

CROWDFUNDING AT BATH

Tell a story

1. What impact will your project have?
2. Who will it have an impact on?
3. What difference will that make?
4. Who would be interested to know about it?

Answering these questions tells you who would be interested in your project and what you are going to tell them. You only have a limited space in which to tell your story (and only a small amount of their attention while you tell it) so make everything count. Use eye-catching photos and videos, and keep it short and to the point. Make sure that your text and pictures together tell the story that answers questions 1 to 3.

Who is your audience?

You need everyone in your group to use their networks – and then more. Social media is a good start, but you can also promote your story through:

- o Word of mouth to friends and family
- o Digital screens in the SU
- o Posters and flyers
- o A place of work
- o Local newspapers
- o URB / Campus TV / Bath Time
- o Noticeboards

Prepare a promotional plan with help from the Department of Development & Alumni Relations. Plan what you intend to do each week, and even each day. When will you send updates and thank you messages?

Why do people give?

Because they are asked! So make sure you ask – repeatedly. Don't be put off by someone saying no, ask other people. People also give to causes where the impact their money will make is clear. Make sure you tell your potential donors what you're planning to do, and why you need their money to do it. Recruit as many helpers as you can and ask them to share your campaign on social media. Remember that without a crowd, there is no fund – you have to build the crowd, get their interest and then keep it.

Keep telling the story

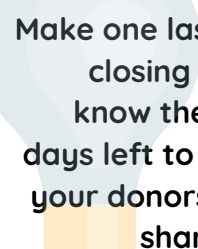
You need to keep people's interest so that they continue to share on your behalf, advocate for your project and maybe even donate (again!). Celebrate each milestone on social media e.g. we've reached 25%! Make sure your group or club helps you – ask them to share, like and retweet updates to spread awareness. Reach out to the right people by using well-planned hashtags on Instagram.

TOP TIP!



Tag @UniofBathAlumni and @hubbubnet and we'll retweet to our followers. Use hashtags, images and videos – get people excited about your campaign.

TOP TIP!



Make one last push before the closing date – let people know there are only a few days left to donate. Thank all your donors and ask them to share on social media.