

# Creating Opportunities (Crowdfunder)



## Creating Your Campaign Page

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Sport NI strongly advises that applicants contact our Creating Opportunities team before making an application [creatingopportunities@sportni.net](mailto:creatingopportunities@sportni.net). You can also contact our dedicated Crowdfunder Coach [chloe@crowdfunder.co.uk](mailto:chloe@crowdfunder.co.uk)

## Setting your target

It is important to set your target appropriately based on the financial needs of the project you intend to deliver whilst also ensuring it is an achievable amount to reach and not too ambitious, but also not underestimating the amount of support you could receive from the crowd. **Once the target is set, and the pledge from Sport NI is requested it cannot be amended.** Should you reach your target you can continue your campaign by requesting a stretch target to keep raising funds through the crowd until your campaign closing date. The amount pledged by Sport NI will remain unchanged (even if you have not requested the full £5,000).

50% match funding from SNI Eligibility		
Total Target	SNI support	Crowd support
£1,000	£500	£500
£5,000	£2,500	£2,500
£8,000	£4,000	£4,000
<b>£10,000</b>	<b>£5,000</b>	<b>£5,000</b>
£12,000	£5,000	£7,000

## Designing a Project Page

The first thing applicants need to do is to make sure you are creating a campaign page that targets a wide audience and not just your members. Your aim is to expand your reach beyond your immediate network, here's some good ways of doing this:

### Your Project Title

Your project title should include the name of your organisation followed by the name of your project (organisation name/project name). To reduce the length of your title, you can abbreviate your organisation type e.g. Football Club to **FC**, Gaelic Athletic Club to **GAC**, Cricket Club to **CC** etc. Therefore, an example project name could be "Comber BC/Going Toe To Toe"

### Headings

Add headed sections to your project page, using headings and sub-headings. This helps break up information and makes your story easier to read. Outline information about:

- Your organisation.
- The impact of your club on the local community.
- How your project will aim to 'Level the playing field'
- The project you are crowdfunding for; what's the need for funding?
- How will you spend the money raised?

### Images

Images are good at creating a clear picture of the fantastic organisation you've got. Try to include pictures of the facilities, members of the club, members of the community, and any previously hosted events.

### Videos

Videos are a great way of pitching your campaign and making it more personable. They should be somewhere between 1 and 3 minutes. Your supporters will like to see who they are supporting and understand what the project is about from the people who will deliver it or benefit from it.

If you are planning to apply for between £4,000 and the £5,000 maximum match-funding from Sport NI, you **MUST** include a video that is bespoke to the project.

### Rewards

Rewards are the best way to extend your reach outside your immediate network. Clubs are seeing real successes from speaking with local businesses, members and friends of the club who then donate things to use as rewards. Previous examples have included; cheese- hampers, mortgage consultations and 1-week holiday rentals! It's a great way of attracting pledges from outside the sports world.

#### **You are required to include a minimum of 2 Community-Based Rewards as part of your campaign.**

Our advice is to look beyond your club or organisation and tap into the wider community around you, with a variety of Rewards across different price points. The wider the variety of Rewards that you have, the greater the potential appeal to your crowd.

Have you approached any other local businesses directly or do any of your members or their families have connections to local businesses? Providing discounts, vouchers or physical goods or services from local businesses for your supporters to claim is a great way to crowdfund and achieve the success you need.

For example, do you have any local restaurants that could provide a physical voucher or discount? Not only is it free publicity for them, the face-value of a voucher is often exceeded when used. Do you have any local garages that offer car services? Car washes? Hairdressing or beauty salons? Shops or local producers that can provide something that you can use as a Reward with a fixed price against it (rather than a prize draw)?

People usually like to feel they are getting something of value with a Reward. If a member of the public is intending to pledge £10 and sees if they pledge £20 they get a % discount or a £25 voucher at a local restaurant or shop, they will potentially opt for that.