn't necessarily mean you should do it," says Richard. "Think very carefully about how to do it well. If you're going to do it, you might as well do it properly. You have to learn through these things, and maybe the experience we had will help others think twice about it, and help them have a successful campaign!"

From all of our case studies, and from speaking with Alisha and Richard, we've taken a look at countless examples of crowdfunding campaigns - and we think we have identified a common theme between the successful ones: the first being preparation.

Getting all the information you need on the crowdfunding page without overwhelming them is key

1. Pre-Campaign

If you want to raise thousands of pounds for your cause, all you have to do is create a profile on a crowdfunding site, fill out the form, and press 'go'. Right? Wrong! "I think the biggest misconception with crowdfunding is that people think - oh, it's crowdfunding, the money will just come, all I have to do is be on the platform," says Richard. "People think that all you do is fill out a form, and that it will work for itself - which isn't the case at all."

If you're doing it right, preparing for a crowdfunding campaign should take time - it should be well thought-out, and inspiring. You need to think strategically, and make sure that you are telling a compelling story about your project. People will want to donate to your crowdfunding campaign when they feel inspired - and a wall of text is quite unlikely to do that. It's worth spending time developing powerful assets to accompany your campaign.

"There were a couple of things that we really focused on before launching the campaign - first was getting the content absolutely perfect", says Alisha. "We really worked on crafting the messages that were going to be on the site. This is how people were going to be introduced to us in the first instance, so we really sat down and thought hard about how were we going to define ourselves." This is particularly important for organisations that might not be household names, or if

you work in a niche area – for many potential donors, this is where they will hear about you first, so getting all the information you need on the crowdfunding page without overwhelming them is key. It's highly unlikely

Crowdfunding isn't a giving platform for charities, but for projects – something that has a story behind it, and is authentic

they will click through to your website, so make sure any potential questions are answered in a clear, succinct way.

"It's really important to have a compelling story," says Richard. "At SolarAid, we have a compelling story, which is great, but we can't put that up on a website and expect people to give. It's not like a donation platform – it's got to have a bit of an edge. That's why technology is funded so often – it's something new. Crowdfunding isn't a giving platform for charities, but for projects – something that has a story behind it, and is authentic. If I look back at our past campaigns critically, I can see that they didn't have relevance. Yes, we needed funds – but crowdfunding wasn't the right way to go in that instance."

Another common theme for successful crowdfunding campaigns is 'stacking the deck' – asking donors and supporters to donate at the very start of the campaign. "We did a lot of preparation in terms of engaging initial donors," says Alisha. "We did a 'soft launch' before the real launch, because we wanted to make sure that when donors who didn't know us went on the site, they would see that other people had already given."

People like to back a winning horse. Donors and supporters are more likely to give if they know the

campaign they are supporting is likely to succeed, so getting people in your networks to give before you ask a wider audience to is a great tip – and one that really worked for Not My Style.

"Each of my co-founders and I put together a list of about 150 people, and we went to them a week before our soft launch, and then again just two days before," says Alisha. "We pushed them to give quite a bit at the beginning, which was great, because once we officially launched, we had already raised about £6,000 of our £20,000 target, and that was before we went public with anything."

The 'soft launch' is absolutely critical to the success of a campaign. "You have to prime your own supporter base – I've heard that you should have half the amount you want to raise in the bag before you start," says Richard. "You have to be pretty confident that you'll get funds from those close to you, to get support for the idea. We hadn't done that – at first, we thought it was all going to be new money, from new supporters, but that's not the case. If you think that crowdfunding is going to bring you a lot of new money, you're on the wrong foot to begin with."

Although it might seem obvious, making sure that it's the right project is vital, too. Does it have mass appeal? Will it excite others outside of your organisation? These are some important factors to consider – as should your target.

Not My Style

What is it? A consumer-facing ethical fashion app that rates high street stores on their supply chain transparency.

Who's behind it? The super-star team behind Not My Style includes Alisha Miranda, Jessica Perrin and Joni O'Sullivan.

What assets did they produce for the campaign? They produced an awesome video and infographic, and shared engaging and relevant content that would appeal to their audience.

What social media channels did they focus on? For the purpose of their crowdfunding campaign, they focused on promoting on Facebook and Twitter.

How much did they raise? £23,079

Where did they launch their campaign? They officially launched their crowdfunding campaign at the Thomson Reuters Foundation's Trust Women Conference, supported by Livia Firth.

Connect with Not My Style at: www.notmystyle.org





"You should have an idea that requires funding, in order to have the best approach. A successful crowdfunding campaign requires a tangible outcome, rather than just 'we need the money,'" explains Richard. "Crowdfunding targets shouldn't be arbitrary - you should want to excite your donors. Let them know about an opportunity that wouldn't happen without their support - something that they want to share with their networks. A classic charity appeal doesn't have that edge to it, and that's not what crowdfunding is about. It has a different nuance to it."

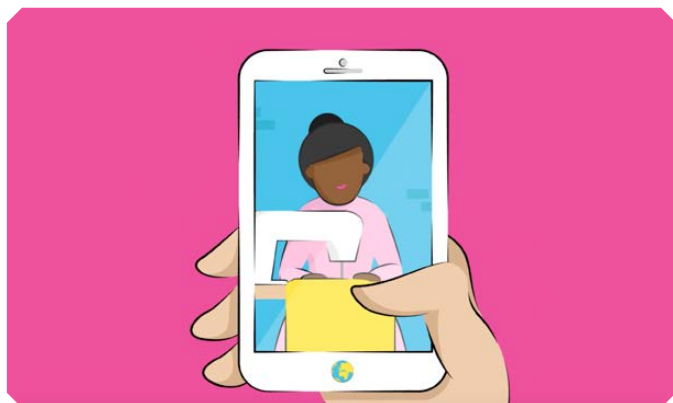
2. Live Campaign

Once you've launched the campaign, and have a few donations rolling in, there's a lot of work to keep you and your social media team busy. You need to be getting the word out there - both online and offline. Identifying influencers and starting conversations on social media is a massive part of the crowdfunding process - and something you need to consider in your planning.

We caught up with Alisha during their live campaign to ask her what she and the team had been up to.

"We have been doing non-stop communication. I have lived on social media since we launched the campaign! There's been absolutely no rest whatsoever - it's constant. We are putting out and sharing new content with our 'ask'."

Throughout the course of the live campaign, the Not My Style team identified influencers like bloggers,



celebrities, and social media experts - and shamelessly sent emails, tweets, and other requests to share. It certainly helped - they managed to land a TV feature based on their social media activity - and endorsements via Twitter from the likes of Harry Potter actress Clemence Poesy. "We had a tier A list - bloggers that are interested in ethical fashion - we've probably got 40% of people we reached out to on that list to engage with us, which has been really good. For the much bigger list for people who are just interested in fashion in general, it's been a smaller percentage, but it's been so worth it. When you do get somebody really big to engage with you, it opens the door to a whole new set of people."

Compelling content and visual assets can really drive a campaign forward - but that doesn't mean it has to be expensive. "It doesn't have to be polished - that's the most exciting thing about crowdfunding! It just has to be a genuine, game-changing idea," says Richard. "Someone talking to a camera about their idea can be extremely powerful, and it doesn't have to have all the gloss, necessarily." But, according to Richard, that doesn't mean it's easy: "A lot of effort goes into building what a campaign is going to look like, when really you have to put as much effort - maybe even more - on getting your story out there, and getting your existing supporters behind it, to help it gather momentum".



Who are they? Award-winning international charity working to combat poverty and climate change, providing access to solar lights in some of the most remote regions of the world, and building a movement to eradicate the use of the kerosene lamp.

Where have I seen them before? They won a Google Impact Award in 2013, and won a Guardian Sustainable Business Award that same year. We also featured them in our previous guide, What's #Data Got To Do With It?

What were they crowdfunding for? They used the Indiegogo platform to crowdfund as part of a Founder's Appeal, with ambitious target of £250,000. Any funds raised were doubled through UKAid.

How much did the raise? Unfortunately, they only managed to raise 1%.

Fun fact: Their social enterprise, SunnyMoney, is the largest seller and distributor of solar lights in Africa, where over 600 million people don't have access to electricity.

Connect with SolarAid at: www.solar-aid.org

3. Post-Campaign

Even if you weren't successful in reaching your crowdfunding target, there are a lot of useful things you can do once a campaign is over. When picking a platform, it might be worth considering whether they will pass on donor details to you once a campaign has concluded. Even if you didn't meet your goal, you could have secured a valuable ally – and you can begin interacting with them in other ways.

If you have been successful, there will be a lot to keep you busy – thanking your supporters is absolutely crucial. Show them your appreciation, and make sure you make it as easy as possible for them to keep up to date with what you're up to – don't go silent.

Show them the value of their donation, what you're up to, and the progress of your campaign. If they've donated to a crowdfunding campaign, they want to feel like part of your community and journey – keeping in touch is key.

Perhaps the most important piece of advice we've gathered is that launching a crowdfunding campaign is not a quick-fix solution for your fundraising problems. It requires all hands on deck – a lot of preparation, planning and your blood, sweat and tears to make it a success. Fundraising is hard work – and crowdfunding isn't a magical, low-effort and stress-free solution to your problems (sorry). But when it goes well, the results can be really amazing. You can inspire, excite and harness the power of social media supporters, and champion your cause. You can raise the profile of your organisation, build lasting relationships with donors, and build a real sense of community – all while raising funds so you can make a greater impact in your communities.

So come on – dive in! We're excited to guide you on your next crowdfunding journey.

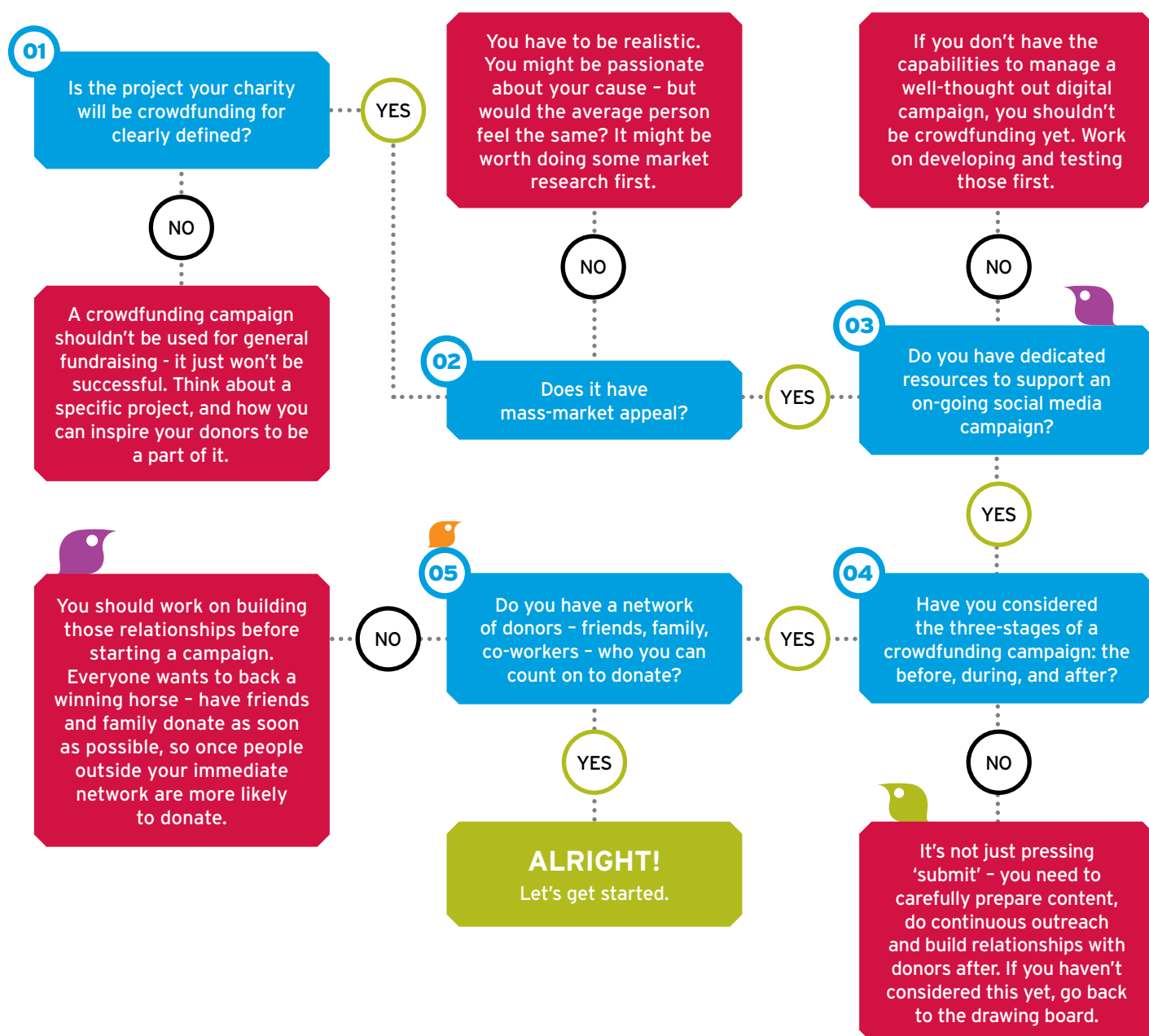
What's Inside:

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- ➞ Live Campaign: How influencers changed the game for The Royal Academy of Art's Ai WeiWei campaign
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Should You Crowdfund?

As noted in the introduction, crowdfunding has become a buzzword, especially among charities and non-profits. There's definitely a misconception that running a crowdfunding campaign is a low-cost, high-reward way to raise funds - (again) that's definitely not the case. We've put together a fun flowchart quiz so you can decide whether or not you should be crowdfunding your next project.



Think you're ready to roll? Read on for more tips, advice and case studies.





Pre-Campaign



Getting Started

Top Tips for Pre-Campaign Activity

So you've decided to start a crowdfunding campaign – great! Now what?

The first thing to keep in mind is that a successful crowdfunding campaign requires a lot of preparation – it's a lot more than filling in a form. Crowdfunding has dramatically influenced and shaped the fundraising landscape, but we only really ever hear about the success stories. According to Kickstarter¹, 60% of their campaigns don't get funded² – for Indiegogo, 9 out of 10 crowdfunding campaigns don't reach their target.³

When it comes to crowdfunding, what separates the wheat from the chaff? For us, a lot of it comes down to communication and fantastic content, and these three steps in particular:

1. Perfect Your Messaging

A significant perk that comes along with a crowdfunding campaign isn't just financial – it's a great way to raise your profile, but it's also great for market testing, too. A lot of people use crowdfunding as a way to gauge

interest, refine product offerings, and add features – and there are several benefits that will be applicable to charities, too.

A crowdfunding campaign is a great way to take a step back and examine what you say about yourself online, and how you are saying it. It's a great way to fine-tune your tone of voice, and really streamline a lot of your communications activity.

When it comes to getting your messaging for a campaign down, we always recommend these three questions as a starting point:

- What are your three core values? Try to keep these one word each, if you can.
- Who is your audience?
- Why should they support you?

If you can't answer even one of these in a succinct way, you might need to go back to the drawing board. Try to keep these snappy, short, but informative. When it comes to your crowdfunding page, be informative, but



brief - no one wants to read a wall of text. Stick to the main points, and if people want to ask questions or find out more information, direct them to your website.

Compelling digital assets immediately make your campaign more engaging, and shareable. A video is a great way of sharing a lot of information, in very little time - but can make such a difference. Again, keep this short (Indiegogo recommend no longer than three minutes⁴) - but it doesn't necessarily have to be high-production, as long as your messaging is on point. Repurpose content to share on social - by taking stills from your video, or using the information and presenting it in infographic form.

Depending on the platform, you might be able to set rewards and perks, and if this is an option available to you, you should take it. Personalise them to suit your audience, and they don't necessarily have to cost anything. A 'social media shout-out', or publicly acknowledging and thanking your supporters can go further than you might think.

Try and reach out to press and media partners, like bloggers or social media influencers, before you launch - any coverage you can secure at the beginning of a campaign can go a long way.

2. Articulate Your Goals

At this point, you've got a number in mind. £100? £1000? £10,000? You've come up with this number, and now you have to justify it to your potential supporters. How did you come up with it? Donors are savvy, and they want to be reassured that the money they donate has an impact.

You need to let your donors know exactly what you need these funds for - and break it down for them. In 2014, poet Lemn Sissay decided to crowdfund to raise £5,000, to provide 70 Hackney care-leavers between the ages of 18-25 with dinner on Christmas Day. They broke down the cost, which included the cost of venue hire, food, decorations, taxis, storage, and cleaning up - and also mentioned that what wasn't spent that year would roll onto the next. Combined with some amazing perks (like a tour of White Hart Lane, or a tweet from Lemn Sissay), they managed to double their target, ensuring that the care leavers got Christmas Dinner in 2015, too.

The most successful campaigns tend to have very clearly defined goals - and this applies to the project, too. A project with a tangible and targeted goals are more likely to drive action - so make sure your case is watertight.

3. Nobody Wants to Be First at the Party

Even though your messaging is compelling, and your goals are clear, seeing a big fat zero next to 'amount raised' might have potential donors thinking twice. This

is especially true for donors that might not be familiar with you. We always recommend skipping the cold start - before you launch, make sure you reach out to your existing networks beforehand to let them know that this is on their radar.

We like to call this the 'soft launch' - once your page is live, encourage your families, previous donors, existing supporters and trustees to donate, before you start going full throttle with your communications and PR. It will help greatly with donor confidence - there's comfort to be found in numbers.

If we were to give one final piece of advice when it comes to your pre-campaign activity, it would be to remember that people fund people, and not ideas. Let your voice shine through, and make sure that as a crowdfunder, your aim is to inspire others and get them to collaborate with you. Don't hide behind stats or figures - although having these are also important - but make sure your story is compelling, contagious, and is a good catalyst for action.

We talked to the team at Hollaback! about their HeartMob campaign, and they ticked all of our boxes. Check out our case study and interview with them next!

References

- 1 <https://kickofflabs.com/blog/kickoff-your-kickstarter-crowdfunding-campaign>
- 2 <https://www.businessloans.com/article/8-must-know-stats-about-crowdfunding-in-2015/>
- 3 <http://www.inc.com/danae-ringelmann/playbook-3-crowdfunding-pro-tips.html>
- 4 <https://www.youtube.com/watch?v=cjnXMweOKxY>





THE CAMPAIGN

-  PLATFORM: Kickstarter
-  TARGET: \$10,000
-  RAISED: \$20,989
-  TIME PERIOD: Three Weeks
(April 20 - May 16, 2015)
-  MATCHED FUNDING: Yes - \$10,000
from The Knight Foundation
-  www.ihollaback.org/
iheartmob.org/

Who

Hollaback! is an international movement to end street harassment. The organisation began as a grassroots initiative, inspired by the actions of a woman named Thao Nguyen, who bravely stood up to her harasser by taking his picture, and sharing her experience online.

Since 2005, the simple idea - a blog to collect the stories of women and LGBTQI individuals of street harassment - grew into an international movement. Hollaback! chapters have sprung up all over the world, with local activists in 79 cities and 26 countries.

What

Hollaback! raised over \$20,000 through crowdfunding through for HeartMob - the first ever platform that seeks to combat online harassment. HeartMob is a platform where people can report their harassment, and engage

volunteers to help combat it, in order to reduce trauma for people who are harassed online.

Where have I seen them before?

10 Hours of Walking in NYC as a Woman

Their video of a woman walking in NYC for 10 hours - and the street harassment she faced during that time - went viral, with over 40,000,000 views.

I've Got Your Back Bystander Campaign

In 2011, Hollaback! launched a campaign to provide real-time options to people who are looking to end street harassment, by empowering bystanders to take action.

'IT' Factor

Hollaback! really knew who their target audience were, which definitely contributed to the success of the campaign. All of the language was tailored to appeal to their audience, as evidenced by the levels of perks available - 'Novice', 'Apprentice', 'Journeyman', 'Expert' - all resonated with a particular audience, in this case, the gaming world.

Their extensive FAQ section was thoughtful, and made sure they covered a wide range of questions, giving confidence to donors to support the campaign, and the HeartMob platform itself.

Find out more about Hollaback!'s HeartMob Kickstarter campaign by checking out our interview with Jae Cameron, Program and Development Coordinator!



Expert Advice

An Interview with Jae Cameron



Jae Cameron

Following the success of the Hollaback! crowdfunding campaign, we sat down with Program & Development Coordinator Jae Cameron, who worked on the campaign.

 New York

100%
Awesome

Social Misfits Media: Tell us a little bit about Hollaback!

Jae Cameron: Hollaback! is a movement to end harassment, powered by a network of local activists. We work together to better understand harassment, raise awareness, and promote community-based solutions. We're expanding our mission to include online harassment with the launch of HeartMob.

You can find out more about our founding story on our website, about our founder Emily May and a group of friends who decided to start Hollaback! after hearing the story of Thao Nguyen, who took a photo of her harasser on the subway. It started a grassroots movement - people began to take photos of their harassers, and were able to share their stories - to be believed, and to raise awareness of street harassment around the world. In 2010, we received an influx of people asking for training to start their own Hollaback! sites - since then, we have about 80 Hollaback! sites worldwide.

SMM: Could you tell us a little bit about the project you began crowdfunding for?

JC: HeartMob is an extension of Hollaback!'s mission, and looks at online harassment. Online spaces are another form of public space, where people often feel unsafe, or discriminated against. This is especially true when it comes to online comments, doxxing, and threats online. We've seen a surge in this with recent media attention, but there is also a lot that we're not seeing - where people might be stepping back, or being silenced.

SMM: Why did you choose crowdfunding as a method of fundraising for this project?

JC: I think we chose crowdfunding for a couple of reasons.

One - we really wanted to get the word out. This was something we were working on, and we felt really strongly about. We wanted people to know that this was launching, and to gauge their initial interest - and that was a great way to get people in on the ground floor.

The other is that we knew this was something that, like street harassment, so many people experience every day - but not a lot of people know that it's a widespread problem. We wanted to connect everyone and raise this issue a bit more, so it got a little more attention going forward.

SMM: Tell us a little bit more about the process - what did you do to before the launch of the campaign?

JC: Before the launch of the campaign we had multiple sessions talking about what HeartMob would look like - what it would be called, and who would be behind it, and who it was for. We didn't come into the campaign

We wanted people to know that this was launching, and to gauge their initial interest - and that was a great way to get people in on the ground floor.

with just an idea - we did a lot of testing, and had the initial platform teased out.

That's where we started with our crowdfunding - really considering and thinking about the language, and how we talk about ourselves, before bringing it to a larger audience.

During that time, we also running and maintaining an online harassment taskforce, comprised of 70 people who had experienced online harassment - and street harassment - in varying degrees. We had a really good baseline of what HeartMob would be, and how we wanted it to work for people on the ground who were experiencing harassment everyday.

From there, we thought about how best we could explain it to a larger audience. It was all very considered - we were concerned with creating something that might be a little too niche, or that might exclude certain groups of people. We wanted to make sure it was accessible for a wider audience. That's where we started with our crowdfunding - really considering and thinking about the language, and how we talk about ourselves, before bringing it to a larger audience.

SMM: How did you support your campaign - how did you get the word out there?

JC: We had a pretty strong social media following, and we used Hollaback!'s Twitter and Facebook to promote the campaign, encouraging our followers to check it out and support the movement. We also used our listservs and benchmarking emails to reach our initial supporters and people who had donated in the past. Those people were already supporting our mission in terms of street harassment, and by encouraging them to support what we were doing to combat online harassment, we were able to build our list of donors.

It also kind of took off organically - we had a lot of news organisations cover it. A lot of it was right place, right time. There was a lot of talk in the press at the time around online harassment, so we were able to tie it in. We also harnessed the networks of our online task force who had experienced harassment, and asked them to share it with those that might find the platform interesting. A lot of personal connections, too - we took this from a lot of different angles.

SMM: What did you think was the main cause of your success?

JC: I think it was a good and well thought out idea. I think crowdfunding campaigns can often fail because the idea itself probably isn't going to take off. We spent a lot of time developing the FAQ section of the campaign, and I definitely think that contributed a lot to its success - people knew it was going to be a platform that had a lot of thought behind it.

I also think we leveraged our social media really well - and again, right place, right time. People were ready to move on online harassment, and we hit on a nerve. It was something they could actively contribute to, and HeartMob's focus on advice and intervention really spoke to them.

One of our successes was our messaging. We tried to frame it in a fun way - if you look at our levels and perks, it's all centred around video game imagery. Part of that was recognising our audience, and trying to speak to them - but also not being too serious, either.

SMM: What advice would you give other organisations that are thinking about crowdfunding?

JC: It's important to make sure you have a really strongly developed idea before starting a crowdfunding campaign, so that people know exactly what they are investing in.

Recognise who your audience is, and speak to them when you're framing a crowdfunding campaign - and speak to them on their level. If possible, even when you're covering a difficult subject, try and evoke a bit of humour - and the one-on-one personal connections are also really important, too.

SMM: How many people were involved in organizing the campaign?

JC: Three of us - everyone in the office at the time! We got a lot of support from our board members and our network of volunteers, but the day-to-day was organized by the three of us here.

SMM: What did you look for in your platform?

JC: We thought a lot about it. We had used Indiegogo in the past, because you get the funds regardless of whether you hit your match. There wasn't a whole load going on in terms of non-profit work on that platform. We moved to Kickstarter because we were fairly



confident that we would hit our goal – we set it a little bit lower than we were anticipating. We really liked the perk system – it was a fun way to engage people, and we wanted to reach out to them in that fashion.

Recognise who your audience is, and speak to them when you're framing a crowdfunding campaign – and speak to them on their level

Besides that, we found a lot of Kickstarter campaigns were getting a lot of play on social media at the time. If we had a larger team, we might've used another one, and had more resources to monitor our social media, but we had to work with what we had, and Kickstarter had the biggest reach at that time.

SMM: Did you do a 'soft launch' of your crowdfunding campaign?

JC: We were definitely reaching out to our audience for months about the platform way before the crowdfunding campaign. Just to refine the idea, and make sure it was accessible. We definitely talked to our board, and they certainly reached out to people. Getting that feedback gave us more confidence about the idea, so in a sense, yes. But regarding whether we collected any funds before we shared the idea out, no – we were really limited in our resources at the time, so while it is best practice, we didn't do that for our campaign.

SMM: Are there any experiences that really stood out for you throughout the campaign?

JC: What I found really interesting was that when I first was writing it up, the language was very self-referential. It was very tongue in cheek, and we used a lot of gaming terms – I think one of the perks was called the Necromancer, or something. We were workshoping it around, even though it was really cute, I remember getting a lot of pushback.

As tongue in cheek as I was hoping it would be it was unacceptable to those who weren't in the field. For me, and someone writing the campaign, it was really eye-opening to recognise that even when you were trying to speak the language for a certain group, you need to have people check you all the time to make sure it works for a larger audience.

We also had to continually check our messaging to make sure it was accessible – to make sure it wasn't excluding people, because women aren't the only ones who experience online harassment. We made sure everyone could relate to it at every level – and always getting that outside perspective was really valuable. When you're doing this work, especially in a non-profit, you can kind of learn the terms and assume that everyone knows them. It can really hamper you when you are reaching out to a larger audience, and something valuable that I took away from the process.

SMM: How long did the entire process take?








JC: We were pretty fast – I wouldn't encourage people to work that fast, but the whole process probably took about two months. We always knew we were going to crowdfund, but when it came to actually working on it, we spent a month on preparation prior to the launch. The campaign took about two or three weeks, and then the follow up – which is the most time consuming process, and is still taking place.

I think crowdfunding campaigns can often fail because the idea itself probably isn't going to take off

SMM: What did the follow up involve?

JC: Everything from sending out the gifts to people who donated, to cultivating them as donors, and letting them know what's going on. That's still on-going, of course – making sure that people are updated to what's going on in the platform, and are engaged with it for when it actually launches, which is exciting. I'd say in-depth follow up took around two months, making sure that everyone got the perks that they signed up for, and answering questions.

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Live Campaign

Going Live

Top Tips for Live Campaign Activity

You've taken the big leap - your crowdfunding page is now live. So that's it! Sit back, relax, and watch the donations come rolling in.

If only it were that easy. This is the biggest mistake and misconception that people have about crowdfunding. The "If you build it, they will come" approach doesn't work at all with fundraising - so why would crowdfunding be any different?

When it comes to getting those pledges, it's worth sending a gentle reminder of your campaign to those within your immediate network - family, friends, partners, former donors and supporters, without bombarding them with information. You need to think strategically about the assets you have available - can you repurpose any of the images from your crowdfunding video to share on social? Do you have any interesting facts that you might be able to share in an engaging infographic?

This is why identifying a compelling story is so important - and why it's important to keep an eye out for new stories that might emerge, and might be of interest to influencers both on and offline.

Online

The most effective way to reach a large audience - in terms of scale and cost - is online, through social media channels. Many of the crowdfunding platforms themselves also identify and endorse campaigns that they feature, so it's worth sending an email or a tweet to bring your campaign and cause to their attention. There are also several avenues you can consider when it comes to bringing your campaign to a wider audience in a strategic way. These might include:

Press

Reaching out about your campaign to traditional news websites never hurts, especially if there's a compelling story behind your campaign. We recommend a two-pronged approach: contact journalists and newspapers with a killer blurb, stunning images and a powerful story, and follow it up with a tweet that includes a link to your crowdfunding page. They may choose to ignore it, but it's always worth being proactive when it comes to get your campaign out there. We always like to say that social media is a great equalizer - a well-timed retweet can go a long way.



Influencers

Use social media tools and do a bit of research to find individuals that are influential on social media, and reach out to them. Followerwonk is great for identifying influencers from their Twitter bios, and a thoughtful and personalised email or tweet is a great way to encourage support, whether it's a small donation or a social share.

It's also worth getting in touch with bloggers, and granting as many interviews and providing as much information as you can. When Alisha and the team were crowdfunding for Not My Style, they granted dozens of interviews – no publisher was 'too small'. By cultivating these relationships, your supporters can be advocates for your campaign, and can be perceived by their networks as being more trustworthy. A call to action from a friend is always more compelling than an organisation – remember that people like to fund people.

Ads

Spending money to make money might not seem to make a lot of sense, but boosting a tweet or a post on Facebook can go along way – and doesn't have to cost the earth. For under £10 you can schedule a post to reach a wider audience at any given time, and as long as your messaging and images are compelling it can have a massive impact.

Offline

Crowdfunding is undoubtedly a phenomenon of the digital age, but what you do offline can be just as important, too. Especially if your target is large, you might be considering getting matched funding, or you might want to work closely with an influencer to amplify your message.

A call to action from a friend is always more compelling than an organisation – remember that people like to fund people.

Phone Calls and Meetings

It seems completely old-school, but calling up a corporate or a foundation to let them know about your crowdfunding campaign can be really effective. We would never advocate trying to get donations over the phone, but setting up a meeting with a like-minded organisation

about your crowdfunding campaign could be mutually beneficial, and very effective in raising awareness.

Events, Networking and Outreach

Speaking at events and networking is a great way to get others fired up about your cause! The story behind the campaign can be as compelling as the project itself, so being proactive in representing your organisation and the campaign is crucial.

The responsiveness of a team behind a project can make or break a campaign

Updates

The responsiveness of a team behind a project can make or break a campaign. In one of our previous guides, 'Friends with Money', we talked about how 'acknowledgement' is a fundamental part of a digital fundraising campaign. Even the most altruistic person wants to know that their contribution is being used in a meaningful way. Whether is a social media shout-out, or you've hit a milestone, let your donors and supporters know how grateful you are for their support.

We think the team behind the Royal Academy of Art's Ai WeiWei campaign did an absolutely fantastic job of reaching out to influencers and their existing networks – find out more about their approach in our case study and interview next!





Royal Academy of Arts

THE CAMPAIGN

-  PLATFORM: Kickstarter
-  TARGET: £100,000
-  RAISED: £123,577
-  TIME PERIOD: Five Weeks
(July 14 - August 21, 2015)
-  MATCHED FUNDING: No

Who

The Royal Academy of Arts (RA) is an art institution and charity based in Burlington House, Piccadilly, London, founded in 1768. It's an independent, privately-funded institution run and led by eminent artists and architects, with a mission to promote the creation, enjoyment, and appreciation of the visual arts.

What

The campaign needed to raise £100,000 to bring Ai Weiwei's tree sculptures from the mountains of rural China to the heart of London. They needed the funds to enable a huge site-specific installation of his Trees series in the RA's outdoor courtyard, where it was free for all visitors. Although curated in collaboration with Ai Weiwei from his Beijing studio, he was not permitted to leave China as he was under political arrest.

The RA decided to raise funds through a crowdfunding platform as individual collaboration on a global scale is central to Ai Weiwei's art and activism. A crowdfunding campaign gave the wider public the opportunity to

be personally involved in supporting Ai Weiwei, both politically and artistically, by supporting the installation of the Trees series.

Where have I seen them before?

Summer Exhibition

Their Summer Exhibition is the world's largest open entry exhibition, and has taken place every year since 1769.

The Royal Academicians

The Royal Academy is run and led-by artists, including Tracey Emin, Antony Gormley, David Hockney, Grayson Perry to name a few.

'IT' factor

Throughout the campaign, the RA did an absolutely fantastic job of staying on top of their communications activity - a video featuring their celebrity trustee, Stephen Fry, drove a lot of traffic (and a spike in donations) part-way through the campaign. In addition, their social media team drove further engagement by featuring sneak previews of the exhibition's catalogue on Ai Weiwei's Instagram. They also did a stellar job of following up and cultivating donors through Kickstarter after their campaign too, by hosting an #AskAiWeiWei Twitter chat, keeping the spirit of camaraderie alive even after the campaign had reached its goal.

Find out more about The Royal Academy of Art's Ai WeiWei campaign by checking out our interview with Michael Eldred, Deputy Director of Development!



Expert Advice

An interview with Michael Eldred

Royal
Academy
of Arts



Michael Eldred

Arguably the most talked about crowdfunding campaign in the art world, the team at The Royal Academy of Arts faced a seemingly daunting task in July 2015 - putting their reputations, and that of controversial and world-renowned artist Ai Weiwei - at stake. How did they manage to pull it off? We sat down with Michael Eldred, Deputy Director of Development, Sponsorships and Partnerships, to find out.

 London

100%
Awesome

Social Misfits Media: Tell us a little bit about The Royal Academy of Arts!

Michael Eldred: The Royal Academy of Arts is a 250-year old institution, founded to promote art, and artists. We are best known for world-class exhibitions like David Hockney, Van Gogh Letters and the Ai Weiwei show. We are also unique because we are run by artists - a group called the Royal Academicians.

The Royal Academicians decide the direction of the Academy - they're our council. Not only do we have an exhibitions programme, we also have an art school which is as old as the Academy itself. The RA is therefore a place that has a great connection to contemporary art, through the Royal Academicians, and a place where future generations of artists are trained

SMM: Could you tell us a little bit about the project you

began crowdfunding for?

ME: This was the Ai Weiwei exhibition. It was programmed late in the day - usually, big exhibitions like this one take three or more years to plan so with less than a year to go - it was very exciting. Ai Weiwei is an Honorary Academician - he's part of our artist's group, but at that time wasn't allowed to leave Beijing for political reasons. It was a big undertaking. The curators had to organize it all through electronic communications, and limited access to the artist. We had to be quite inventive with our approach to this exhibition, which meant inventive fundraising too.

Nobody wants to be on the sinking ship - they want to be on the party boat

David Morris Diamonds supported this exhibition, but the costs of putting an ambitious show like this together are very high, so we decided to look into crowdfunding for this show because it seemed like a good fit with Ai Weiwei's way of communicating.

Ai Weiwei is an artist that uses social media extensively - he's very vocal - and we thought that a Kickstarter campaign would work really well for an exhibition of an artist that encourages public engagement in this way.

We involved Kickstarter very early on in our conversations - and we took a risk with it. Crowdfunding was a totally un-tried and untested thing for us to do.

SMM: Tell us a little bit more about the process - what did you do to before the launch of the campaign?

ME: We involved Kickstarter from the very start. It was invaluable, because we hadn't done anything like this before, and there was some anxiety within the organisation, because this was a very public way to fail if it didn't work out! There could've been a public backlash against it, too, so we wanted to absolutely ensure that our positioning was correct in order to embark on this confidently. A great piece of advice that Kickstarter



gave us was that “nobody wants to be on the sinking ship – they want to be on the party boat”.

Rather than asking for help, or saying that we were in trouble, we framed the language around giving a wide network of people the possibility to be part of an exhibition, and to be a patron of the arts – inviting them to be part of making something happen. It was that positioning that was the key to our success.

We also spoke to a number of our own supporters, to see what their thoughts were, and to gauge interest. We looked at other successful campaigns, as well. This was a little tricky, as there weren't many art-related crowdfunding campaigns run by major institutions at that point – at least, not at this scale in the UK. We set an ambitious target – £100,000 – and there hadn't been an art campaign outside of the US of that scale before. So not only were we going on an untried and untested platform for us, but for a record amount as well, so there was a lot of consultation beforehand. I am proud we launched in just under two months once we committed to going ahead.

We also rallied our supporters – for example we have a connection with Stephen Fry who is a trustee of the Royal Academy and he generously agreed to front the video that we put together. Stephen Fry has a huge social media following and his endorsement also gave the campaign a lot of credibility.

Crowdfunding is a great way of generating funds, but it's also a great way to get new supporters engaged with your organisation

We were keen to ensure that Ai Weiwei himself was supportive of the campaign. We kept him aware of every step of our plans – we decided to not make it a political statement. It wasn't about trying to free Ai Weiwei – who at that point didn't have a passport – it was all about positive camaraderie. We focused on being part of something big, and making something happen, which I believe made the campaign successful.

We knew that the video featured on the Kickstarter website would be extremely important as the main way of communicating the campaign. Our excellent in-house team worked all hours to produce a slick and

compelling video. Deciding the best rewards for levels ranging from £1 – £5,000 was also a very carefully considered and constantly refined element leading up to the launch. The dedication and creativity of the RA team was invaluable here.

SMM: You mentioned Ai Weiwei's involvement with your campaign – did you coordinate social media activity with him? Did you have a robust strategy in place?

ME: Ai Weiwei himself did tweet, and help share the message, but we didn't program that into our campaign – he really liked the way we put it all together, but hadn't guaranteed that he'd be an official persona behind it. So we were pleased that when it launched he was really happy, and put his endorsement behind the campaign.

Not only was crowdfunding successful from a fundraising point of view, it was a new way for us to promote the exhibition. We pulled together a communications strategy that targeted different audiences throughout the 6-week run of the campaign. The campaign also took on a life of its own on social media. We were delighted that so many people and organisations tweeted their support. Stephen Fry tweeted halfway through the campaign, and there was a very nice correlating spike in donations at that point too. The Guardian helped us launch with an article on the first day of the campaign as well, which helped us very much.

SMM: What advice would you give other organisations that are thinking about crowdfunding?

ME: The main thing is speak with the platform, if you can. Kickstarter's initial help and advice was key to our success.

The second thing is the messaging – finding the right message that will appeal to people is key.

If you are a large organisation, it's worth noting that crowd funding organisations are more geared to working with individuals – I think Kickstarter would admit this, as well – a lot of the back end of the site is tailored towards individuals, instead of organisations. Both organisations learned a lot through this positive experience.

SMM: You've mentioned Kickstarter quite a bit. What did you look for in your platform?

ME: We looked for something that would enable us to promote the exhibition cleverly to new audiences as well as providing a fundraising platform – Kickstarter has a good reputation, and we knew that they could do that. Kickstarter has a very broad reach. It was also to find a good partner who was happy to help us and guide us through a process that was new to us – we needed the advice as much as we needed the platform.

SMM: If you going to do it again, what did you learn from this campaign that you would do differently next time?

ME: Crowdfunding is a great way of generating funds, but it's also a great way to get new supporters engaged with your organisation. Half of our funders were known



to us, but the other half were new, which was fantastic. Ai Weiwei was the perfect exhibition to fundraise through crowdfunding, but it would only work again if public engagement is at the core of the project that you are crowdfunding for.

Be prepared to work very hard. Setting up a successful campaign, maintaining the momentum during the campaign and delivering the rewards all takes a lot of person hours. For us, it's not a way that we are going to replace our usual fundraising streams, like sponsorship for example but if you have the right project then it's absolutely worth doing with the added benefit of helping you reach new audiences. We also completely underestimated how much good feeling it would generate towards the organisation and how motivating this was for the whole of the Academy.

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Post-Campaign

Now What?

Top Tips for Post Campaign Activity

Congratulations and commiserations – whether or not you managed to reach your crowdfunding goal, all the uncertainty is now over. While the uncertainty is over, the work isn't – there is still so much to do!

Even if you didn't make your target, the effort put behind a crowdfunding campaign can provide invaluable insight. Why didn't you meet your target? Was it to do with your communications, or is there not enough public interest in a particular cause or product? It's a great way to rethink your strategy, and make some changes based on these insights.

Whether you made your target, made nothing at all, or managed to raise and keep a certain amount, it is vital to keep in touch with your supporters.

Acknowledgement

Your supporters believed in your dream enough to back you financially – they should be thanked for it, even if you didn't hit your target. They have a vested interest in your project, so make sure you communicate the outcomes with them – what will happen to the project once it has failed to be backed? What are your next steps? How could they help you or your organisation in achieving that goal? Communicating this with them, and keeping them informed and updated is extremely important.

Transparency is especially important for charitable and third sector organisations, arguably more than any other sector. Make sure that you acknowledge your donors support by keeping them updated on any developments – both good and bad.





Identification, Cultivation and Solicitation are part of successful fundraising on social media

We've seen several cases where projects were delivered late, or behind schedule. Not communicating this, or the reason behind it, can become a real pain point and alienate donors. Projects and campaigns that fail to do this run the risk of angering or upsetting their donors, by failing to be responsive, or engage with their audience once a campaign has concluded.

Identification, Cultivation and Solicitation

You might find yourself with a larger pool of donors as a result of your crowdfunding campaign. Some donors might have supported you for years, while others may have just discovered you for the first time.

In our previous guide on digital fundraising, 'Friends with Money', we say that Identification, Cultivation and

Solicitation are part of successful fundraising on social media. By this, we mean identifying potential donors and fundraisers, cultivating those donors by building relationships, and soliciting them with a strong emotive message and a powerful ask.

As part of your post-campaign activity, try and identify your new supporters, who might not know about your mission, or your other work, and begin to build a relationship that goes beyond the campaign. This might involve sending an email about the impact of their donation, or how their support affects other areas of your organisation's work, or thanking them publicly on your social media channels. Identify new prospects with whom you can start the fundraising cycle again, and encourage them to share their involvement with your cause to their networks, by making this as easy as possible for them to do.

When our friends at Doctors of the World ran their crowdfunding campaign, they were able to capture public interest, and gain the support of a wide audience in a way they had never been able to do before. Find out the steps they took to cultivate, acknowledge and thank their donors following their campaign in the next case study and interview!



THE CAMPAIGN

-  PLATFORM: JustGiving
-  TARGET: £5,000
-  RAISED: £59,945.67
-  MATCHED FUNDING: No

Who

Doctors of the World UK is part of the global Médecins du Monde network, which delivers over 350 projects in more than 80 countries. Through their healthcare programs and advocacy work, they ensure that vulnerable people, such as refugees or trafficked people, can get access to the healthcare they need and are entitled to, regardless of income or status.

What

Doctors of the World have been on the ground in Calais since 2003, and in 2015 they set up a special field clinic where their volunteer medics were provided medical consultations, counselling and psychological support to refugees and migrants. They knew first hand that people in and around Calais were living in appalling conditions, lacking safe drinking water, adequate food, sanitation, or shelter.

As the refugee crisis began to escalate in early 2015, the team in Calais experienced a growing need for their services. The charity then witnessed a huge surge in public interest over the summer as the UK media began to focus on the humanitarian emergency unfolding on their

doorstep. Using the JustGiving crowdfunding platform, they set a target of £5,000 to fund their healthcare program in Calais. The powerful images shared from the ground, combined with their simple messaging - helped them raise over ten times their original target.

Where have I seen them before?

Doctors of the World UK were tasked by the UK Government to manage an Ebola Treatment Centre in Sierra Leone at the height of the outbreak in 2014.

'IT' Factor

As a fairly young organization, Doctors of the World UK were able to build and cultivate an extensive and robust list of donors through their crowdfunding campaign. They did a fantastic job acknowledging, engaging with and thanking their donors through their communications activity, like sharing a video from one of their doctors thanking them from the ground. Although the video itself wasn't the best quality, the recognition of the donor's support is a fundamental part of fundraising success - it will strengthen an organisation's relationship with its donors for future campaigns, too.

Find out more about Doctor's of The World's Calais Appeal by checking out our interview with Tom McKenzie, Business Development and Innovation Manager!

Expert Advice

An Interview with Tom McKenzie



Doctors of the World

The team behind Doctors of the World were already working with refugees in Calais – and, being reactive to the surge in media and public attention, ran a crowdfunding campaign on the JustGiving platform as a way to let others contribute funds and aid to the humanitarian crisis.

 London

100%
Awesome

As a fairly small team, crowdfunding was a great way to not only raise funds, but widen their supporter base and raise their profile. They've also been great at cultivating their supporters after the campaign, too – we had a chat with Tom McKenzie, the Business Development and Innovation Manager to find out what they've managed to achieve through crowdfunding.

Social Misfits Media: Tell us a little bit about Doctors of the World!

Tom McKenzie: We are Doctors of the World UK, which is part of the global Médecins du Monde network. The key USP of Médecins du Monde is long-term access to healthcare – we look at the root causes of why people who should have access to healthcare aren't receiving it, as it's a basic human right. A lot of programmes we work on focus on issues that various people have, whether it's confusion, or fear.

In the UK, our activities focus on that – we have a clinic in Bethnal Green, one of the most deprived areas in the UK, which has been providing healthcare for 10 years thanks to hundreds of dedicated volunteer doctors and nurses. The clinic there isn't about replacing the health system, but helping people like refugees, asylum seekers, sex workers and the homeless, and so on, into the health system. It might be a simple action, like helping them get registered with their GP – sometimes there's ignorance on the side of the local doctors themselves, but also, there can be fear and confusion on the side of the patient. A lot of what we do in the UK is based around that – around advocacy work, changing policies, and fighting for entitlement for vulnerable groups.

SMM: Could you tell us a little bit about the project you began crowdfunding for?

TM: Within the international scope of our work, one of our four key areas is migrant support, which sits alongside women and children, people who are at risk of harm, like drug users and sex workers, and people who are in crisis, through a natural disaster, conflict, or war. The Calais situation touches all of our key focus areas – on undocumented migrants. That's where our need to get involved with Calais came from. It's literally on our doorstep, but the French and UK governments weren't doing anything to help.

Because we had been working there for a while, we could recognize that there were increasing numbers of migrants arriving in Calais. The decision was taken in May last year to launch a humanitarian response, which we had never had to do in Europe before, and especially in France. This was all taking place around the time the photo of Aylan Kurdi [a 3-year old Syrian boy who drowned] was published. We recognized that there was this upswell in public interest regarding what was going on with the refugees in Calais and Lesvos, and the timing of it felt right to start a crowdfunding campaign, which we hadn't done before.

It's a really interesting subject, Calais, as it's so polarizing, and hugely political. For this situation, because we were the only charity or recognized NGO there providing support there for years, we were there when it all kicked off. Attention was suddenly focused on the refugee crisis, and because we had been established there for a while, we were able to speak about people's experiences, and



We were able to fundraise for Calais because we knew the situation so well, and knew what the funds would be needed for over the next few months.

how we could help. We were able to fundraise for Calais because we knew the situation so well, and knew what the funds would be needed for over the next few months.

SMM: You used JustGiving for your crowdfunding campaign. What did you look for in your platform?

TM: With JustGiving, I think it's trusted, and has the credibility. It's been around for a while, and I think it's the one that people have confidence in when it comes to donating to charities.

I think it looks really good, too, and the usability was also really important to us. It was very easy to set up, it was image-led, and it ticked all of our boxes.

SMM: You really exceeded your original target. Do you think you now have a wider base of supporters following the crowdfunding campaign?

TM: We do! 100% - not just because of JustGiving, but because we were there first, in terms of focusing on Calais as part of a fundraising appeal, we were able to capture a lot of people's attention in a way that we probably wouldn't have been able to get to otherwise.

People would react to the news, go to JustGiving, and type 'Calais' - and it was just us. It was as simple as that - we were able to capture people we wouldn't have otherwise been able to get to, I think it was quite niche. Not a lot of organisations were fundraising for Calais specifically, but there were people out there who wanted to support Calais. They recognized the plight of the people there. It's really opened doors for us in terms of reaching new supporters.

SMM: Have you cultivated these donors since the campaign?

TM: We have - this is what's interesting. As an organisation, we are quite young, in terms of the size of this supporter database. We are also quite new to the idea of cultivating donors, and taking them on a journey. We have been in contact with them since, and

with the Calais Appeal becoming the Refugee Appeal, encompassing our involvement with Greece and in the Balkans, we've been contacting them since and the response has been great with those specific members.

We are now focusing on this even further - we had consultants come in, and look at our database, and moving forward over the course of this year we'll be doing more with them, especially as this issue won't be going anywhere. It's such a polarizing aspect of the refugee crisis, but we know our supporters will be interested in hearing about it.

We also shared content after the campaign - a video from one of our doctors out there to say thank you to all of our donors. The quality of the video wasn't great, but the fact that we were able to film one of our doctors in Calais and have them thank the donors directly from the ground - there was a great response to that.

SMM: Do you think the results of this campaign have helped to shape your strategy moving forward?

TM: It was quite reassuring, in some ways. People did care about Calais, and they responded to that ask, so it gave us a lot of confidence to continue down that route of communicating asks around Calais.

JustGiving's platform gave us a nice work around the technical limitations of our website, and introduced us to a wider network, which was great, especially when it comes to accepting donations. Looking forwards, that's really helped us - we know now that people don't want to fill out a long donation form, but we can direct them to JustGiving, where all it takes is a couple of clicks of a button.

SMM: What advice would you give other organisations that are thinking about crowdfunding?

TM: If we were basing this on the Calais campaign alone, I think it would be having a very clear ask. It was very specific, and not fluffy - we shared facts about Calais, that there were over 5,000 people there living in pretty desperate conditions, and also timing. We were able to capture some of the upswell and attention of the refugee crisis, and I think a lot of it comes down to being specific, and having a very discrete message.

Timing is also important - not just doing it randomly, but doing it at the right time, looking for the right opportunities for them to link into, and making it easy for people to react quickly and capture some of that activity.

Connect

 doctorsoftheworld.org.uk
 [@DOTW_UK](https://twitter.com/DOTW_UK)
 facebook.com/DoctorsOfTheWorldUK
 youtube.com/user/DocsoftheworldUK

The background of the entire page is a dense, repeating pattern of stylized orange penguins. Each penguin is a simple silhouette with a small white circle for an eye. They are arranged in a way that creates a sense of movement and depth.

Resources

A single, solid blue penguin icon is positioned in the lower right quadrant of the page, standing out from the orange pattern.

Top Tips

Advice from JustGiving

JustGiving™

We picked the brains of the folks over at JustGiving about their top ten pieces of advice for a successful crowdfunding campaign. From knowing who your audience is, to making sure that everything is looking picture-perfect, make sure you follow these tips so you can smash your targets.



1. Know your audience

A successful campaign needs to have an understanding of its intended audience. Who is your target donor? Why might they support your charity? What are they looking for? Take some time before your campaign launch to do background research, and tailor your content accordingly.



2. Use great images

Powerful images can help tell your story. Avoid stock images – donors connect more with photos of real people. Remember: authenticity is key.



3. Include a compelling story

Having a great story is the best way to turn readers into supporters. If you can get people to engage emotionally with your campaign then you're onto a winner.



4. Add a target

Pages with a specified target tend to raise more. Be brave and let everyone know what you're aiming for. You can't smash your goal if you don't set one – and if you come close, you can always raise it again.



5. Include Donation Prompts

Help people understand the impact of their donation by including tangible prompts in your story. How much does an hour of nursing care cost? What could a £50 donation do? How many medical kits would £100 buy?



6. Promote your campaign on your website

Make sure people visiting your website don't miss out on supporting your campaign. Just a link to your campaign page is all you need to get them joining in.



7. Share on social media

Sharing your page with your supporters is a great way to get the word out about your campaign. If your campaign is related to a trending topic, make sure to add in a relevant hashtag to reach a wider audience.



8. Communicate via email

Don't underestimate the power of an email. Create a bespoke message to your supporters to let them know about your campaign, what you're raising money for, and how they can help make an impact. Tools like Mailchimp make it easy to send out newsletters, and you can track their performance, too.



9. Encourage fundraising

Encourage your supporters to get involved with your campaign by fundraising for you. Give them lots of fundraising ideas and let them know how their support will help.



10. Post regular updates

Don't forget to update your supporters on how the campaign is going by updating your story and uploading new photos. Show them the impact you are making, but remind them of what still needs to be done so that they are prompted to help you reach your target.



Top Tips

Advice from the Institute of Fundraising



Crowdfunding is an exciting and powerful way to raise money for projects and inspire individuals to support causes they care about; it's amazing to see what can be achieved when people come together bringing about changes in the world through collectively funding projects. Although at its heart crowdfunding is one of the earliest forms of fundraising (people coming together and contributing to projects) developments in social media, technology, and payment methods, means that there are new and innovative ways to do it.

In any situation where you are asking people to donate, there are some key principles to be aware of to make sure you are following the right rules. Working closely with the Institute of Fundraising, we've put together a few things you should keep in mind before embarking on your crowdfunding journey. This is not intended to be a full list of 'everything you need to know' but some key points to bear in mind and some useful links to explore areas further.

1) Be clear about what your crowdfunding project is so that donors know what they're supporting

As with any fundraising, it's vital that donors know exactly what they are supporting and have all the information they need before making a donation. Make sure that you're describing the project clearly, including the amount that you need to raise if there is a target, and being transparent about which organisation/charity(s) the donation will go to. Also make sure that you are clear in explaining what happens if you raise more money than you expect (e.g, you go above your target); or if you don't reach your target. In some cases the donor could be entitled to ask for their donation to be returned so be mindful to clearly explain in any appeal literature what will happen in these circumstances (ie, that the donation will be put to the charity's general purposes).

2) Data Protection Legislation

It is absolutely essential for fundraisers to comply with data protection legislation when asking for and safely processing any individual's personal data. It might appear to be overwhelming and complicated, but there are a few simple principles to help you get started:

- ✓ Ensure you have the necessary permissions to contact supporters – if you want to contact an individual by text or email then you need to have specific 'opt in' consent for those communication channels

- ✓ If you are contacting individuals (for example, to keep them up to date with the success of the campaign) then make sure you have 'opt out' or 'unsubscribe' information
- ✓ Any personal data should be processed fairly and lawfully
- ✓ Personal data should not be kept longer than necessary
- ✓ Do not pass on an individual's data to a third party organisation unless you have explicit consent to do so
- ✓ For all issues around data protection, including direct marketing, make sure you have a look at the guidance available from the Information Commissioner's Office www.ico.org.uk

The specific requirements vary depending on how you intend to communicate with donors and what information is being processed.

3) Acceptance and Refusal of Donations Guidance

Even with a crowdfunding campaign, it is vital to know where your organisation stands when making clear and consistent decisions regarding the acceptance or refusal of donations. It's important to look at donations from a reputational and ethical point of view, and make sure they are in line with the principles of an organisation.

Connect

- 🌐 institute-of-fundraising.org.uk
- 📘 facebook.com/instituteoffundraising
- 🐦 [@ioftweets](https://twitter.com/ioftweets)
- 📄 institute-of-fundraising.org.uk/code-of-fundraising-practice/guidance/acceptance-and-refusal-of-donations-guidance



Top Tips

Advice from the Video Experts at Nucco Brain



You want to provide as much information about your campaign as possible, but don't want to overwhelm potential supporters with a wall of a text.

This is why having a compelling crowdfunding video is so vital to the success of a campaign - a video can convey your passion and showcase the need for support in an engaging, succinct and shareable way.

According to Kickstarter, projects with videos were 67% more likely to get funded than those without.¹ We

wanted to find out what makes a truly great video, so we spoke to Stefano Marrone, the Managing Director of Nucco Brain.

Nucco Brain are the experts behind the amazing video for Not My Style's crowdfunding campaign.

They've broken down what makes a strong crowdfunding video into five simple steps for us.

A fantastic crowdfunding video doesn't have to cost the earth, but it does require a great deal of thought.



01

DON'T WING IT

You want to put your best self forward in your video and instill confidence in your donors.

Avoid ad-libbing your pitch, and make sure you hit all the key points by preparing a detailed script in advance. Remember, the video is just an overview to generate interest; mention a couple of your rewards, but don't list them all off.

02

KEEP TO TIME

Be as concise as possible, and make sure that your video isn't too long. In fact, the shorter, the better. If you can keep it around two minutes you'll make sure your audience will watch it all.

03

QUALITY COUNTS

It doesn't have to cost the earth, but audio and visual quality is crucial.

Dim lighting, background noise, and being out of focus can really detract from the video.

Sound really does make a difference, so if your investment is minimal, we suggest to do use it for a good microphone. A clear message is essential.

04

VISUAL AID

Make use of images, motion graphics and any visual aids you have available – someone sat in front of a camera for three minutes doesn't make for a compelling crowdfunding video.

No matter how charismatic or charming they are, nobody likes talking heads.






For the Not My Style video, Nucco Brain created a beautiful animation that really showed the scale and reach of their ambition.

05

CALL TO ACTION

At the end of the video make sure your ask is clear – to donate and share. Don't leave it open ended and finish with a clear and strong call to action.

Connect

 nuccobrain.com
 [@NuccoBrain](https://twitter.com/NuccoBrain)
 facebook.com/nuccobrainstudio
 vimeo.com/nuccobrain
 pinterest.com/nuccobrain

¹ www.videobrewery.com/blog/5-tips-to-a-successful-crowdfunding-video



Further Reading

Below is a list of online resources to further help and inspire you as you go on your crowdfunding journey - from the different crowdfunding platforms themselves, as well as some useful articles and resources we've been inspired by throughout the creation of this guide.



From the platforms

JustGiving

Crowdfunding Homepage
crowdfunding.justgiving.com

Find out more about Campaign Pages
just.ly/Campaign-Pages-on-JustGiving

How to create the perfect Campaign
just.ly/your-Campaigns-toolkit

Kickstarter

Creator Handbook
kickstarter.com/help/handbook

FAQs
kickstarter.com/help/faq/kickstarter+basics

Indiegogo

Campaign Playbook
support.indiegogo.com/hc/en-us/categories/200252377-Before-launching-a-campaign

Success Stories
learn.indiegogo.com/success

Support
support.indiegogo.com/hc/en-us

GlobalGiving

Tools and Training
tools.blog.globalgiving.org

FAQs
globalgiving.co.uk/help.html



From the web

CrowdsUnite
crowdsunite.com

European Commission

Guide on Crowdfunding
ec.europa.eu/growth/tools-databases/crowdfunding-guide/index_en.htm

Forbes

7 Tips for Kickstarter Success
www.forbes.com/sites/amadoudiallo/2014/01/24/crowdfunding-secrets-7-tips-for-kickstarter-success

Crowdfunding Successfully:
A Guide for the Perplexed
www.forbes.com/sites/nextavenue/2015/05/21/crowdfunding-successfully-a-guide-for-the-perplexed

LinkedIn

CrowdSourcing and Crowdfunding for
Entrepreneurs and Investors (Group)
www.linkedin.com/groups/3185331/profile

Time Magazine

4 Secrets of Crowdfunding Success
time.com/money/3906524/4-secrets-of-crowdfunding-success



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About Social Misfits Media

At Social Misfits Media we help charities and social enterprises think strategically about their digital presence. We work with our clients to better engage with those critical to their success by creating dynamic social media strategies for marketing, campaigning, and fundraising.

Social Misfits Media was founded by the team at I.G. Advisors, a strategy consultancy for the social impact space. I.G. focuses on providing philanthropy, corporate impact, and fundraising advice. Connect with I.G. at www.impactandgrowth.com or @IG_Advisors.

About JustGiving

JustGiving is the world's social platform for giving. Since their launch in 2001, they've helped 22 million people raise over £2.6 billion (\$3.8 billion USD) for over 20,000 incredible charities. Their mission is to connect the world's causes with people who care.

They bring the best that technology has to offer to charities worldwide, and have been awarded Best Giving Platform by the Institute of Fundraising.

About the Institute of Fundraising

The Institute of Fundraising is the professional membership body for UK fundraising. Our mission is to support fundraisers, through leadership, representation, standards-setting and education, and we champion and promote fundraising as a career choice.

The Institute of Fundraising is the largest individual representative body in the voluntary sector with over 5,500 individual members and 400 organisational members.

A Big Thanks!

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