



Crowdfunding for Netball

This netball specific guide includes loads of tips and tricks to help you raise the funds you need.

Hello!

I'm delighted to introduce this crowdfunding guide for netball, at a time when the Country has come through significant challenges with the global pandemic, and the sport being well on the road to recovery.

As we move forward into a new era for netball and following the launch of our new brand 'Adventure Strategy', this guide offers advice, guidance, and support to our wonderful network of Clubs and Leagues, to use crowdfunding as a means of fundraising and help make our collective ambitions for netball over the next 10 years become reality.

Please do keep in touch with your local Netball Development Officer about your crowdfunding plans and feedback your experience to help us gain a better understanding of what makes a great campaign for netball. This helps to improve our guidance so that it's even more valuable to future readers.

Good luck!



Fran Connolly
CEO, England Netball

Useful links:

[Webinars](#)

[Online Learning Platform](#)

[Coaching Hub](#)

[Help Centre](#)

[+Extra Funding](#)

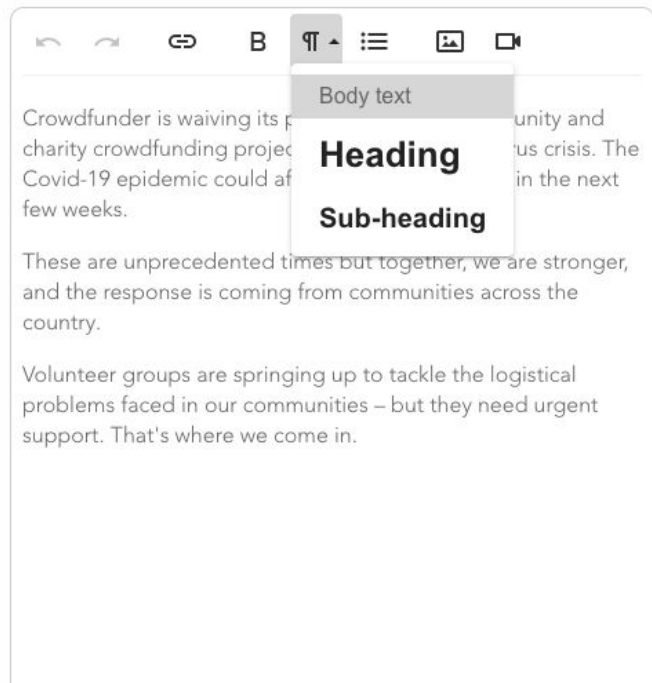
[Crowdfunding Guides](#)

Project page

Be sure to create 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 are some good ways of doing this:

Tell your story

Talk about yourself, your team and your idea. What's your vision? And how will you use the money you raise to achieve it.



A screenshot of a crowdfunding editor interface. At the top, there is a toolbar with icons for undo, redo, link, bold, text color, list, image, and video. Below the toolbar, there is a text area containing the following text: "Crowdfunder is waiving its platform fee for community and charity crowdfunding projects during this crisis. The Covid-19 epidemic could affect many organisations in the next few weeks." Below this text, there is a dropdown menu with three options: "Body text", "Heading", and "Sub-heading". Below the dropdown, there is more text: "These are unprecedented times but together, we are stronger, and the response is coming from communities across the country." and "Volunteer groups are springing up to tackle the logistical problems faced in our communities – but they need urgent support. That's where we come in."

Headings

Divide your project page into sections using headings and sub-headings. This helps break up information and makes your story easier to read.

Here's what to include:

- An introduction to your organisation
- The project you are crowdfunding for; what's the need for funding?
- How you will spend the money raised?

Images

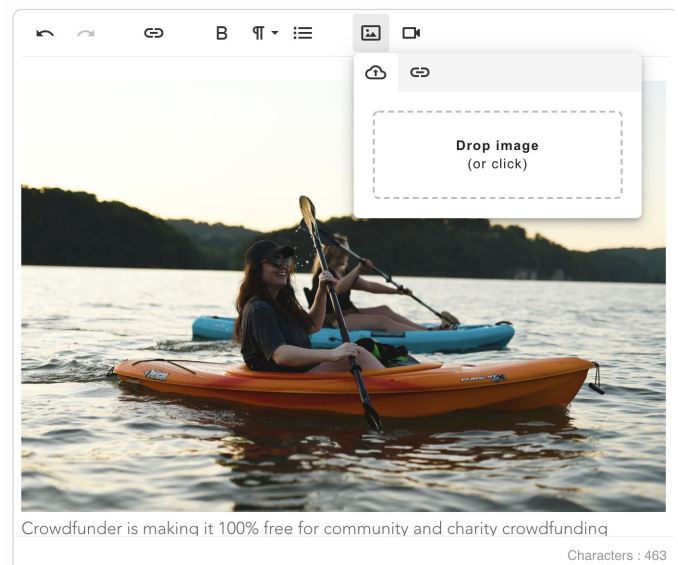
You can also add images amongst the text to create an engaging page that reflects the personality of your fantastic organisation.

Try to include pictures of the facilities, members of the club and community, as well as any events held on the grounds. If you're crowdfunding for new equipment or maintenance, show the audience what they look like now to demonstrate the need.

See how Guiseley CC did it [here](#).

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Creating your video

Videos are a great way of pitching your campaign and making it more personable. We suggest making them somewhere between 1 and 3 minutes long.

Your supporters will like to see who they are supporting so include lots of smiley faces if you can! If you plan to make any improvements to the facilities, show us what they look like now to demonstrate the need for the funds.

Our top tips:



Short and sweet - Less is more when it comes to video. Keep it short, 1-3 minutes maximum. Make sure you get the key information into the first 30 seconds - who, what, why, how?



Script - If you're struggling to think of what to say, write a rough script but let people ad-lib and speak from the heart. Honesty will always win people over.



Avoid using animation video makers or image montages - They often come out less engaging and won't get across your unique personality.



Get personal - Getting in front of the camera will help you to build a rapport. Don't be afraid to include others too.



Setting - Choose a place where your voice can be clearly heard on record - wind, traffic and crowds will drown you out.

Watch The Big Finish video [here](#)



Rewards

Rewards are the best way to extend your reach outside your immediate network. Sports clubs are seeing real success from speaking with local businesses, members and friends of the club who then donate products, discounts and experiences to be used as rewards.

What to offer:

The best and most effective rewards are unique or a bargain. We've seen all sorts from cheese hampers to pottery classes to one-week holiday rentals!

It's a fab way of attracting pledges from outside the sports world and getting the whole community involved. Always include RRP's in the description of your rewards so that your crowd can see they're getting a discount.

Rewards should be good value for money so apply a discount of 20-30% if your reward is available elsewhere.

Check out the rewards of [Leeds Athletic Netball Club](#)

Our favourite rewards



Have a good look at our pledge levels, as there really is something for everyone, with varied rewards at each level from a simple thank you, all the way up to our WWFC Oligarch Trophy! Along with the rewards gifted to us by generous local businesses and our wonderful club sponsors, we have a number of branded products we're also offering as rewards:



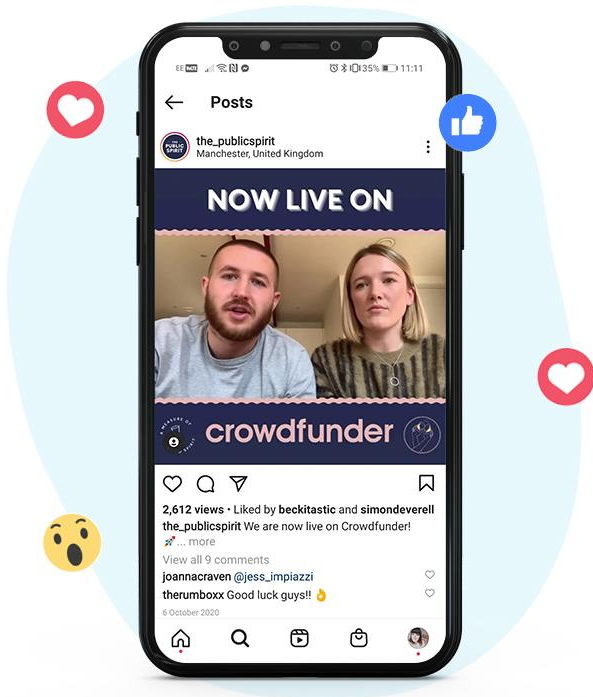
Don't delay, pledge today! The more money we raise, the more football we can provide, not just for our current players, but for all future Lions & Lionesses. We are a valued part of the local sporting community and hope that you can contribute towards our fundraising efforts; and help...

Updates

Posting updates gives you the opportunity to thank your supporters, keep your crowd informed with your progress and encourage traffic back to the page.

This function is available in your dashboard. Updates will be posted on your page and sent in a message to all your supporters who have opted in to hear from you.

Woburn & Wavendon kept their supporters engaged with some great updates. [Take a look here](#)



Let's get social

Social media is a fundamental way to get your project noticed by your community. Crowdfunder's social media experts have created a social hub that has everything you'll need to get started!

[Take me to the social media hub!](#)

QR codes

[Generate your very own QR code](#) to make accessing/sharing your crowdfunding campaign even easier!

You'll find this function in the "Promo" section of your dashboard. Simply download your unique QR code and add it to your promotional materials, such as posters around the local area, on tables in the clubhouse, or on newsletters sent out to members.

Anyone that comes across your QR code can simply use their smartphone to scan the code and arrive swiftly on your crowdfunding campaign.



Try it for yourself!



Further support and guidance

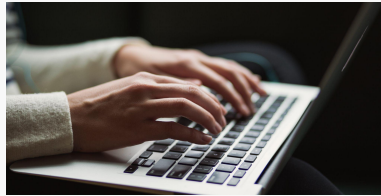
We want you to create the best possible campaign and to succeed in raising whatever funds you need. We have created a suite of resources to help you with this:



Webinars

Free, [30-minute webinars](#), hosted by our crowdfunding coaches, with a Q&A and a guest speaker in the form of a sports project that has delivered a successful campaign.

[Sign up to one of our sport webinars here](#)



Online Learn Platform

Free, online courses, including an Introduction to Crowdfunding, Planning Your Project and Creating Your Project. Each course is quick and easy to complete, with video tutorials and some top tips.

[Why not grab a coffee and start one now?](#)

The screenshot shows the Crowdfunder Help Centre page. At the top, there's a navigation bar with links for 'Explore', 'Extra Funding', 'Stories', 'About', 'Start crowdfunding', and 'Sign in'. The main heading is 'Help Centre', followed by a sub-heading: 'Our Help Centre is full of advice and answers from the Crowdfunder Team.' Below this is a search bar with the text 'Click here to search the whole Help Centre.' There are three main categories listed: 'Crowdfunding basics' (with a sub-link 'See top articles relating to'), 'Supporter questions' (with a sub-link 'Got questions about'), and 'Project owners' (with a sub-link 'Get great help for new or').

Help Centre

Our Help Centre is full of advice and answers from the Crowdfunder Team. We have a range of articles to help with any of your crowdfunding needs as well as our handy [interactive video tool](#).

[Got a question? Visit the Help Centre](#)

Crowdfunder Knowledge Hub

You'll find advice and guidance to help you make your project a success no matter what stage you're at. So whether you're just getting started, midway through, or looking for a final push, we've got you covered!

[Find out more](#)



We're here to help!

If you have any questions, please don't hesitate to get in contact.

Alternatively, for any technical queries, the Support Team will be happy to help.

Contact Crowdfund Sports: murry@crowdfunder.co.uk

Contact Crowdfunder Support: support@crowdfunder.co.uk

