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**Calor Rural
Community
Fund**

Part one Planning your project



CALOR

Introduction

Everyone entering the Calor Rural Community Fund has the opportunity to crowdfund for their idea at the same time.

This year, those with the most public support in each funding category will make it through to the finalist stage. Crowdfunding is a great way to show that your community back your idea, through donations and project likes or shares.

We've teamed up with Crowdfunder, who have learned a lot about how to prepare, build, create and fund successful crowdfunding projects. These three guides will take you through how crowdfunding works and what to do to make it a success.



Take raising money in your own hands and make the most of crowdfunding



When you set up your community project, you can then actively raise money through crowdfunding.



For every pledge (donation) that you receive during the supporting stage, your project will receive 10 points.



These points will put you in good stead for the next stage, as the projects with the most points in their funding category will make it through to the final. Better still, your community project will receive even more funds!

Benefits of crowdfunding



Crowd validation

Crowdfunding can be a fantastic way to test your idea. A successful project proves there is belief in what your organisation is doing, and gives you confidence that you're on the right track.



Awareness

Running a project can raise your organisation's profile in a big way. Think of the funding period as an intensive marketing exercise and an opportunity to try out new ways of promoting your organisation.



Advocates

Crowdfunding is for life. The people who support you might become your volunteers and members. Your supporters take part in the journey, meaning they make incredible ambassadors for you in the future.



Future funding

Having a successful crowdfunding campaign could help to unlock additional grants and support in the future. It proves you know what you're doing.

“Following our Crowdfunder project we gained more volunteers, more people attending our classes, we re-used our video and also appointed new people to our steering board! It's about so much more than just fundraising.”

- ILANA TAUB, CO-FOUNDER, SNACT



The ins and outs of supporting a project

The butcher, the baker, the movers and shakers – get them excited about your community project and proclaim it from the rooftops. Drumming up support from within (and outside) your community is so important. Those with the most public support in each funding category make it through to the finalist stage. Finalists will then be scored by a panel of impartial judges who will select the winners.

How the scoring works

+1
POINTS

Your project receives 1 point for every like or share.

+10
POINTS

If someone is feeling generous and decides to donate to your project, your project will be awarded 10 points for their pledge.



Making a plan

This is your project, so it's up to you to make sure you have everything lined up and ready to go before the big launch date.

You might want to use a simple checklist list or dive into the detail with a spreadsheet; it's your call.

You'll build your plan as you work through this pack, adding other tasks that are specific to your campaign.

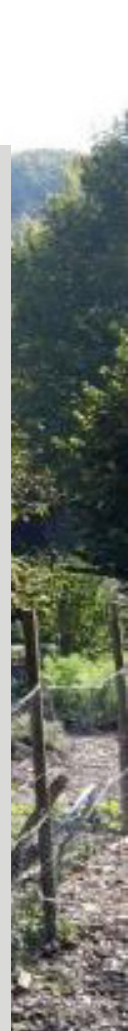
To get you started, here's our checklist with all the essentials:

Key action

Use a calendar to prioritise and map out deadlines for each task, showing what needs to be done by when. Try your best to stick to those dates to stay on track.

Checklist

- Build your team and assign roles
- Identify project's key points of interest
- Start drawing network map
- Ask your team to help expand network map
- Bullet point key messages (What, Why, Who and How)
- Estimate audience size
- Set a realistic target
- Choose project title
- Add a project image
- Flesh out story with subheadings
- Add a variety of images
- Discuss possible rewards with team
- Refine reward list and add to your project page
- Prepare social media accounts
- Plan video
- Shoot and edit video
- Start marketing plan
- Agree actions with team
- Warm up your Crowd
- Plan launch
- Make a list of first 10 supporters
- Go live
- Keep reviewing your plan
- Get funded





Skills you'll need

Think about your strengths and weaknesses – are there any gaps in your own skillset that need to be filled?

It's a good idea to share the load when running a project and find people to help with specific tasks. It can sometimes feel like a lot of work for one person to do alone, so delegating can free up more of your time to focus on driving the project forward.

Run through the list of skills that you need to outsource and think about anyone you know who has experience or expertise in that area.

The core team behind great projects is usually made up of 2–5 key people, so think about who you want on board and start those conversations.

Useful Skills



Project leader



Content writer



Creative



Videographer



Networker



Social whizz

“Gather your team together for group brainstorming sessions on telling your story, offering rewards and spreading the word.”

**- BERTIE HERRTAGE, SENIOR COACH,
CROWDFUNDER.CO.UK**

“People can fill more than one role if that's where their skillset lies”

**- SAMI MAUGER, HEAD OF COACHING,
CROWDFUNDER.CO.UK**

Identifying your Crowd

You'll need to engage with your personal and professional contacts to make your project a success. Usually your friends and family will be the first to pledge (donate), like or share, with new audiences coming later. Let's look at the big picture first.

The best way to start is to gather your team together and start drawing a map of your network. Using this network map template will give you a much fuller picture of the shape and size of your Crowd. Your unique network map will be the basis for all the key elements you'll be creating next, so leave nothing out.

Local

Relevant

National



Nurturing your Crowd

Who's missing from your network map?

Identify any groups or individuals you'd like to reach, but haven't yet connected with.

It's also important to make sure you engage with everyone already on the list, so your channels of communication are open and active. If you haven't spoken to a particular group in a while, now is the time to get back in touch.



Personal contacts

Speak with your friends and family to tell them about your upcoming project launch. It'll make them feel valued and will save you time explaining what you're up to later.



Existing supporters

As these people have already engaged with your project, they're a fantastic group to nurture. Giving them an 'exclusive' early opportunity to see your new idea is a good way to keep them on board.



Social media

If you don't have a Facebook page for your project, set one up as soon as you can. Get active and build your audience on Facebook, Twitter and Instagram before going live – don't wait until you launch to start engaging.



Relevant groups

Become active in forums and online groups that are used by your target audience. You can find lots of groups on Facebook and LinkedIn. Remember to engage with comments and ask questions, don't just talk about your project.



Local people

If your project is targeted towards a specific location, spend some time attending events and talking to local people to raise awareness. Collect business cards and email addresses, get networking!

Next step

You're now through the planning stage and ready to start creating your project.

Any questions?

[Book a call](#) to speak to one of our Crowdfunder coaches

Summary

Let's recap what you've achieved already:

- ✓ Created your own unique checklist
- ✓ Plotted your key activities onto a calendar
- ✓ Assigned key roles and responsibilities
- ✓ Created Facebook page
- ✓ Identified your Crowd
- ✓ Started nurturing your Crowd