Platinum Jubilee Crowdfunding

Step-By-Step Guide

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01
Introduction

Who are we?

We are crowdfunding experts, here to help you raise money for your Platinum Jubilee event. Whether that's a street party or another Jubilee get-together, we'll help you in delivering the best project possible.

The details

- Use Spacehive to raise up to £2000 for your Jubilee event.
- Run your campaign in March-April
- Receive the funds in May
- Street party time! Deliver your project in June

Benefits

- Crowdfund so you can deliver a Jubilee celebration to remember!
- Use your campaign to create excitement for the event - we need this now more than ever!

This step-by-step guide will assist you as you create your crowdfunding project. It includes a list of key contacts, in case you have any questions or need some additional support.

If you're planning something other than a get-together to celebrate the Jubilee, such as a community mosaic, then we'd still love to hear about it! Fill out this short form here & we can advise you on how to crowdfund that too!

02
Timeline

Early-mid February
Start to plan your project and upload your idea to the Spacehive website.

During the month of Feb get your Spacehive page ready and prepare for verification.

1st March - Submit for verification
Spacehive will check your costs and verify your project meaning you are ready to start crowdfunding.

Mid March campaigns start
Launch your campaign no later than the 15th of March through the 29th of April.

Attract funds from neighbours, friends, family & the community in order to reach your target. If you hit your target early, you can continue to overfund up until the campaign deadline of the **29th April.**

May - funds transferred
The pledges will be transferred across to the bank account associated with the project in May, so you can deliver your project in time for your Jubilee event in June.

03
Planning your project

Before you start creating your project on Spacehive, you will need to decide exactly what your Jubilee event will involve.

Here are some key things to consider:

1. Speak to your neighbours to see if they are interested in having a celebration event. You might want to print a flyer explaining the idea & inviting people to get involved.

    This is a great way to get a sense of what people want and the creative ideas people have. This will also help you get other people involved in the event so you don't have to do everything yourself.

2. Think about where the celebration could be e.g. on the street, in the local park etc. It's also a good idea to have a back up plan for bad weather.

    Depending on your idea, you might need different permissions. See section 7 of this guide to give you a sense of what you might need.

3. Speak to your local council about any of the permissions you might need and see if there is any funding available.

    Many council's will have a dedicated person responsible for supporting Jubilee events.

4. Think about how much the event might cost. Is this something that neighbours could help pay for themselves or will you need to look to other places for funds. See section 9 of this guide for some example budget items.

04
Creating a Spacehive account

First of all, you need to register a Spacehive account, you can do this <u>here.</u>

You can register as an individual or on behalf of your organisation.

If you are crowdfunding on behalf of your organisation, then do not use Facebook to sign up, as this will link it to your personal account.

05
Create a project page

You should now be registered, click here to get started on your project page!

Create
Welcome to your Project Dashboard! Let's start by creating your project page....

1. Create your project page   0%

Click the 'Get Started' button and we'll help you prepare your project so you can start crowdfunding! We'll ask you to add details about your project, yourself & your team. Then as you progress more options will unlock below...

Get started

2. Pitch to funds

3. Get your project verified   0%

4. Start crowdfunding   0%
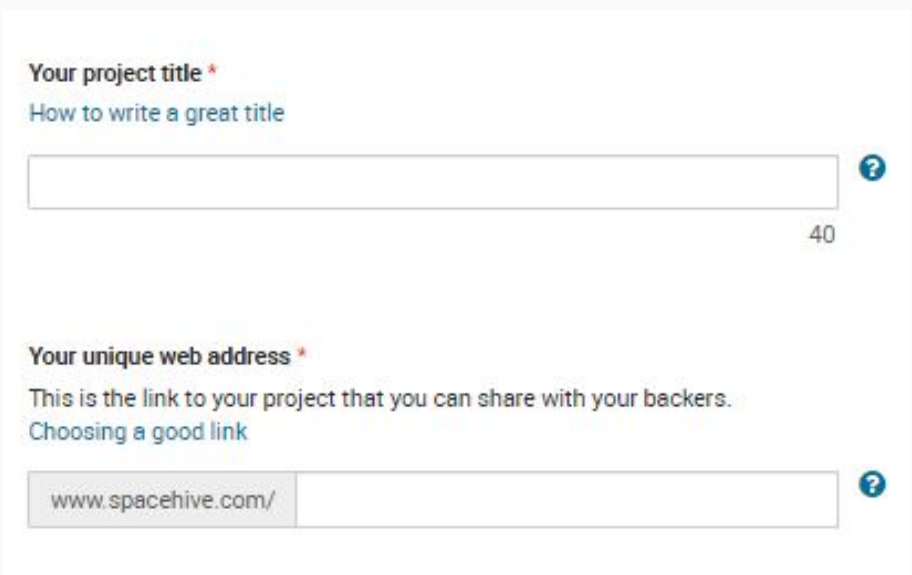
05
Create a project page

Create a title & URL

- Keep your title short & simple. You should be able to understand what the project is all about from the title.
- It's always good to mention the location where your event is happening as it attracts backers from within your community.
- Make the url short & direct. This is how you will promote your page, so it needs to be easy to remember.

Your project title *
How to write a great title

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Your unique web address *
This is the link to your project that you can share with your backers.
Choosing a good link

www.spacehive.com/

05
Create a project page

Summarise your idea (200 characters)

- In one or two lines briefly introduce the who, what, where, when, why & how of your idea.

Describe your project (1000 characters)

- Tell us more & convince readers why they should back your project by listing the positive impacts. If someone is reading this part they are already intrigued, so now is the time to turn this interest into a pledge!

Short summary of your idea *
Check it's eligible for Spacehive

200

Your project description *
Tips on describing your project

1000

05
Create a project page

What will you deliver?

- List what backers money will go towards e.g. food & drink, entertainment etc.

What will you deliver? *

This is your commitment to your backers. If they give you the money you need what exactly will you deliver? Tell them what they'll see rather than the benefits.

How to explain what you'll deliver

e.g. Plant 10 trees	🗑
e.g. Hire sound equipment for a day	🗑
e.g. Install a new kitchen	🗑

+ Add another bullet

05
Create a project page

Upload images & videos

- Uploading photos/videos to your page communicates what your project is all about.
- It gives your page a personal touch & will help you attract more backers.
- If you have a video - even better!

Video and images

Incomplete

Bring your project to life with some nice images - and ideally a campaign video. ❓

Getting your images and video right

Drop files here or click to upload

Previous

Save & Next

05
Create a project page

Delivery date

- Input the date of your event.
- The Platinum Jubilee celebrations start on Thursday 2nd June through to Sunday 5th June.

Delivery

Incomplete

Delivery date*
When do you hope to deliver your project?

By [   ] 🗓

Or between [   ] 🗓 and [   ] 🗓

Project Delivery Manager*
Who will receive the funds you raise and take responsibility for delivering the project?

○ I will
○ Someone else will

Learn about the Project Delivery Manager role on Spacehive

Will you be working with any contractors? * ❓
○ Yes ⦿ No

Previous   Save & Next

05
Create a project page

Your page will look something like this:

06
Setting up a Stripe account

Stripe is our payment provider & it is how we will process all of your pledges and ensure that you get the funds released to your bank account in time for your event.

You must set up a Stripe account before you can submit for verification.To do this, you will be taken to a new website that looks something like this:

- You will need your phone to hand, as you will get sent a code to input.
- Make sure you input the bank details that you want the funds to go to.
- You will then get an email from Stripe asking you to confirm your email address - please go ahead and do this.

07
Permissions

All projects on Spacehive must go through our verification process before they can start crowdfunding.

As part of this process we check that any necessary permissions are in place for the project to go ahead.

So, you will need to ensure that you have thought about which permissions will need to be in place for your event to go ahead.

Depending on your project, these may be:

- Road closure license
- Temporary Events Notice
- Music Licenses
- Public Liability Insurance

These may or may not be relevant to your project, so it's important to do your research and apply for those that are early on.

07
Permissions

Road Closure

If you are hosting a 'street meet' and only using green areas, front driveways or gardens off the road, then you will not need to apply for a road closure.

However, if you are planning a 'street party' using the road then you will need to apply for a road closure.

Applying for a road closure:

1. Check it is OK to host the street party with everyone along the road.
2. Think of alternative traffic routes.
3. Apply to your council for a road closure 6-12 weeks in advance.
4. You or the council will have to inform the emergency services. Your council should advise you on this.
5. You will need to put up a 'road closed' sign on the day. You can hire or buy one, the council will advise you on this.

Road closure should be free of charge, but some council's may charge a fee. Find out what your local council's policy is here.

07
Permissions

If you do need a road closure license, we will need to see evidence that you have had it approved. Please upload a document, such as a confirmation email from the council, into the council permissions section.

If you are doing a smaller 'street meet' or gathering and do not require a road closure, then you can click 'my project doesn't require council permissions'.

Council permissions

What's the name of your local council? *

Royal Borough of Kingston upon Thames ▼

Does your project need permission from the council? * ❓

○ My project doesn't need permission from the council
○ Not sure
● My project needs permission and I've got it
○ My project needs permission but I don't have it yet

Upload evidence of support * ❓

Drop files here or click to upload

🗑

07
Permissions

Temporary Events Notice (TEN)

Most street parties won't require a TEN. However, if you are planning on selling alcohol, tickets or having live music in a publicised programme for your event, then you will need to apply for a TEN. More can be read on this here.

If you do need one, you should apply for it at least 2 weeks in advance of your event. It will cost around £21.

You may not have it confirmed until nearer the time, but we would like to see confirmation that you have applied for one, so please upload confirmation of submission under the council permissions section, as shown on the previous page.

Music licenses

Background music or live music which is incidental to the day, does not require you to apply for any music licenses.

If you are planning on having a publicised programme of live bands, then you will need to apply for a music license from PPL PRS. The cost will depend on the type of event you are organising, more information can be read here.

If needed, you can crowdfund for this by incorporating the cost of the license into your budget.

07
Permissions

Public Liability insurance (PLI)

Most of the time, resident only street parties do not require Public Liability Insurance, as they are very low risk. There were no claims made at all after the Diamond Jubilee in 2012!

However, some councils will require you to have PLI as a condition for approving a road closure, so it's worth checking with your local council.

If your council recommends it, you can choose not to buy it but make sure everyone knows they are responsible for themselves.

If you would feel more at ease knowing you have PLI, then you can also incorporate the cost of getting it into your crowdfunding budget.

More information on PLI can be read here.

08
Costs

Before you can start crowdfunding, we check your project as part of our verification process.

This involves assessing all the relevant permissions are in place, as explained in the previous pages.

It also involves checking your budget. We do this so that backers have assurance that their money is going towards a responsible project creator & it also gives you the confidence that your project is deliverable!

To make verification easier for you, we have come up with a set of pre-approved costs that you can use for your Jubilee event.

1. Entertainment - max £800
2. Food/drink - max £500
3. Equipment (tables, chairs, gazebos, bunting etc) - max £500
4. Other expenses (insurances, licenses etc) - max £200

As these are pre-approved, we do not require you to submit any supporting evidence.

You do not have to choose the maximum amount if you think your street party doesn't require it. The higher your target the more crowdfunding you will need to do, so bear that in mind when deciding how much you want to raise.

08
Costs

Pre-approved costs

- Enter the cost item e.g. Food & drink
- Enter the total for this cost e.g. £500.
- Put N/A in the comment box.
- Click '+Add another cost item'

Costs

Incomplete

List all the things you need to raise money for - we'll add them up to create your crowdfunding target. Be detailed, attach evidence, and don't forget to include VAT where appropriate.

How to cost up your project

Examples of acceptable evidence

Item	Cost (£)	Evidence / quotes
		Upload Max file size 5 Mb
		Add a comment if your document needs explaining. If you can't provide evidence please explain why.

+Add another cost item

08
Costs

In-kind & pre-campaign fundraising

If you have any significant items being gifted in-kind for your event then you can add these in here. If there are small things that people along the street are contributing e.g. baking a cake or lending tables & chairs, then leave them out of this section.

You may have already raised some funds for your event prior to starting your crowdfunding campaign. If so, then please enter the amount you already have and upload an excerpt that shows you have this in your account - this is for verification purposes only and will not be shared publicly.

08
Costs

Spacehive follow an all-or-nothing model, meaning you need to hit your initial target in order to receive the funds.

However, if you hit your target early, you can continue to overfund up until the campaign deadline of the **29th April.**

To do this, make sure you enable overfunding!

You can choose what any additional funds will go towards.

Overfunding

Do you want to enable overfunding for your campaign? This allows you to continue fundraising if you hit your target early.

○ Yes　◉ No

How overfunding works

Previous

Save & Finish

09
Verification

You should now be ready to submit for verification!

If you've followed this guide, then verification should be a very quick process.

Our team of experts will be on hand to ensure you have everything in place and you are all set to crowdfund.

3. Get your project verified
0%

Although you have previously submitted your project for verification, your project has been sent back as not being quite ready to start fundraising. The reason given was the following:

: Contact Spacehive on support@spacehive.com if you require further explanation.

Once you're ready, please submit again.

Submit for verification

Once you are verified you can then go ahead and launch your campaign and start crowdfunding!

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Pledging

How does pledging work?

Backers can make their pledge by clicking the 'back this project' button on your page.

Their money is taken and then held by Stripe. The pledges are only released to you once you hit your target.

If you do not manage to hit your target, then all backers will be refunded.

This system gives backers the assurance that their money will only get used if the project is fully funded and will be delivered.

11
Planning your campaign

Successful crowdfunding projects have a well thought out plan before they start campaigning. There are some key things to think about at this stage:

Length of campaign

- Following the timeline, your campaign should run from around the 15th March-29th April, giving you at least 6 weeks to crowdfund.

Forming a team

- Running a crowdfunding campaign involves different skills, from creating a plan of action to selling your ideas to backers. This is a lot for one person to take on, so we would recommend you form a team and utilise different skill sets.

Identifying potential backers

- Make a list of everyone/group you can approach.
- This could range from neighbours to local businesses to schools.
- Start with those most likely to make a pledge and work your way towards the potential larger backers.

11
Planning your campaign

Most likely to back

▼

Wk 1 ▶ **Wk 2** ▶ **Wk 3** ▶ **Wk 4**

You & your project team   **Friends & Family**   **Neighbours**   **Your social network**

▼

Wk 7 ◀ **Wk 6** ◀ **Wk 5**

Wider public   **Local businesses**   **Local council funding**

▲

Least likely to back

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Delivering your project

Congratulations! You've hit your target & crossed the finish line! Now the fun part starts - delivering your event.

First of all, it's time to thank your backers! Use every platform you can to do this, for example, post an update on Spacehive, post on social media, write a blog etc!

All of the pledges will then be released into your bank account and you can get started on organising your Jubilee celebration!

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Next steps

Get started

You've read this guide, so you should be all set to get started on making your idea come to life. Go to https://about.spacehive.com/crowdfunding-jubilee/ to get started.

Need some help or have any questions?

Check out our Help Centre here or contact us at support@spacehive.com.