

We're Crowdfunder

We're on a mission to tackle society's challenges

What drives you when you wake up in the morning? We have something written on the wall here at Crowdfunder HQ. It says: 'Ideas that might just change the world'. And that's what drives us – your ideas.

Together with the crowd and our extra funding partners, we have raised over £65m for start-ups, business ideas, charities, community groups, sports clubs, political movements and so much more through crowdfunding.

To put it simply, our mission is to connect your projects with the supporters who care because we truly believe that people should feel empowered to turn their great ideas into reality. That's the power of Crowdfunder. So what are you waiting for? Join our crowd today and together, we can make a real impact in your community.

What is crowdfunding?

Crowdfunding is a way to raise money from the people around you and others who share your passion. It doesn't matter if you're a community group, business, charity or simply an individual with a great idea - Crowdfunder.co.uk is open to everyone.



1.

Create your unique page on Crowdfunder.co.uk explaining your idea. Set a target and how long you need to reach it.



2.

Spread the word to friends, professional contacts and others in your community, telling everyone you know about the project.



3.

People who like your idea can either make a donation or pledge money in return for a reward that they'll receive once your project succeeds.

Crowdfunding with us

Two options to choose from

On Crowdfunder, you're able to choose the funding method that best suits your idea.

All or nothing

This method means you need to raise 100% of your target within the time allocated to receive any money. If your project does not reach its target, no money is taken from your supporters and your project will not be funded. This option is the best motivator for you and your supporters.

Keep what you raise

This method does what it says on the tin! This is a flexible fundraising method where you still receive the money, even if you don't reach your target. This is a good option for ongoing projects or charities, where any contribution can be put to use.

Personal fundraisers

- 0% fee
- Easy to set-up
- Donations only
- ✓ Online guides
- ✓ Trusted and secure
- ✓ Go live quickly

Crowdfunding projects

- 3% fee
- Full project page
- Apply for +Extra funding
- ✓ Offer rewards
- ✓ Expert coaching
- ✓ 'Always on' crowdfunding

Big impact projects

- Planning support
- Reward reviews
- Project modelling
- ✓ Newsletter feature
- ✓ Social feature
- ✓ Reactive coaching

Why crowdfund?



Validation

Crowdfunding is a fantastic way to test your idea. A successful project proves that there is demand for what you're doing, and gives you confidence in your idea. This can also help to secure future investment. It proves that you know what you're doing.



Advocates

Crowdfunding is for life, not just for fundraising. Rewards are a great way to create long term relationships with supporters. The people who support you become your customer, volunteers and members. They incredible ambassadors for you in the future.



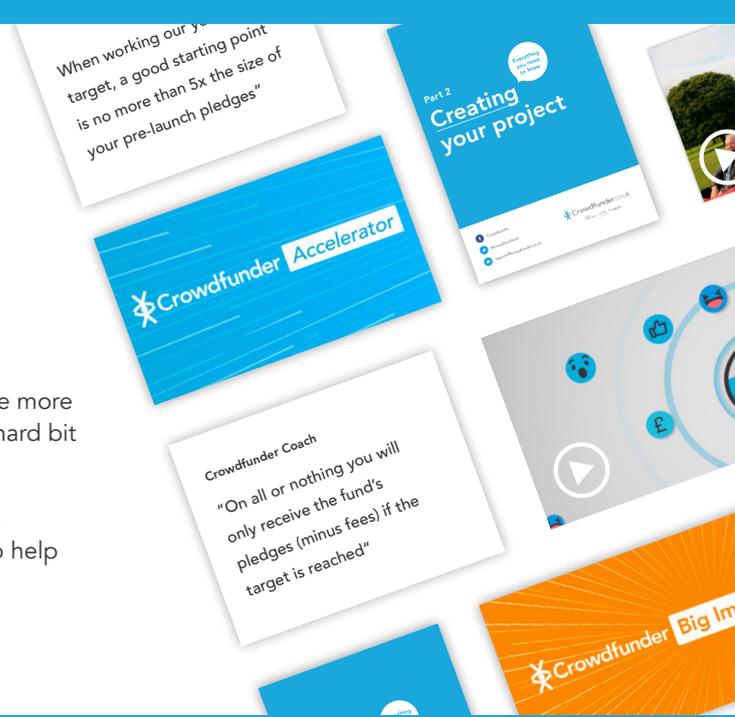
Awareness

Running a project can raise your 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 yourself - expanding your experience and expertise together.

Let's make your ideas happen

Like everything in life, the more you put into your Crowdfunder project, the more you'll get out of it. Crowdfunding has its challenges, but you've done the hard bit by coming up with your idea.

Now you need to start building your project. Visit crowdfunder.co.uk/start-crowdfunding where our online guides and team of experts are on hand to help get you started.



FAQs

What are Crowdfunder's fees?

Crowdfunder's fee is variable, depending on the type of project you need to raise money for.

0% - Individuals raising money for personal or charitable causes.

3% + VAT - Individuals, groups or organisations raising money to make an idea happen.

Fees are charged on each pledge once your project closes successfully. There is no upfront fee when launching a project with Crowdfunder.

When will I receive the funds raised?

Pledge payments are made once your project has closed successfully, usually within 24 hours. With 'all or nothing' funding, a project is only successful if it hits its target. With 'keep what you raise', all projects that raise any funds are considered successful.

How long can I run my project for?

The longest a project can run for is 8 weeks. However, we believe that the optimum duration of a crowdfunding project is 4 weeks. There is always a spike of activity at the beginning and end of a project, so keeping a project relatively short allows you to keep the momentum going.

How do I get the details of my supporters?

Once your project has closed you can download supporters names, email address as well as their postal address and Gift Aid declaration, if requested, from your dashboard.

Questions?

Our UK based customer support team are happy to help!

Get in touch with us at support@crowdfunder.co.uk

Or head to our [FAQs](#) to see how Crowdfunder works.

