ClickHall

Crowdfunding at Trinity Hall

Toolkit

Hello!

You must have a brilliant idea if you've discovered this handbook, so welcome!

ClickHall is for passionate students and young alumni like yourself and will empower you to raise money for projects within College which you feel strongly about.

Projects could be

- support for the choir on tour
- assistance for one of our Clubs & Societies which needs funding to enter a tournament or competition, fund new kit or training days
- to hold a student-alumni event in College which falls outside the programme run by the Alumni & Development Office
- purchase extra resources for a subject or to simply replace an item in the JCR or the MCR
- to fund a trip or expedition related to Trinity Hall
- a leaver's gift
- to develop a film to attract new students
- to help organise a symposium or academic event

...the sky's the limit but within reason of course!

This toolkit is designed to guide you through the ups and downs of a crowdfunding campaign and with the support of the Office you'll be able to make great things happen!

Good luck from James and the rest of us in the Alumni & Development Office!

What's inside?

Welcome from the Alumni & Development Office

5 Reasons why ClickHall is right for you

Temper your expectations

Project guidelines

Project Planning

- ❖ Get started
- ❖ Project Creation
- ❖ Preparing your pitch
- ❖ Your project video
- ❖ Reward Tiers
- ❖ Promotion

Project Launch

Promote to Network

- ❖ Know your audience
- ❖ Update, update, update
- ❖ Thank you, thank you and thank you again

Checklist & Glossary of Terms

5 reasons why ClickHall is right for you

1) You are enthusiastic, passionate and keen to seek funding to support students within the College community

2) You want to raise awareness of your project – crowdfunding is a tried and tested platform for building an engaged community of people who will help you spread the word

3) You want to find funding for a new idea or add to funding you already have and your project fits our guidelines overleaf.

4) You know exactly how much you need to raise and by when

5) Having a **ClickHall** project page can connect you and your fellow **ClickHall Ambassadors** with alumni of similar interests, find matched funding or gifts from alumni and friends.

Temper your expectations

A common misconception of crowdfunding is that it's seen as a simple solution where you put your project online and the funding rolls in. However, it is important to note that successful projects do not happen by accident and large donations are rarely given by chance; it takes considerable time and dedication. To have a truly successful project you need to work for it and as you go through this toolkit, we'll guide you through publicising your project, reward structures and how the Alumni & Development Office can help along the way. You should expect a challenge, new connections, possibly a giggle and fundraising!

Project guidelines

Before creating a project, you will be asked to agree to some simple project guidelines. For your project to be suitable, you need to:

- be a member of the College

- agree to deliver any rewards promised to donors

- agree not to overpromise

- understand that we will moderate your project, content and suitability

- accept that each project will need to be signed off by the Office and the Development Committee

- understand that you may not use **ClickHall** to fundraise for University Clubs or Societies or external charities. The College itself is a charity

- have a project which benefits Trinity Hall students and the College

- have a Fellow or member of Staff within the College who is aware of and supports your project, if possible

- understand that as a **ClickHall** *Champion*, you and any other individuals (**ClickHall Ambassadors**) you invite to help, are speaking on behalf of the College and should conduct themselves appropriately at all times

- agree that you will commit to seeing your project through to completion

- acknowledge that projects which aim to generate financial profits for the funders or individuals within College are not suitable*

* The TH Careers Network or our social media channels such as LinkedIn would be a good starting point to seek like-minded individuals – we can put you in touch with alumni who might best match your interests.

Project Planning: Get started

Please complete the application form in full, found on the **ClickHall Hub**, giving as much detail as possible and ensuring that you identify and add a Fellow or member of Staff who is familiar with your project to your form if at all possible. This is not essential but is advantageous.

Please give careful consideration to your Reward Tiers at this stage as these can make or break a project. The caveat is that it's not really crowdfunding without them. It is important to ensure that they are sensible and attainable. See the later section on Reward Tiers.

Once you have submitted your form, you will be contacted to meet with James, the Development Officer (or Rachelle, the Development Director), to confirm and briefly discuss your project and what comes next. If you are unsure about any step of the process, this is the time to raise it.

Once approved, the Office will work with you to create your project.

If you have any questions, please email James Adamcheski-Halson at ClickHall@trinhall.cam.ac.uk who will be able to offer advice.

Project Planning: Project Creation

So now we're ready to create your project page on the **ClickHall Hub**. It's important to have answers to the following:

How will I spend the money raised?

Crowdfunding is built on trust so it is extremely important to be as clear and transparent as possible about the costs. Prepare a concise breakdown for your project page.

An example cost breakdown might look like this:

• Venue hire (one week): £2300

• AV equipment hire (5 nights @£400/night): £2000

• Travel (van hire & petrol): £243

• Production costs: £1000

• Printing costs (200 copies): £60

What is my target?

Your project will need a minimum and maximum target. If an individual promises to complete a project which needs at least £1000 it would be difficult for them to do it if they only raise half their minimum. Supporters want to know that their donations are helping make this project a reality. **ClickHall** will provide you with an opportunity to continue fundraising even if you do not reach your target in the first instance. This will be discussed with you.

When do I need the funds by?

Projects usually run for two to three weeks (but no longer than 28 days) which allows you to keep the momentum to your publicity at a steady pace. We suggest two weeks to begin with as we will be able to revisit the project and run it again if it does not reach its targets within the stated timescale. It is recommended that a project

ends on a Monday morning as many donations are made on the weekends. Funds will then be made available via the Bursary within 28 days after your project is complete.

Next the crucial bit...

Project Planning: Preparing your pitch

Your pitch is your opportunity to grab the attention of potential supporters. Remember, we don't get a second chance to make a good first impression! Make sure that if someone were to skim the first few paragraphs, they'd understand precisely what you want them to know.

Your pitch should:

- be clear and concise
- start with a succinct description of what you're doing and why – don't expect the reader to be a detective!
- save details of the team and history of the project for the lower half of the page
- provide further details about what your project is, how much you need and why you need it
- explain what a difference it will make to the College community
- show that you are passionate
- tell a story – fundraising is storytelling – try and create an emotional connection
- use images to illustrate your page – yourself, your team etc...
- include links to social media and be sure to include the College's channels @TrinityHallCamb and #ClickHall
- not assume that people know anything about your project
- be tested on a friend or two
- refer to your Reward Tiers

Finally and most importantly, remember to ask for donations and or the reader's help sharing details of the project to their own networks.
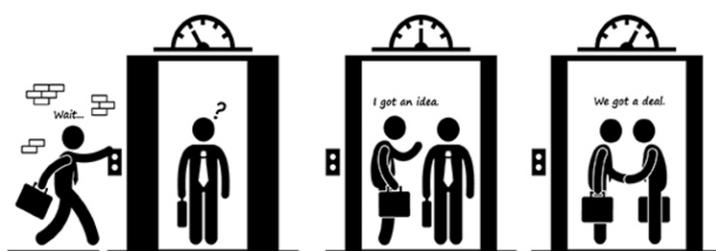
Project Planning: Your project video

Your pitch is important but a short video is beneficial – we know that projects with a video are much more likely to succeed. This will be the first thing people see and provide you with an opportunity to introduce yourself, the project, your team and why your project is worth supporting. It's a chance to give your project a personal touch!

Your video should:

- cover the important bits – who, what, when, where, why and how – assume that those watching the video have not yet read your pitch
- be between one to two minutes and grab a potential supporter's attention within the first 10 seconds
- be a short version of your pitch
- not be choppy, difficult to hear or poorly lit. However, it doesn't need to be professionally polished!
- sell you and your project – it's ok to be a little awkward, funny or nerdy as long as you are being authentic – remember to smile!
- include an ask for support
- ensure that you say thank you

Pitch and Video examples

Professional

https://somerville.hubbub.net/p/SpitsbergenRetraced/

Amateur

https://somerville.hubbub.net/p/oxfordbellestofringe/

https://somerville.hubbub.net/p/choirtour2016/

https://emmanuel.hubbub.net/ | https://pembroke.hubbub.net/

Project Planning: Reward tiers

What are rewards?

Rewards are given to your supporters in return for their donations. Offering a reward helps them to engage with your project and encourage donations – inspire them to offer their support. We recommend setting at least four reward levels. You will need to agree this with the Alumni & Development Office prior to launch and confirm that you will be in a position to fulfil once the project has ended.

Why do I need to offer them?

The rewards you make available are likely to make a real difference to your project's success. Rewards can:

- be an incentive to donate
- be a great way to encourage engagement
- encourage larger donations
- help to promote your project

Questions you should ask yourself

- Would I want the reward?
- Is it legal?
- Does it sound interesting so people actually want it? It could be exclusive, cool, quirky or humorous.
- How much will it cost to buy, make and deliver the reward?
- Is it attainable and sensible?
- Is the reward value less than 25% of the gift amount? If not, then the College will be unable to claim gift aid back on the value of the donation.

Delivery of your Rewards

You will need to consider the following:

- How much will the postage cost: UK and Overseas?
- What about packaging costs?
- How delicate or difficult is it to deliver?
- How long will it take to produce?
- When will the rewards reach your supporters?
- Have you warned your supporters about the wait?

An example of what not to do

In this theoretical scenario, you decide to set up a project to raise funds for the next College Choir Tour. You select 10 reward tiers and the tenth offers a private concert at a location of the individual's choosing for the donor who gives at the £3000 level. This is quite clearly not practical or realistic!

Project Planning: Promotion

OK, I'm ready to launch my project…Whoa there, Kemosahbee! The last major consideration is to plan how you are going to publicise it.

Don't go it alone – are there others who would like to work with you and become your **ClickHall Ambassadors**? This will be of great benefit particularly when it comes to publicity and the face to face promotion of your project. It's not integral but depending on your project it may be a great help

Project Launch: 3,2,1, Blast Off!

On launch day, ask all of your **ClickHall Ambassadors** or a selection of your peers to begin sharing your project with their own networks. You (and others, if applicable) should send a personal email or direct social media message to at least five people in your network. This will help your project gain momentum.

Promote to Network: Know your audience

Make sure that you know your audience. The first people you are likely to contact will naturally be your friends and family but who else is going to be interested in your project? Gather lists of relevant blogs, media outlets, College staff, undergraduates, graduates and online communities who are likely to be interested in your work. Then identify the channels you will use:

- Word-of-mouth
- Email
- Social Media (#ClickHall)
- Student or local press

- Events and meetings
- Noticeboards
- Mailing lists
- Website

Promote to Network: Update, update, update

Update your supporters and helpers on a regular basis – how the project is getting on. Even if an individual is unable to support your project financially, ask them to

promote the project to their networks – this can be just as valuable. Consider adding a few sponsor rewards to your project to appeal to businesses.

Thank all Supporters: Thank you, thank you, thank you

And finally, show your supporters some love!

And again - Thank you, thank you, thank you

All the way through the project you will have been keeping your supporters updated and this will **keep them engaged and encourage them to help** if you need a final push to reach your target.

Regardless of whether or not your project reaches its goal say thank you.

You must do this by:

- adding a thank you message to your **ClickHall Project Page**
- sending an email to all who supported you or
- producing a handwritten thank you note or postcard and send out to each supporter
- using social media

You might also consider:

- a thank you film made available by on your **ClickHall Project Page**
- in person at an event where possible
- sending a formal letter via the Office

Keep them updated on when their rewards will be fulfilled and make sure they know that you haven't forgotten about them.

N.B. a handwritten note can be particularly effective.

James, the Development Officer, will be able to offer you advice and guidance on what to write.

Checklist

- ☐ Complete an application form on the **ClickHall Hub** by selecting **Become a ClickHall Champion**

- ☐ Meet with James, Development Officer or Shell, Development Director

- ☐ Proof read your pitch and share with others for feedback

- ☐ Make sure your video is focussed and inspiring

- ☐ Make sure your rewards are appropriate, attractive and realistic

- ☐ Check your budget adds up and makes sense

- ☐ Have a plan (and if you would like it, a team of **ClickHall Ambassadors**) to promote your project

- ☐ Have I shared my project with my network? Are there other who could help?

- ☐ Am I updating the project page regularly?

- ☐ Did I reach my target or do I need to discuss with James, the Development Officer, my next steps?

- ☐ Have I thanked all my **ClickHall Supporters**?

Glossary of terms

ClickHall is a crowdfunding programme here at Trinity Hall designed to empower current students and recent graduates to identify projects within College and raise funds to make them a reality

Crowdfunding is the funding of a project or venture by a group of many donors. It enables donors to make an immediate impact by coming together in a community of support and encouragement to make a project a reality.

ClickHall Champion is the student or recent graduate responsible for a project from its conception through to its delivery.

ClickHall Ambassador is an individual(s) who has agreed to help the Champion of their preferred project raise funds and spread the word.

ClickHall Supporters are those who choose to donate to a given project or simply share a given project with their own network.

If you have any questions or would like some guidance, please contact James at ClickHall@trinhall.cam.ac.uk.

www.trinhall.cam.ac.uk/clickhall