



CROWDFUNDING

...how to guide

Crowdfunding presents a significant opportunity for community groups across Gwynedd to raise money... and in turn find new ways of addressing social challenges, and getting more people involved in community projects.

Crowdfunding is a way of funding a project or venture through a LOT of people all investing a SMALL amount of money, usually via a website.

If you are wanting to raise funds for your community business, community group, social enterprise or venture then read our guide and top tips on what to consider...

* Our Crowdfunding Projects...

We collaborated on a crowdfunding campaign to raise funds for two community hydro energy schemes - Ynni Ogwen and Ynni Padarn Peris. Funds were raised via a community share offer. We supported the marketing campaign and the production of a promotional film.

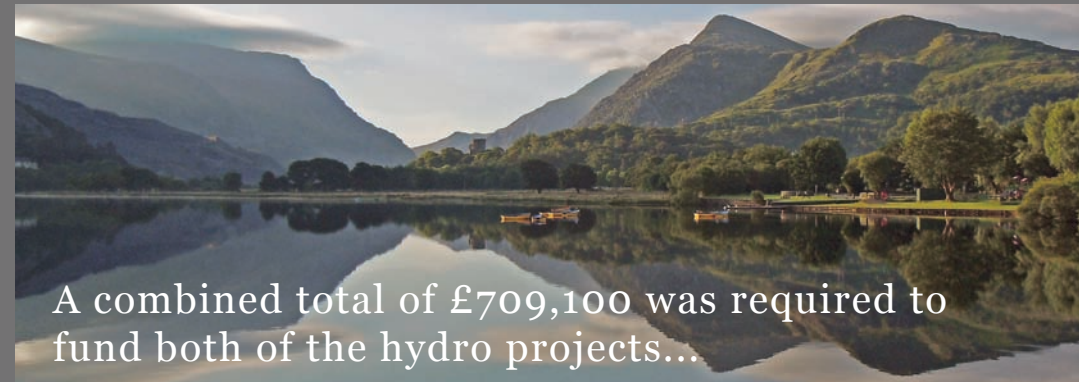


✓ The amount of money raised through crowdfunding has grown hugely over the last few years.



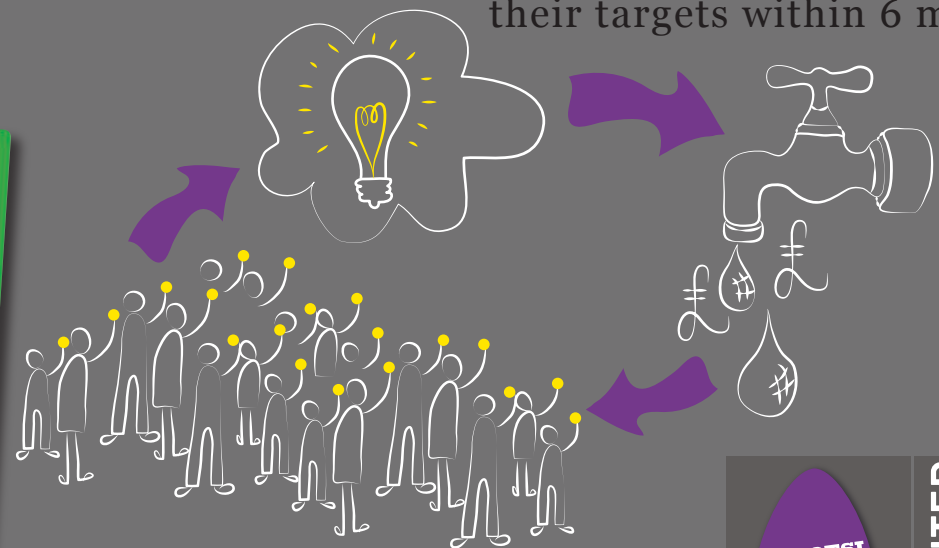
“ In a climate where there is less public money available for grants to fund community initiatives, the project showed that it is possible to find new ways of raising money through crowdfunding. ”

AARON WARREN
ARLOESI GWYNEDD WLEDIG OFFICER



A combined total of £709,100 was required to fund both of the hydro projects...

...both communities succeeded in meeting their targets within 6 months.



pilot...learn...share



PROJECT END DATE February 2016
PROJECT MANAGER Zoe Pritchard
Arloesi Gwynedd Wledig Toolkit #001

steps to successful... CROWDFUNDING

90%
of investors
were local

Set Out Your Stall

1.

- Building and maintaining trust with potential investors is key! You will need to be professional in every activity that you undertake...from branding, to events, to your online communications, etc.
- Clearly communicate your offer...what exactly is the project and how do people get involved?

"The way the campaign was presented was a major influence over the decision to invest. The campaign has to demonstrate authority to create trust...and tell potential investors what's in it for them!"

- Research which crowdfunding platform is best suited to your project.
- Look for a platform that will help you launch your campaign and reach the right supporters and investors in order to hit your funding target.

££



← Scan to watch
our promo film
for Ynni Ogwen



Hold a Launch Event

2.



- Organise an event to tell people about your project and the opportunity you are offering to them.
- Hold your event in a local, appealing location, at a time when lots of people can come along.
- Enlist the help of entertaining and knowledgeable speakers who are passionate about your project. At our launch event the Assembly Member Alun Ffred Jones addressed the audience, praising the vision of the plans.
- Invite people to the launch via social media as well as via traditional media - posters, flyers, etc.
- Professionally film and photograph your launch so that you can reach maximum potential investors online.
- Live tweet and broadcast on social media to engage and spread the word.

Promotion, Promotion, Promotion

3.

- Advertise your project on social media. Our short promo films were the most popular medium with a total of 65,000+ views altogether!
- 8-10pm proved to be the most popular time of day for viewing figures on our online adverts
- Make sure you have good quality content and visual appeal in your promo films.
- Tag people in project photos to encourage re-tweets / shares.
- Facebook was the most popular platform by far, with the most reach.
- Instagram reached the youngest audience...so match your project demographic and social media well.
- Write good editorial to get local press coverage.

for more
information on
this project
please visit



www.arloesigwyneddwlledig.com

f @ArloesiGwyneddWlledig

t @ArloesiGwynedd

The films
attracted
65,063 views

Tip 1:

It's important to create an effective, professional-looking video for marketing a crowdfunding campaign as this will engage directly with viewers and raise awareness and understanding about the project.

Tip 2:

There are many different websites available to use for crowdfunding so make sure you research them and select one which is suited to your project (e.g. Kickstarter, Indiegogo, The Funding Circle, Crowdcube, Seedrs). In this case we used Microgenius as this was a suitable platform for raising community share offers.
(<http://communityshares.org.uk/share-offers/microgenius>)

✓ The project helped raise awareness and interest about how individuals and families can invest directly in their communities.