

Crowd Funding

How to run a successful crowd funding campaign

Crowd funding is an increasingly popular way to raise funds within LGBT+ communities. Trans groups have been particularly effective at using crowd funding, perhaps because of the barriers they have faced with other kinds of fundraising.

Your group could raise thousands of pounds for a project in a relatively short time period. If you're considering crowd funding as part of your income mix, read on for our top tips.

1. Choose an online crowd funding platform

There are a number of crowd funding platforms available, including [GoFundMe](#) , [Crowdfunder](#) , [JustGiving crowdfunding](#) and [Givey](#).

They offer different features and charge differing fees. We'd recommend you research several platforms to choose one that best suits your needs. You could ask other LGBT+ groups for recommendations, particularly if they've had successful campaigns.

2. Write clear and compelling copy about your project

Once you've chosen your platform, you'll need to set up your account and craft your crowd funding page. Your page should include:

- What you need the money for.
- The need you're meeting and why it's important to meet it.
- How much you need to raise and what the money will buy e.g., £10 will pay for...£50 will pay for... £100...
- Links to your website / blog / social media page.

It's best to keep this description short - around 500 words. Try and connect emotionally with the reader e.g., you can start with an inspirational story about someone you've helped and how their life has changed. You need inspire donors to give to your project.

3. Set your target

How much do you need to raise? This could be £2,000, £5,000, £10,000...? Set a target that covers what you need for your whole project or just one aspect of your project.

When setting your target consider whether you have existing supporters and/or wider community support you can tap into and how much time you have to put into publicising the campaign (see below).

It may be best to set a lower target and achieve or exceed it, than to set a higher one and find that it's beyond your reach. Some crowd funding platforms will only transfer the money to you if you reach your target, so make sure you've researched your platform well before you begin.

4. Set a deadline

Crowd funding campaigns usually run for 1-3 months.

Setting a short time scale allows you to concentrate your efforts and to create a lot of excitement around your campaign. Donors are more likely to give to a project they'll see realized within a short time frame, rather than a campaign they'll only see the results of in a year.

5. Produce your communications plan

The key to successful crowd funding is to promote, promote, promote your campaign. It takes A LOT of work – estimated to be around 35 hours per week for the length of your campaign. Before you start, make sure you have one or more volunteers or staff members in place who can put in the time. Ideas for promoting your campaign:

- Via social media, your website, and your e-newsletter.
- Ask supporters to share your links.
- Ask 'influencers' e.g., LGBT+ organisations / celebrities / high profile figures to share your links e.g., by retweeting.
- Make short videos to upload to your crowd funding site and social media to keep people engaged.
- Post case studies / stories of the people you're helping (make sure they are either completely anonymised or you have their informed consent).
- Countdown to the deadline - publicising how much you've raised and how much left to go.
- Do media interviews to promote.
- Have a look at other crowd funding campaigns to get more ideas for promotion.