



The Deal

Wigan Council

Wigan Council Crowdfunding



Deal for Communities Team

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Aims and Objectives



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1. Understand what Crowdfunding is and how it works.
2. Understand the benefits of Crowdfunding.
3. Know what support is available to YOU!

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Crowdfunding



You have an idea



You create a page online:
<https://www.crowdfunder.co.uk/funds/wigan>



Tell the crowd



The Crowd pledge cash in return for a reward



The Crowd share your project with their friends and family



You reach your target.

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What you need to do



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- 1. Create a unique project on Crowdfunder, explaining your ideas. Set a target and how long you need to reach it.**
- 2. Spread the word to friends and family, contacts and other in your community. Tell everyone you know about the project.**
- 3. People who like your idea will pledge money in return for a reward that they will receive once your project succeeds.**

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Wigan Council will match fund up to £1,000!!!



Things YOU need to know....

- Wigan Council match fund up to **£1,000 OR 25%** of your Crowdfunding target.
- You will **ONLY** receive match funding from Wigan Council if you reach your target.
- Targets up to £1,000 will require a minimum of 10 different supporters. Targets over £1,000 will require a minimum of 20 different supporters.
- Offline Crowdfunding can be uploaded to your Crowdfunding page however proof of this can be requested by Wigan Council

If the target is:	You need to raise:	Wigan Council would match fund	Number of Supporters required.
£200	£150	£50	10
£500	£375	£125	10
£1,000	£750	£250	10
£2,000	£1,500	£500	20
£4,000	£3,000	£1,000	20

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What Crowdfunder gives you



Community

“Over £70 million has been raised thanks to over 650,000 people, supporting 175,000 great ideas on Crowdfunder. That makes us the UK's biggest crowdfunding platform”

Expert coaching

“Our coaches are the best in the crowdfunding business. Their comprehensive guides and interactive sessions have been designed to set you and your project on the path to success, enabling you to make an impact in your community.”

Extra funding

“We look after over £4 million of extra funding from our partners, made up of a mix of public and private sector organisations, charities and funding bodies. They pledge on projects depending on where they are and what they're doing.”

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How you will get paid

Visit:

<https://www.crowdfunder.co.uk/guides/creating/payment-options>

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Case Studies



Lucy's Dream £4,025



Bryn Specials Badminton Club £2,030



Community Café £2,000



Shevington in Bloom £1,300



Beyond Wigan Pier £30,510



Springview Cricket Club £2,000



Greenslate Farm Memory Garden £1,000

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Who can apply?



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- ♥ Must benefit the people of Wigan Borough
- ♥ Be run by a not-for-profit organisation
- ♥ Must not of received or be in receipt of monies from Wigan Council for the same things
- ♥ Need a bank account with two signatories who are not related nor live at the same address
- ♥ Project must demonstrate how it address community issues
- ♥ Schools and other education providers can apply but it will need to benefit the wider community.

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Why Crowdfund?



- ♥ Become self sustainable by gaining the support of your local community.
- ♥ Raising awareness of your group and the project.
- ♥ Saves time, faster alternative way to raise funds, side-tracking traditional, time consuming route of completing bids.
- ♥ By pitching your project online your gaining valuable marketing and media attention.
- ♥ It allows the crowd to validate your idea, sharing the project online can often help groups get feedback and expert guidance on how to improve it.
- ♥ It's also a good way to test the public's reaction to the project idea - if people are keen to invest it is a good sign that the your idea could work well in the community.

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How to start Crowdfunding



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Before you start Crowdfunding, you have to make sure you have everything lined up and ready to go. To do this, we strongly recommend you read the following 3 guides to help you plan, create and run your Crowdfunding project:

- [Planning your project](#)
- [Creating your project](#)
- [Running your project](#)

You can find the 'Learn how to crowdfund guides' at the bottom of this webpage:
<https://www.crowdfunder.co.uk/funds/wigan>

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Type of Crowdfunding page



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You must decide what type of Crowdfunding page you want to set up.

- **All or nothing** - if you don't reach your target by the time your Crowdfunder page closes you won't get anything. Research shows projects using 'all or nothing' are more successful
- **Flexible funding** - you keep what you raise regardless of whether you hit your target or not.

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Setting your target



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- Realistically how much do you need to raise to deliver your project?
- How much do you think you could get from the Crowd?

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Skills



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Here are some skills that will come in handy when you are planning and running a Crowdfunding page:

- Project leader
- Videographer
- Writer
- Networker
- Industry expert
- Creative
- Social whizz
- Marketeer

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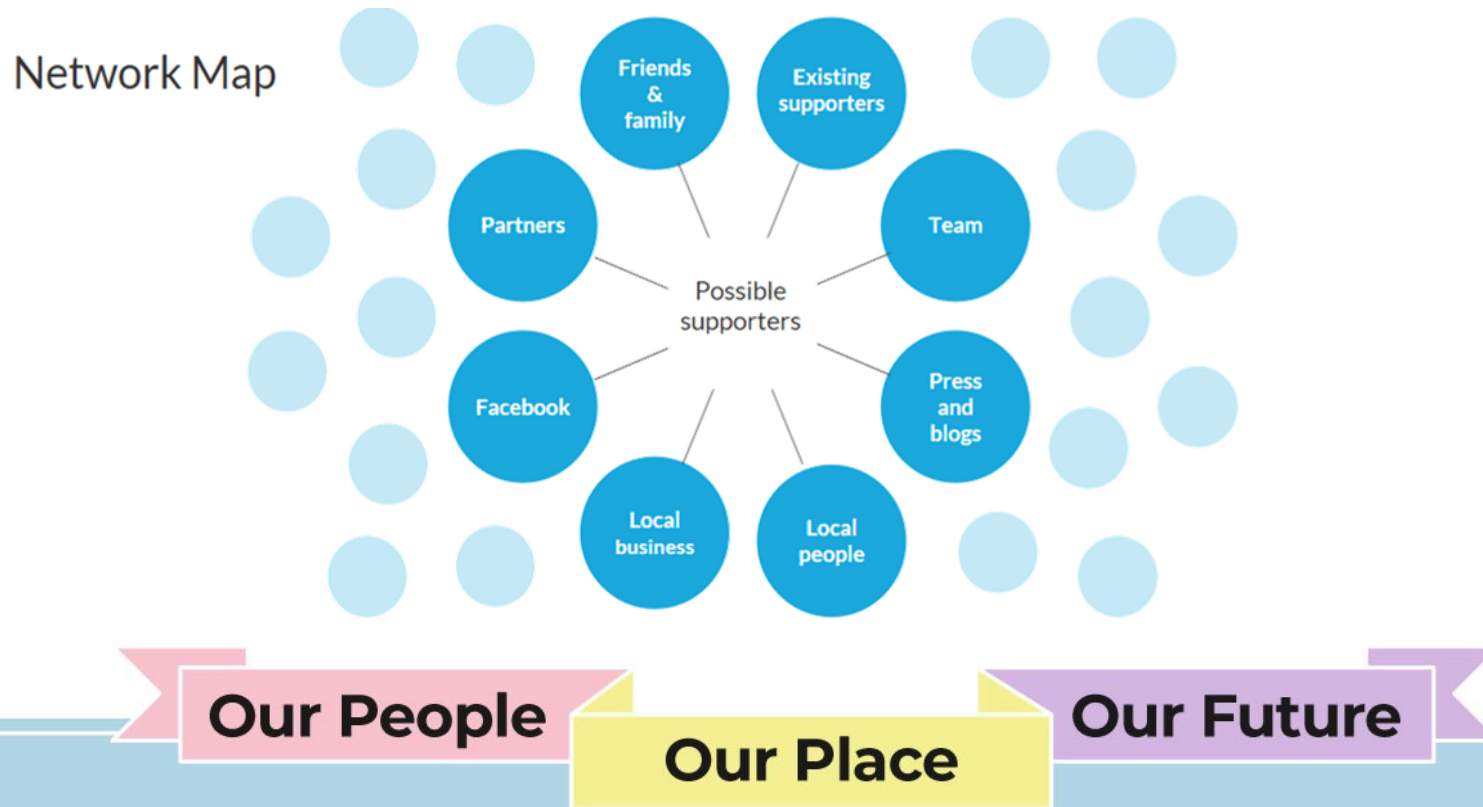
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Create a network map



Create a network map prior to launching your Crowdfunding page so you know exactly who you are going to be sharing it with.



Why do people pledge?



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- They believe in your idea
- They want the reward

You should consider these reasons throughout the planning of your page.

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Giving rewards



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You need to think about giving rewards to encourage people to pledge to your project.

Here are some suggestions:

- 1. Products and services**
- 2. Experience and events**
- 3. Sponsorship and membership**
- 4. A simple thank you**

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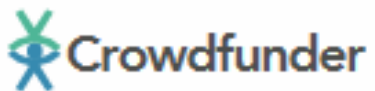
How to sign up



Visit: <https://www.crowdfunder.co.uk/funds/wigan> and sign up to create your Crowdfunding page.

You will be guided through the system and will need to complete 8 pages of information.

To Apply for match funding from Wigan Council or to take advantage of any other extra funding opportunities please see the **'Extra Funding'** Page.



Preview

Dashboard

1. You

2. Basics

3. Project page

4. Extra funding

5. Targets

6. Rewards

7. Financials

8. Schedule

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Share!!



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Tell as many people as you can about your Crowdfunding page:

- Email
- Social media
- Websites
- Press
- Events
- Posters/flyers
- Word of mouth

You should aim to get the first 10% onto your crowdfunder as soon as it goes live so it's helpful to have commitments from your immediate network to pledge.

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Do you have questions?



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If you would like further information please contact The Deal for Communities Team and ask for Charlotte Schofield

Email: thedealforcommunities@wigan.gov.uk

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