THE ULTIMATE GUIDE TO CROWDFUNDING

Spacehive

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01
INTRODUCTION
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Spacehive is a funding platform for projects that make local places better. By providing the tools you need to develop your ideas, get noticed by crowds of people, companies, councils and the media, we help you attract funding to make great projects happen.

Why crowdfunding?

Crowdfunding – lots of people giving small amounts of money – isn't a new concept. In fact, back in the 1700s the base of the Statue of Liberty was crowdfunded through public subscription. They received monumental (heh) support and everyone who pledged a dollar or more was rewarded with a mini Statue of Liberty in thanks.

Fast forward to present day and using crowdfunding to generate public support for an idea has become more mainstream. The benefits of running a campaign are clear; it allows you to raise awareness and support, get validation for your idea, unlock grants and other funds as well as create a band of advocates for your project.

Although running a crowdfunding campaign involves time, energy and a lot of hard work, with plenty of planning and preparation it can help you achieve amazing things.

Why Spacehive?

Since our 2012 launch, we have helped fund over 240 projects across the UK worth over £6 million – from public wi-fi in Mansfield and an urban farm in London to a motorway re-imagined as a "sky park" in Liverpool, and a giant waterslide on Bristol's high street.

Our passion is places and we'll go above and beyond to help you achieve your goal. So if you want to make a difference to where you live, work and spend your time – we can help.

Use this guide to discover how you can run a successful crowdfunding campaign and get ready to bring your idea to life.

BENEFITS OF CROWDFUNDING

The crowdfunding process itself isn't just about raising money. It's about reaching out to the wider community, getting more people actively involved in their area, and building skills and knowledge through volunteering. This means the benefits go far beyond just the projects themselves as demonstrated by our project creators below.

Community Buy-In

The crowdfunding process – from the planning period where we encourage creators to consult the community on their plans with events, workshops, surveys or surgeries to the campaign and the delivered project – actively inspires community engagement.

"Build a group of advocates in local businesses and organisations to do all the hard work of your campaign for you! Ten people who care about your project are better than a thousand who know about it."
Felix Mortimer, A shared space for stories

Raising Profile

Along with helping to raise funds, a good crowdfunding campaign also successfully raises the profile of the project by introducing it to new audiences. By publicly supporting your project your backers help spread the word through their own networks and by actively marketing your campaign with events, posters, leaflets, social media and press you are increasing engagement with your project building up an invested audience for when you deliver your project.

"Tell everybody, friends acquaintances, and spread the word. Use mediums that you would not normally use and go to places that gather generate any kind of interest. Make social media your good friend but use it well as you could bombard people and also understand the best time to best utilise it for maximum impact."
Nicholas Okwulu, Old Kent Road Studios

BENEFITS OF CROWDFUNDING

Unlocking Bigger Funds

Crowdfunding is often used as a means to unlock larger funds whether through match-funding or by leveraging larger donations from businesses who appreciate that the more backers a project has, the more positive exposure they'll receive for funding alongside the crowd. Using crowd psychology the more backers your project has the easier it is to attract bigger backers as they are persuaded by the clear display of public support.

"You can either use crowdfunding to plug a gap or give your project credence before applying for grants and funds from big businesses."
Sarah Boud, [Wanstead Playground](#)

Building relationships

Running a crowdfunding campaign demands you have conversations with the whole community – from your neighbours and local community groups to businesses, schools, the council and more. When Louise and Nick were developing their idea for the Peckham Coal Line urban park, they spent a whole year running community engagement events from educational walks to coffee mornings as a way of getting people involved, sharing their ideas and learning about their project.

By the time they started their campaign they already had an army of backers who felt like they had a stake in the campaign along with businesses who lent their support in creative ways - from the local cinema screening their project video before feature films and the local brewery dedicating a beer and its profits to the project.

Now more than two years after the project hit its target, Nick and Louise have established meaningful relationships throughout the area and enjoy the increased sense of community cohesion as a result.

"Use the campaign as an excuse to go and meet people in your local area. Go to schools, businesses, residents associations, mosques….share your ideas and invite them to join in the journey, you'll be surprised what people come up with. Everyone likes free cakes…host an event, bring people together – plan in key moments throughout your campaign for big bursts of energy and activity (local supermarkets often donate things to local groups doing good things)."
Louise Armstrong, [Peckham Coal Line Urban Park](#)

CROWDFUNDING ON SPACEHIVE

Plan your project and upload your idea.

Get feedback from the community.

Use feedback to refine idea and begin crowdfunding.

Receive pledges from a community of backers.

Attract funds from Spacehive partners.

Bring your project idea to life.

02
DEFINING YOUR IDEA
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The first thing to do is check if your idea has what it takes to be crowdfunded i.e. will your project appeal to enough people who would pledge cash, skills and stuff to it. This section will help you review your idea, and where necessary, help you rework it into something that people won't be able to resist getting behind.

So before you get started, ask yourself these five questions.

1. Is my idea popular?

The most successful civic crowdfunding projects are those that appeal to more than one audience - the more groups your idea appeals to, the more potential backers you can attract!

For example, if you wanted to renovate a park, think of ways you can attract the support of everyone from local parents and nature enthusiasts to sports fanatics and school groups.

By adding a ping pong table for sporty types and bird boxes for nature lovers, you can add elements that make your project more attractive for the community as a whole.

2. What makes my project special?

Imagine someone was reading through their local paper and they stumbled across a piece about your project. Do they skip over it? Or pause and take a second look?

If your project idea is a sports tournament, can you include participants from different generations and diverse backgrounds to make it stand out? Or perhaps the location is historically significant or unconventional like a converted toilet block or disused phone booth? Identify the ways your idea is different and how it could capture the imagination of the crowd and the media.

3. Does it look good?

Crowdfunding requires that you have to sell your idea so make sure your pitch looks good with great visuals and clear copy. The first elements people will see will be its title, image and summary so take the time to present your idea in an attractive way before asking people to pledge.

4. What will I offer backers in return?

The biggest reward is the positive impact your project will have on your local area – whether it's a new playground, a free arts festival or new youth centre equipment.

When refining your project idea, it's helpful to list the primary and secondary rewards, primary being the new public gym equipment, and secondary being the increased levels of fitness in the area. Doing this will also help you identify a wider list of potential backers.

02
DEFINING YOUR IDEA

5. Is my idea eligible?

Spacehive is a crowdfunding platform for projects make local places better across the UK.

Spacehive projects must transform shared, civic, or publicly accessible space, either temporarily or permanently in order to be eligible. Funding can be sought for both revenue and capital costs, but the project must have a clear start and end. Fundraising for running costs or solely charitable causes would not be suitable .

Projects could be something that directly improve an area, such as painting a street mural or repurposing a disused building. Or it might bring people together such as organising a festival or event. Or your project that could lead to civic enhancement, namely a feasibility study or planning consultation.

All of our projects help to enhance local places and bring communities together.

If that sounds like you, let's get started!

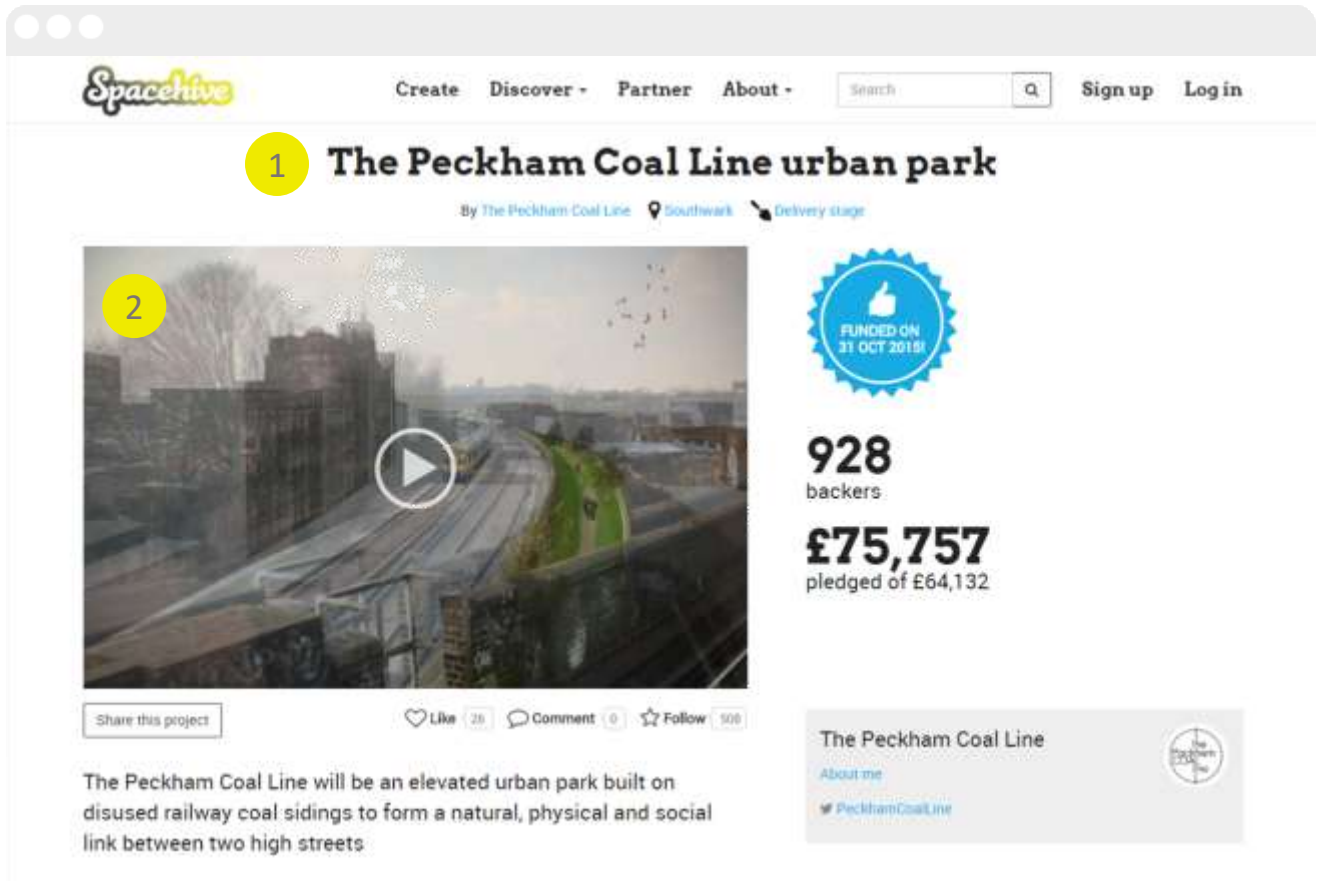**NOT SURE IF YOUR IDEA IS SUITABLE?**

The Spacehive team are happy to help you decide if our platform is best suited for your project – just send us an email to support@spacehive.com with a brief description of your idea and we'll get back to you as soon as we can.

03
PRESENTING YOUR PROJECT

1 Project title and url

Choose a project title that is short, simple and distinctive so that someone reading it will be able to understand quickly what your project is all about. Keep your url as short as possible as you'll be using it to direct people to your page in all your communications materials.

2 Project image and video

A picture says a thousand words so make sure you have great visuals to capture the impact your project is going to make. This section also allows you to display your own video (follow our video guidelines later on in this chapter!).

03
PRESENTING YOUR PROJECT

Your project page is the ultimate marketing tool to selling your project so make sure you take the time to fill in each section carefully.

Introduction (200 characters)
This project summary needs to capture your project idea in just a line or two. This is your elevator pitch so make sure you tell people who, what, when, where, why and how your project will be delivered.

Sounds great! Tell us more about it (1000 characters)
It could be argued that this is the most important section; if someone has read on this far they're considering pledging so make it easy for them to be convinced by listing every reason why your project would have a positive impact for them and the local area. You are selling your community something, and this is your business proposal.

> **TOP TIP**
>
> Break your pitch into distinct paragraphs to make it easier for people to read and understand.

What do you need the money for?
Outline the five key activities that need funding to make the project happen. Keep your points short and use different action words to demonstrate the project plan (e.g. transform, pioneer, engage).

Why is it a great idea? (1000 characters)
Think about your target groups and why they would want the project; the broader you can make your audience the better! (e.g. children and their parents, local businesses, the council, senior citizens, grant bodies) You can also use this space to highlight the support you have to date, such as petitions, Facebook groups, grants etc.

Milestones
Outline a chronological list of your key project milestones, the actions you will complete to deliver the project, so as to give potential backers confidence that you are organised and well-researched, and therefore trustworthy to deliver the plan.

Your picture gallery
Accompany your description with bright and colourful images so people will get a sense of what the project is about. Use current images of the space, and if possible include drawings or impressions of what the space will look like once you deliver the project; help them visualise what they're backing.

03
PRESENTING YOUR PROJECT
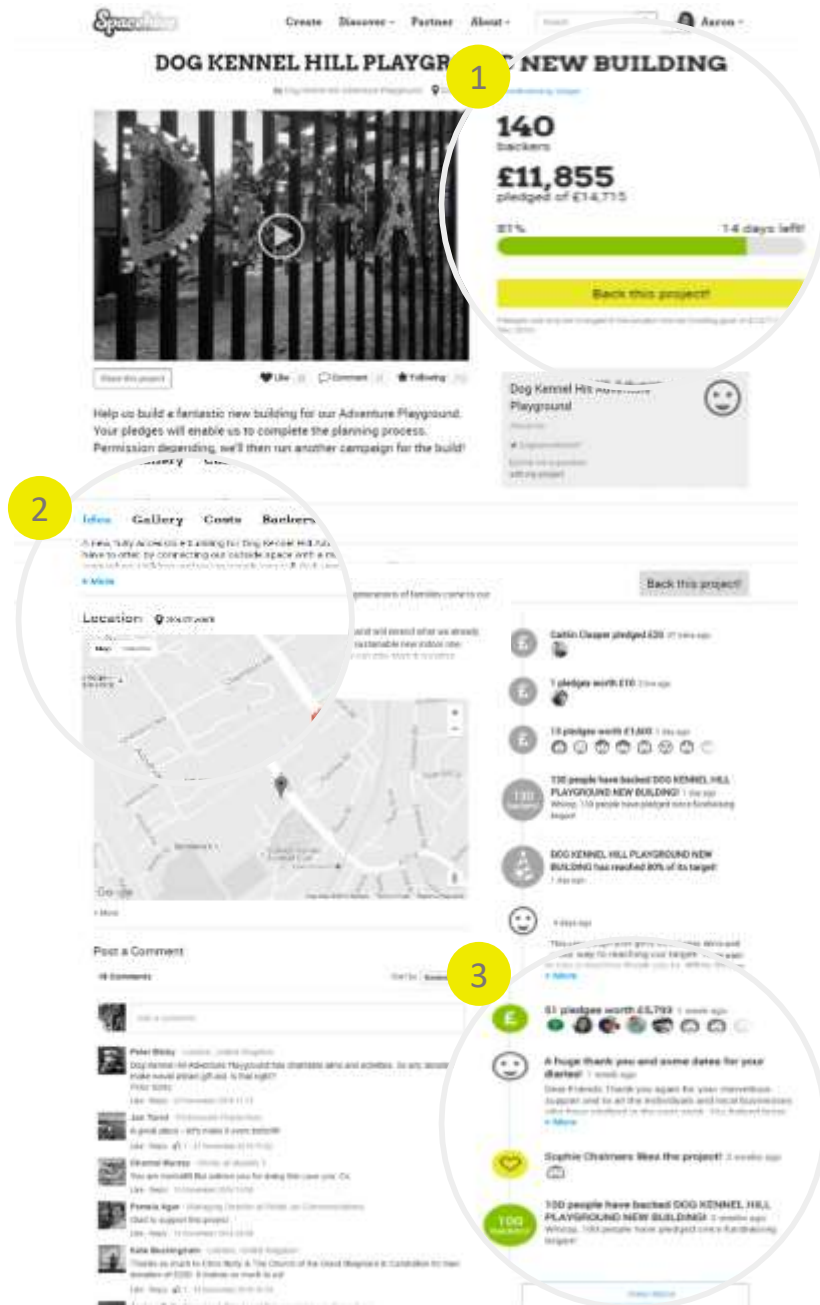
1   Here you can see the live tally of your backers and how much of your target you have raised.

2   Explore the tabs to see your picture gallery, your costs and a full list of all your backers.

3   Your timeline shows all the key events in your campaign from verification to starting your campaign, significant numbers of backers or sizeable pledges as well as the updates you send your followers.

03
PRESENTING YOUR VIDEO
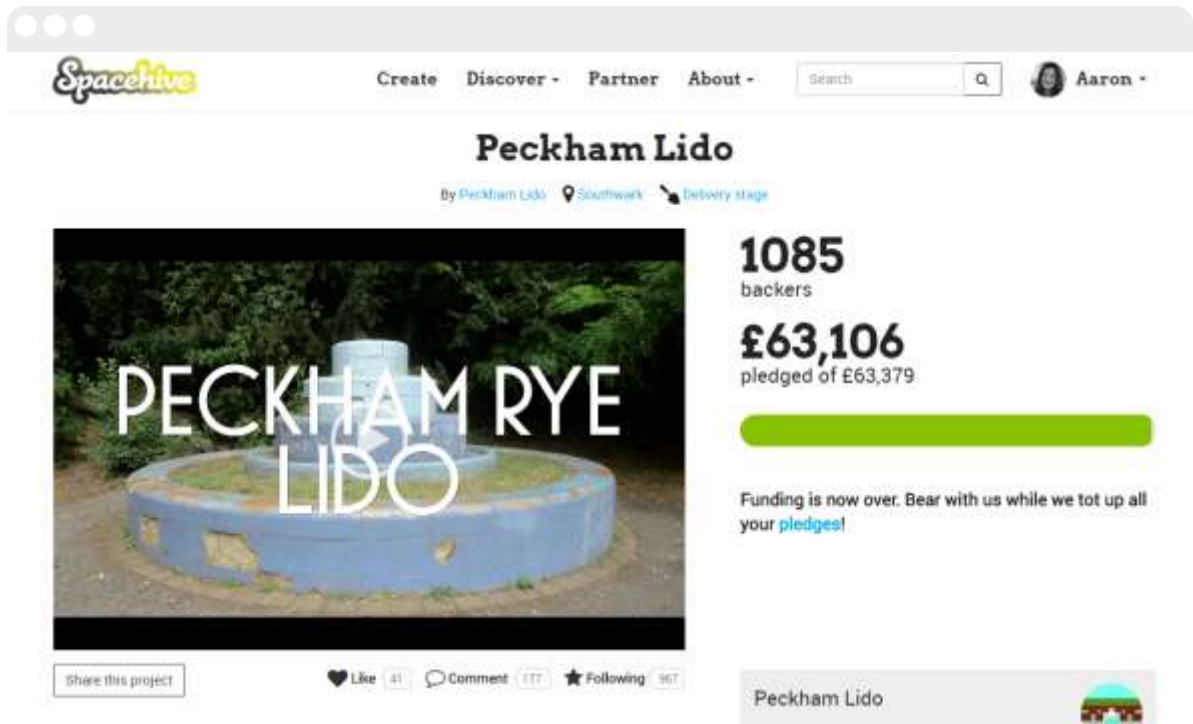
Creating a video doesn't have to be difficult. If you don't have a video camera and editing software – you can get away with a smart phone and passion for the project.

Simply head over to the project site, introduce yourself to the camera, talk about what you want to do with energy and enthusiasm and include a clear call to action asking people to pledge at the end. And that's a wrap.

Keep it short
The purpose of the video is to grab people's attention so make sure it's less than two minutes or you'll lose them. Cut any unnecessary detail and direct them to find further information in the project description below.

Clear messaging
Clearly state the name of your project, the url and its hashtag both verbally and visually (e.g. people holding it up on pieces of card/inserting the link into the video after editing). Explain your plan, why its important and briefly address any formalities such as council permission so viewers can see you are going about the process properly.

Popular appeal
Try to have representatives in your video from each of your audience groups – when people see someone like them in the video they will feel an affinity and be more inclined to support. Seeing them all united over one cause is motivating and appealing to the bigger donors.

Call to action
Be direct and ask for pledges. Use your video to tell people how to pledge as well as the wonderful and positive impact their pledge will have.

04
PLANNING YOUR CAMPAIGN

The success of a Spacehive campaign is all in the planning. And there's a lot to plan, such as choosing how long to run your campaign for, who to have on your campaign team, working out who your potential backers will be, approaching businesses, investigating marketing methods and holding events. Use this chapter to create your campaign weekly planner (which you can see outlined in the following pages) and use it as your guide to victory.

How long should I run my campaign for

The ideal length for a Spacehive campaign is dependent on the type of project, prior community engagement, and funds already acquired. As a general rule of thumb use the table below to select a campaign timeline up to 12 weeks. You can set your campaign dates for up to a year, but we strongly recommend against it.

It's easier (and more enjoyable!) to run a short, sharp crowdfunding campaign that has been thoroughly planned than to run a longer campaign that you plan as you go. Shorter, planned campaigns maintain momentum and uses the time pressure to spur action. The longer your campaign, the harder it is to maintain the energy and commitment.

Money being raised	Up to 5k	Up to £15k	Up to £50k	£50k+
Length of campaign	4 weeks	8 weeks	12 weeks	12-24 weeks

Forming a campaign team

Running a crowdfunding campaign involves many different skills – from putting together the business plan and writing the copy for your project pitch to selling your idea to potential backers and marketing it online and offline. It's a lot of work for one person, though not impossible.

Putting together a team is recommended as it helps divide the workload and allows people with different skillsets contribute their expertise. To create a strong team, it's worth recruiting people with the following skills;
• Project Management skills – to oversee the campaign strategy
• Finance skills – to manage the costing of the project and campaign expenses
• Marketing and social media skills – to promote your campaign via email, posters, leaflets, events, social media etc.
• PR skills – to engage the press and local media in covering your campaign
• Graphic Design skills – to create a logo, marketing materials, project designs

VOLUNTEERS

Looking for people to join your team? We've partnered with Do-it and Team London so you can ask for volunteers directly from your project dashboard.

04
PLANNING YOUR CAMPAIGN
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Identifying potential backers

Take the time to create a comprehensive list of every person and group you could approach during your campaign. The people on this list could be anyone: friends, family, local and national newspapers, local businesses, corporates, large grant bodies, council community funds, social groups, schools, online groups, local bloggers and celebrities! They might be interested in pledging, or perhaps in donating their time, skills, or promotional abilities.

The next step is to list these target individuals and groups in order of their likelihood to get involved. The likelihood, estimated as a percentage, is what determines the order you should approach them in your campaign. Start with the people who are most likely to pledge (100%, 90%) and then move on to the next levels until you've exhausted every potential backer on your list.

*100%: e.g. yourself, project team members, immediate family, closest friends, direct colleagues
90%: e.g. friend network, extended family, colleagues, those that directly benefit from the project
80%: e.g. Parents Association, Residents Associations, local 'Friends of' groups,
70%: e.g. local press, small local businesses, Facebook groups (e.g. "Art Lovers of Bristol", "Mums Net Lancashire")
60%: e.g. medium local businesses, small community grants
50%: e.g. local celebrities, large local businesses, the local council,
40%: e.g. the local online community (e.g. #Bristol),
30%: e.g. big grant bodies, corporates,
20%: e.g. national press,
10%: e.g. A-list celebs

The soft launch with your 100%

Before you officially launch to the general public, get your 100% folk to pledge within the first few hours that you set your campaign dates and start crowdfunding. Call, text, knock on their doors if needed! Then a few hours later, once you've collected your first 10-20 pledges from your closest friends and family, you can officially launch to the wider world.

The soft launch ensures that your project gets off on the right foot; built on a burst of excitement and sudden pledging energy. Without a soft launch people will land on your page, see few pledges and feel a lack of confidence as well as lack of urgency to pledge.

> **TIMING IS ESSENTIAL**
>
> If you approach a group too soon, you might not get the result you want. Wait until you have a significant number of pledges before approaching the bigger backers,
>
> That said do get in touch with potential backers early on, letting them know you're running a local project and would appreciate their feedback. Just don't ask for a pledge until the time is right!

04
PLANNING YOUR CAMPAIGN
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Although there's a lot that needs doing in running your campaign, the most important bit is to remember you don't need to do it all at once (and if you have a good team, you don't need to do it all by yourself).

Every project is different so create a plan that suits your timeframe and resource but below is an example of how a good campaign schedule could look.

Week 1	Week 2	Week 3	Week 4
Warm up key contacts	Start fundraising	Official launch	Target your 90% supporters
Secure champions	Target your 100% supporters	Contact local media	Social media promotion
		Kick off social media	Standard cell

Week 5	Week 6	Week 7	Week 8
Offline fundraiser (pledge party)	Target your 80% supporters	Target your 70% and 60% supporters	Target your 50% and 40% supporters
Social media promotion	Social media promotion	Social media promotion	Social media promotion
Send update to your followers		Contact national media	

Week 9	Week 10	Week 11	Week 12
Fundraiser for local businesses	Contact local media	Contact all pledges – asking them to share, pledge what they can	Final pledge party
Target your 30%, 20% and 10% supporters	Contact national media	Ask your project champions for a big push to their network	Chase leads
Social media promotion	Social media promotion	Social media big push	Social media big push

05
APPROACHING BUSINESSES

As you're adding value to the neighbourhood, there are plenty of good reasons for local businesses to add their support whether through pledges, promotion or stuff.

Local estate agents, Keatons, who backed the Wanstead Playground project, said "there were many reasons we chose to back their project; we were helping provide a fun play area for local children whilst also increasing the value of the neighbourhood where we sell and let property. We pledged some funds but we also provided some signs to help spread the word of their campaign."

Little Bird Gin backed the Peckham Coal Line project because they've "lived in and worked in Peckham for over a decade and are always delighted to do [their] bit to help the neighbourhood and build the community."

Businesses have previously donated the use of event space, raffle prizes, a percentage of profits from ticket sales or beer sales and refreshments to projects in their area so be creative in your ask. There are three tricks to getting businesses to pledge:

1. Approach them at the optimal time

Businesses wish to back projects that are popular in in the community, good causes that they can put their company's name to. In other words wait until you've already got a significant amount of backers before asking a business for pledge.

2. Warm them up beforehand

Although you should wait until later in your campaign to ask for a pledge, we advise 'warming up' your target businesses early on. Pop in and let them know that you live locally and would appreciate their opinion on a local project idea you have.

By asking for their feedback and taking their opinions into consideration they will feel like they're a part of the project, and therefore may be more inclined to pledge to the project later on when you come back with a 50% funded campaign.

3. Come armed with an info pack and clear rewards

Create a comprehensive yet concise summary about your project and how their pledge could help. The info pack should include the following:

- Project summary (in four sentences!)
- Photo of what the project is now (before shot)
- Photo of what the project will look like when finished (after shot)
- Quote from another business/big backer (like the ones at the start of this section)
- List of rewards (e.g. big public thank you, your name on a plaque, your mention in a local press article)
- Campaign deadline (e.g. Only 10 days left)
- Clear next step ("Contact me!")
- Direct message ("We need your pledge")

06
PLEDGING AND PAYMENTS
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Spacehive use two well known and trusted payment platforms, PayPal and GoCardless, to take pledges from the crowd and send the money to your project's delivery manager.

What is a pledge?

A pledge is a pre-approved, one-off direct debit. Only when you hit your target will we collect the pledges and send the money across to you. This gives confidence to backers that they will only get charged if the project gets fully funded and will be delivered.

How do I add my payment details?

Before you can submit for verification (and start crowdfunding) you need to tell us how you'd like to receive the money you raise.

In the Project Delivery Managers tab of your project's Dashboard you need to select if you will be the Project Delivery Manager, or if somebody else will be the one legally responsible for delivering the project.

The Project Delivery Manager can choose to have the money paid into their bank account (GoCardless) and/or paid to them via PayPal. You can always change your payment options in the Payment Details of your Spacehive Settings.

If you choose to be paid into your bank account you will be directed to the GoCardless website to create an account with them. If you choose PayPal you will need to enter your PayPal email address. Both GoCardless and PayPal require that you verify your accounts. Your accounts need to be verified by the time your Spacehive campaign ends so that we can send you the funds.

Verifying your GoCardless account

To check whether your account has been verified or not just log in to GoCardless via their website, gocardless.com, using the log in details used to create the account.

Once inside their should be three main options in your dashboard, 'Verify your Company' > 'Connect a bank account' > 'Upload your logo'. If your account has been verified there should be ticks next to both 'Verify your Company' and 'Connect a bank account'. Uploading a logo is an optional extra.

If there aren't ticks next to either section then simply click the box, and follow the steps to completion.

06
PLEDGING AND PAYMENTS

Verifying your PayPay account

Log into PayPal and click the 'Add bank account' option in the dashboard. PayPal will then make a deposit of £0.01 into the designated bank account with a 4 digit confirmation code in the reference. Check the bank statement online for the transaction, enter this code when prompted in the same 'Add bank account' section, and the account should be enabled to accept payments.

For a business account the email address on the account may also need to be verified. To do this log in to the profile section of PayPal where there should be an email address on the right hand side. Click update email and enter an address, then check your inbox for a verification email from PayPal.

Once this is complete and the bank account has been verified, your account should be ready to accept payments.

Your target

Spacehive have an all-or-nothing model. This means that you have to hit your target if you are to receive the money. You might notice your target changing as your campaign progresses. This happens because of the transaction fees, which Spacehive estimate at the start of your campaign and add onto your target so that backers don't have to pay more than they choose and so you don't lose out on that money for your project.

Spacehive over-estimate your fees by assuming two things: 1) that you will get more PayPal pledges than you will GoCardless pledges (PayPal at 3.4% + 20p per pledge and GoCardless at 0.5%), and 2) that you will get multiple small pledges as opposed to a few big pledges. As your campaign progresses the likelihood is that you will not have the above two scenarios. Rather you will see your funding target going down with each significantly large pledge or if you're getting more GoCardless pledges.

Overfunding

With the final pledge that takes you over the line, your campaign page will shut down and no more pledges will be allowed on. If you decide to continue crowdfunding then you need to set up a second project page roughly a fortnight before you hit your target, so that you can be verified in time. Spacehive will make sure that your second project page has the same URL as your first project page.

TOP TIP

The more options you have for people to pledge, the easier it is for them to back your campaign.
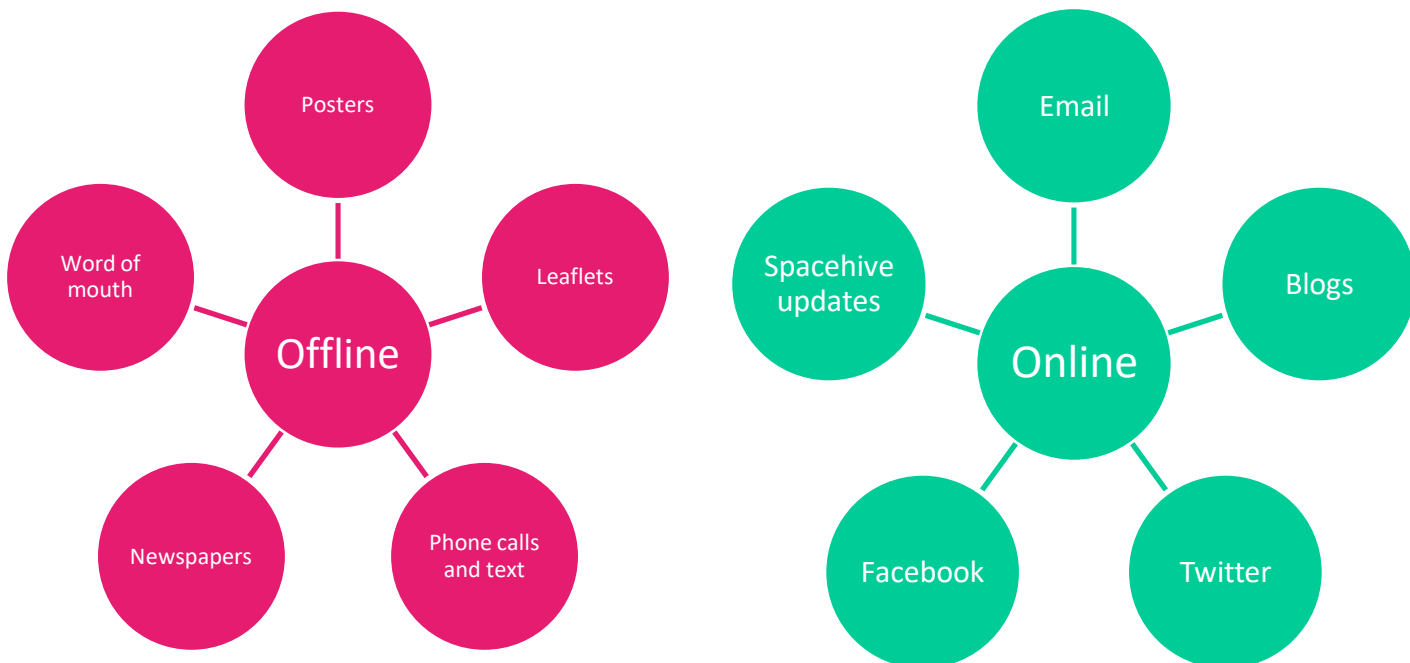
07
COMMUNICATING YOUR CAMPAIGN

The tools of engagement

Throughout your Spacehive campaign you need to have a steady stream of online and offline communication with your backers and potential backers. There's a fine balance to be struck between being overbearing and under-communicative. Keep your communicative methods varied and make sure that your content is visual and interesting - read on to find out how!

Once you've past the halfway mark that's when you can start to ramp up your social media as you've now got enough pledges to make it worthwhile reaching out on social media to people you don't necessarily know personally but whom the project would benefit quite directly. It's important to wait until you have a notable number of pledges as these will give the backer confidence in the project, seeing as they don't know you firsthand. For people looking at your project for the first time, if they see 35 people have already pledged, then it must be a) interesting and b) legit!

Although online engagement through social media is an excellent way of spreading the word wide and far, it's also important to campaign offline too, to capture those who aren't digitally engaged are still inspired to support your project.

Offline: Posters, Leaflets, Word of mouth, Newspapers, Phone calls and text

Online: Email, Blogs, Spacehive updates, Facebook, Twitter

07
COMMUNICATING YOUR CAMPAIGN

Top tips for engaging your audience at every stage of your campaign

Paint a clear picture of your project and the impact it will have by:

- Always sending updates and social media posts with a photo or video - this increases engagement with your post by five times!
- Creating short, 10 second, video clips of backers explaining why they're supporting the campaign are a great way to remind your audience of the communities behind the online campaign.
- Adding text to your photos with Canva, an easy to use (and free!) online tool for creating attractive images to use on social media.

Be social savvy and make sure you:

- Change your Facebook and Twitter cover/banner images to mention your campaign and include your project link – make your project unavoidable!
- Create a #hashtag for your campaign, something short and catchy, and not too far removed from your project title e.g. #PeckhamLido
- Use Buffer or Hootsuite to schedule your Tweets and Facebook posts and it will also suggest the best times of day to engage your audience.
- Post around 5 times a day for maximum impact.

Don't be a stranger, stay in contact by:

- Giving your backers a weekly update using the Spacehive update tool in your Dashboard.
- Using social media to publicly thank backers.
- Inviting your backer to any events you organise – fundraisers, briefings, pledge parties, launch parties etc.

COMMUNICATING YOUR CAMPAIGN

Top tips for engaging your audience at every stage of your campaign

Ask and you will receive - get the community to help by:

• Rallying local community groups to help you distribute printed materials
• Asking a local print shop to give you a discounts on your posters/flyers
• Following local influencers (bloggers, local media, parents groups) on social media and starting a conversation with potentially interested parties via social media. Don't be afraid to ask for a retweet, just remember your manners, ahem "RT please".

Engage your backers in creative ways:

• Introduce fun competitions; #FivePledgeChallenge (getting each backer to get five more people to back your project) or get past a lull in pledges by offering the next backer a prize!
• Encourage people to get involved by inviting them to suggest names for your project!

Use every platform you have to direct people to your project page:

• Make a redirect link on your websites to direct traffic to your Spacehive page - never miss a pledge!
• Display a big banner outside the project location with your project page URL.

Build momentum to encourage people to pledge:

• Highlight approaching milestones to incentivise people to pledge – "Just thirty quid away from hitting our first one thousand pounds – can you help us get there?"
• Towards the end of your campaign, begin a countdown to build pressure among your followers to help you hit your target – "Just five days left to hit our target or we lose it all!".

08
WRITING A PRESS RELEASE

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Headline

This is not the time to play hard to get – your headline needs to shout out loud and clear what your story is. Leave clever headlines to the editors and use your headline to explicitly state the key information.

The Hook

The first thing to figure out is why would people be interested in your story? Running a crowdfunding campaign in and of itself isn't enough to get a story published – your story has to offer excitement (a quirky project like a giant water slide or a celebrity endorsement), stats (is this the biggest, fastest, most backers), human interest (what inspired you, what obstacles have you overcome..) or impact (what difference is your project going to make to the area – new job opportunities, increase house prices, include different aspects of the community).

With local press, often it's the community element that is most important. Once you find your angle you can start putting together your pitch.

What to include

Your first paragraph needs to tell the journalist everything they need to know including;

Who – the people involved
What – the objective of the project
When – the timeline for your campaign and the project as a whole
Where – the geographic location of the project and the greater area of people who will be positively impacted by it
Why – what's the reason for doing this, why is it important
How – your approach to making this happen

FOR ADDED IMPACT

Quotes – from high profile people in the area (businesses, celebrities, MPs etc.) and from the team behind the project.

Make sure to include:

- A high-resolution image – make the journalist's job as easy as possible by including photos that capture your story whether it's of the team, the project area or of a community event which highlights people's interest.
- Contact info – include the contact details for the person who can answer any queries, be interviewed if necessary and who will be able to sign off any quotes or the piece itself.
- Editors notes – this is where you can add links to any additional information that is relevant to you story whether its reports and stats or more information about the project itself

Getting your story out there

Your story is immediately more relevant to people in the area (and importantly they're the ones most likely to pledge to your campaign!) so start by contacting your local newspapers and radio stations first.

Is your project helping the environment? Or creating jobs? Or making something beautiful, weird or giant that people will want to know about? Consider which publications would be most interested in covering your story and hit them first.

Zoella is a YouTube celebrity with more than double the online following of the Financial Times. She might not be the best person to promote your project but it's a good idea to think outside of mainstream media and make a list of local bloggers, tweeters and community influencers (whether the head of the local Mumsnet group or the landlord of the most popular pub in town) who could help promote your project to an even larger audience.

Contact journalists early on in your campaign so that there are more opportunities for them to cover your story and so that any subsequent press coverage can help you to raise awareness and funds for your campaign.

So they didn't bite when you sent them the press release about your campaign launch? No worries. Get in touch again whenever you hit significant milestones – a crowdfunding campaign may not capture a journalist's imagination but 100 or more local backers, celebrity supporters or significant donations may well do. Because if at first you don't succeed, then do what the All Blacks rugby team would do… Try and try again.

09
PLEDGE PARTIES – OFFLINE ENGAGEMENT

From a BBQ in your local park, to a ticketed dinner party, a live music street party, or a water/pillow fight, getting your crowd together helps your crowdfunding campaign in a multitude of ways, and some might argue it's the crucial element to every campaign.

Pledge parties serve to:
• Remind everyone of what they have to gain if the project hits its target, inciting them to tell more people about the project
• Reward your current backers (who if you're lucky might give you an extra couple of quid as a result!)
• Lock down those soon-to-be backers, who "will make a pledge later tonight", they promise, but still haven't got around to it
• Engage the offline members of the community such as the elderly or those who are simply not as comfortable paying online.
• Restore much needed momentum when your crowdfunding campaign has become flat!

OK you've convinced me… So, how do I plan one?

Before launching your campaign, choose a date. Half-way through your campaign is a good time as energies can be low having exhausted your immediate network, but they can be held at any point in the campaign after the first wave of pledges!

Select a theme and location that are fun, free and inspire people with all of the wonderful potential of your project; the event needs to give them a glimpse of the lovely benefits of coming together to help you hit your target and the project is delivered.

Create an event page where people can register using either Eventbrite or Facebook, this will make it easy for people to share the link and for you to track numbers. Start promoting early using visually engaging posters and social media posts. Use incentives such as "The first fifty pledges over £20 will get a free beer and slice of pizza at the door!".

Free stuff. A local brewery could sponsor the event or a salon could provide some free treatments to raffle off. Anything people can eat, drink or take home will work; they're handy incentives that will get people along to your event, giving you the opportunity to pitch your project to them.

Invite some local councillors and businesses so they can see first-hand how much your project means to the community. Know any famous (or kinda famous) people from the area? Get them along and ask them to share with their networks so as to increase your turnout.

09
PLEDGE PARTIES – OFFLINE ENGAGEMENT
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What to do on the day:

- Take lots of photos and videos! Short clips of backers explaining why they're supporting the initiative are great for putting on social media.
- Show them around the project site, offer to take questions, and hand out flyers. Make sure they leave knowing enough about the project to be able to go out and spread the word to their networks. Impress some memorable project facts on them if you can!
- Keep everyone busy with fun activities; baby photo guessing competitions, frisbee, blind tasting, raffles, sponsored scoots, even fancy dress photo booths that have your campaign name on the photo print.

i GET THEM PLEDGING

Make it easy for people to give money to the campaign; set up a laptop pledging station and multiple collection boxes.

How to follow up after the event:

- The day after the event use the "Update Tool" on your project and email all your backers and attendees with photos from the event and a list of follow up actions, e.g. "Help us spread our network by accepting the #FivePledge challenge. Can you convince five of your friends to pledge? Send us their names and we'll send you a personalised thank you card!"

- Update your website and social media accounts with pictures and news from the event – share the good vibes and watch the pledges come in!

- Start planning your next event! Perhaps it will be your "YES! We did it!" celebration event!

- Remember, a pledge party can be any type of event, big or small, wacky or traditional, as long as you're showing the faces and passion behind the project. Use pledge parties to break up your campaign, to celebrate milestones and encourage backer cohesion making sure they all pull together and get you to the finish line!

i CASH OR CHEQUES?

Pledging online is the easiest but if you've received cash or cheques you can still log these as offline pledges on your campaign. Check out our FAQs for details.

10
NEXT STEPS - PITCHING

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Once you've finished your project page and completed all fields it's time to pitch to any relevant funds and submit it for verification.

Pitching to funds

On Spacehive we have over one million pounds in funding from our partners across the country, including everyone from the Mayor of London to Manchester City Council and Growing a Greener Britain to Better Communities.

So whether you're crowdfunding an arts project in Hull, a sports tournament in York or a green space in Manchester – we have funding to help you make it happen. The big question is, how can you access all these different funds? Easy! Just follow our seven steps below.

1. Upload your project to Spacehive
If you're creating your project as part of a group, charity, council or business, make sure you sign up as an organisation. This is essential as some funds will only back projects created by certain organisation types – charities, community groups etc. If you've created your project as an individual rather than an organisation by mistake simply message the team at support@spacehive.com and they'll help sort you out.

2. Select the relevant project categories
Funds match with projects on four key areas – who the people behind the project are, where they are, what impact they'll have and what type of project they are. Project categories include Sport & Play, Parks & Gardens, Arts & Culture, Buildings, Food & Farming and Streets & Infrastructure. Choose one category (or two if needed) that reflects your project type.

3. Identify the impact you'll have
Your project will have an effect on the area around it – whether it's helping the environment, promoting activity, creating jobs or volunteer opportunities or perhaps boosting the local economy. Select all of the impact areas relevant to your project as it will help you match with suitable funds.

4. Mark your location
Show us where your project will be by drawing the area around it on the map. Then continue to fill in the rest of your project information – from the description and imagery to permissions and costs. Remember our funding partners will be looking at all of this information when they receive your pitch. Once you've submitted your costs and pressed 'Save and Finish' you'll be able to access the Funds tab.

FUNDS ON SPACEHIVE

Discover the different funds on offer here: **about.spacehive.com/funds**

NEXT STEPS - PITCHING

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5. Funds Matched

Voilà! And just like that all of the funds that have matched to your project will be revealed.

6. Pitch please

To attract a pledge, you need to complete a pitch. Follow the instructions and guidance provided by each fund to complete your project pitch. The best part? Complete one pitch and all of your answers will then save, ready for you to complete the next one quickly and easily. Once you've completed all of the pitches you would like to submit, it's time to get verified and start your crowdfund campaign.

7. Getting a pledge

If you are successful in your pitch, the fund will pledge to your project. Woo! If you haven't been selected, they'll be in touch to let you know. Note that some pledges come with terms and conditions, which you can choose whether or not to accept before receiving their pledge.

10
NEXT STEPS - VERIFICATION

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Verification

Before a project can start crowdfunding it is checked by Locality, the national network of community organisations. This involves inspecting the idea, land permissions, and project costs to make sure the project is viable and trustworthy. The verification duration varies depending on the project's complexity – but most will take between three and five days.

Verification is an impartial, objective procedure that ensures all projects are assessed according to equal terms and is carried out externally by Locality, the national network of community organisations.

If Locality are not satisfied with your project proposal they may not verify it but will provide you with feedback and support so that you may rework your proposal to get it ready. Once you've been verified you need to set your campaign start and end dates in order to start crowdfunding.

Benefits of verification

There are many positive effects of this process. It's key to attracting larger pledges for your project, from councils, local business, and corporates because they have the assurance that their money is going to a responsible project creator.

But it's not just the bigger pledges that verification helps trigger. It also gives project owners a confidence boost. Locality gives you the assurance that their idea is possible and their plan is accurate. If the project creator has any questions they receive guidance from Locality's members who are the leading experts in community enterprise and social finance. Coupled with Spacehive's personalised crowdfunding support it leads to some fantastic campaigns that are changing the face of the UK's local streets, parks, and other community spaces.

Locality's verification is a simple exercise, but it makes a whole world of difference, unlocking the potential for huge support for your ideas, from your local community and beyond.

WARNING

Please note that after submitting your project for verification you will not be able to edit your project page, except for your gallery, and you will no longer be able to pitch to any funds, so make sure you do this beforehand.

11
DELIVERING YOUR PROJECT

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Didn't hit your target?

Not hitting your target can be disheartening. However it doesn't have to be the end of your project. See your first Spacehive campaign as a test run, an opportunity to test your idea out on the community, rework it according to feedback, make it better than ever. Because of Spacehive's all-or-nothing model, none of your backers were charged for the project, so you have the opportunity to try them again for a pledge.

When a project creator doesn't hit their target, it's often down to one or both of the points below. See if you can work out where you missed the mark, then why not give it another shot!

1) Your idea

a. Wide appeal: Did your idea benefit multiple audiences? E.g. parents, schools, businesses, sporty types, arty types, etc.
b. Uniqueness: Was your idea eye catching enough?
c. Presentation: Did you have a good title, project page, and video?
d. Were your costs too high? Could you raise funds for the first phase of the project instead?

2) Your crowdfunding campaign plan

a. Time frame: Did you run your campaign during a holiday period? Did you run your campaign for too long or too short? Did approach audiences at the right time?
b. Communication: Was your crowd communication plan sufficient?
c. Offline engagement: Did you throw a pledge party? Did you engage the offline community?
d. Did you put a team in place to help? Did you manage that team effectively and delegate tasks appropriately?

11
DELIVERING YOUR PROJECT
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Congratulations! You made it to the finish line and now enter the most exciting phase of your project; delivery!

Through crowdfunding, you've raised the funds needed to deliver the project as well as engaging the community in shaping their local area and raising the profile of your project.

Thanking your backers

First things first, you deserve to celebrate your success. High fives, hugs and hard liquor are all options. Once you've had time to enjoy the victory it's important to take the time to thank your backers and supporters.

Use all your campaign tools to celebrate the success of your campaign – send out an update via Spacehive, share on social media, post as a blog and let your media contacts know all about your success.

Receiving the funds

On hitting your target, we'll send out an email to all backers letting them know that their pledge will be collected in a few days, so that they can make sure they have got sufficient funds in their account. At this point you should also check that your GoCardless and/or PayPal accounts have been verified, otherwise this can delay payment.

We will then collect the pledges and send them over to your designated bank account. GoCardless pledges will be deposited in one complete sum while PayPal pledges will all be lodged individually.

RECEIVING FUNDS

On average 1% of pledges fail, either because the backer has cancelled their pledge or did not have sufficient funds in their account at the time of pledge collection. We will chase these individuals and try to recollect their pledges, but cannot ensure 100% collection rate.

11
DELIVERING YOUR PROJECT

Your Project Delivery Manager is now legally obliged to deliver the project as set out on the project page. If worst comes to worst and the project can't go ahead, then all pledges must be refunded.

Over the course of delivering your project, keep your backers updated on your progress sharing photos and stories. When your project is open for visitors, let your supporters know they can come check it out.

Running another campaign

Ready to go again? If you want to capitalise on the success of your first campaign and are ready to launch a follow-up, then look to get your next project page up and verified by the time you hit your target, so you can use the momentum of your success to launch your next phase with a bang.

The Renovation of Wanstead Playground is a great example of a phased project. They ran three campaigns raising £13k, £25k and then £46k in quick succession from a total of 380 backers.
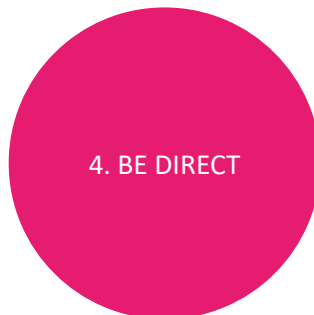
TOP TIPS FOR A SUCCESSFUL CAMPAIGN

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1. PLEDGE YOURSELF

Pledge to your own project – it shows that you believe in it and it adds legitimacy when you're asking other people to do the same.

2. HAVE A SOFT LAUNCH

Get your top supporters to pledge before officially launching your campaign so that when you start directing people to your project page, it's already displaying visible support.

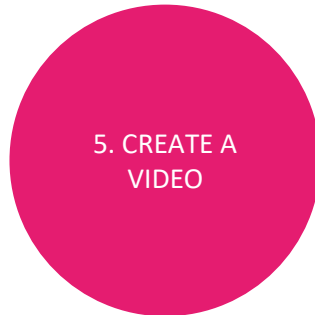**3. CREATE SOCIAL MEDIA TEMPLATES**
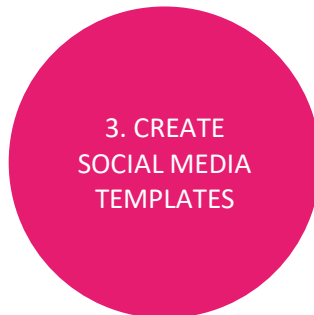
Have images of your project and short messages which you can ask people to share on their social media accounts (Twitter, Facebook, Instagram, LinkedIn).

4. BE DIRECT

When telling people about your campaign, don't forget to ask directly for pledges. If you don't ask, you won't get.

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TOP TIPS FOR A SUCCESSFUL CAMPAIGN

5. CREATE A VIDEO

Create a short video (no more than 2 minutes) to promote your campaign. If you don't have video skills and equipment, ask a friend who does or produce a simple version on your mobile phone.

Holding events in the community is important to raise awareness and get buy-in from people you aren't engaging with online. It's also a great way to bring your crowd together.

6. HOLD EVENTS

7. SEND UPDATES

Let your supporters know what progress you're making with the campaign (big pledges, press coverage, an event) and encourage them to share with their networks.

Make sure to include the link to your project page in all your communications and marketing materials.

8. INCLUDE LINKS

NEXT STEPS

Spacehive is a funding platform for projects that make local places better. We provide the tools you need to develop your ideas, get noticed by crowds of people, companies, councils and the media, as well as attract funding to make great projects happen.

Get started

You've read the guide, you've got your team and you've set out the costs and timings for your campaign. It's time to get started. Go to **spacehive.com/create** and start the adventure.

Need some help?

Join one of our live workshops or training webinars for expert advice on how to run a crowdfunding campaign. Check out our upcoming events and sign up here: **about.spacehive.com/events**.

Got more questions?

Check out our Frequent Asked Questions on **about.spacehive.com/faqs** or get in touch over at **info@spacehive.com**.

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