Brass Bands England

#BrassBandsAtChristmas
crowdfunder.co.uk/**brassbands**

Introduction to Crowdfunding

Crowdfunder.co.uk

Our purpose

Crowdfunder exists to
tackle society's challenges
by **making ideas happen**

Numbers

£237,387,690

Total raised through platform **unlocking millions more from our partners**

330,851

Total projects added to date

50,000

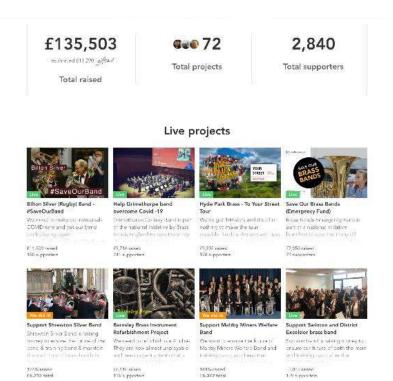Visits daily

Up to ## 200
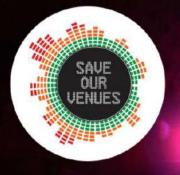
Projects added daily

#1 Google

Number 1 on Google

Where ideas happen. | 3

Last year's campaign

Crowdfunder and the Music Venue Trust has teamed up to launch #saveourvenues, a new national campaign to save hundreds of grassroots music venues at imminent risk of being closed down – permanently.

Without these independent venues the live music scene in the UK will die. These grassroots venues play a crucial role in the development of British music, nurturing local talent, providing a platform for artists to build their careers and develop their music and their performance skills. These venues also play a vital role in the cultural and economic vibrancy of any village, town or city.

Donate to support your favourite venue below or to the MVT #saveourvenues national fund and we'll distribute the money raised to venues that need it most.

#SAVEOURVENUES

We need to Save Our Venues, and we need to do it now.

Donate now

£2,950,461

+ estimated £53,610 *giftaid*

229
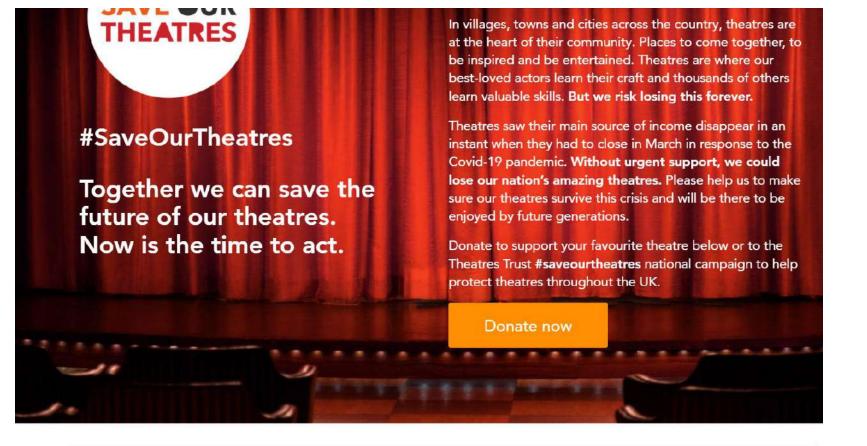
Total projects

64,516

Total supporters

SAVE OUR THEATRES

#SaveOurTheatres

Together we can save the future of our theatres. Now is the time to act.

In villages, towns and cities across the country, theatres are at the heart of their community. Places to come together, to be inspired and be entertained. Theatres are where our best-loved actors learn their craft and thousands of others learn valuable skills. **But we risk losing this forever.**

Theatres saw their main source of income disappear in an instant when they had to close in March in response to the Covid-19 pandemic. **Without urgent support, we could lose our nation's amazing theatres.** Please help us to make sure our theatres survive this crisis and will be there to be enjoyed by future generations.

Donate to support your favourite theatre below or to the Theatres Trust **#saveourtheatres** national campaign to help protect theatres throughout the UK.

Donate now

£965,806 | 55 | 14,976

where ideas happen. | 7

Q1. What is rewards-based crowdfunding?

What is it?
Offering a benefit of some kind
in return for a financial contribution

A growing community who cares

We gather a unique combination of individuals and organisations who want to support our projects.

Projects

Social entrepreneurs & charities wanting to raise funds for projects that matter

Their crowd

People looking to support projects they have a personal connection to

Our partners

Our partners who are looking to match fund and support projects that matter

Our crowd

People who have already funded a project on Crowdfunder and are looking for more

+Extra funds from over 70 partners

We have over £4m of +Extra funding from the public and private sector, charities and funding bodies.

We put this +Extra funding into our projects

Some of our fund partners

Private

Virgin Media BUSINESS · Santander · Deloitte. · LV=

M&S · RBS Group · AVIVA

Charities and grant givers

ARTS COUNCIL ENGLAND · heritage lottery fund · BIG SOCIETY CAPITAL · NET NATIONAL EMERGENCIES TRUST · Trust for London Tackling poverty and inequality

Local authorities

Birmingham City Council · Angus Council · PLYMOUTH CITY COUNCIL · NORWICH City Council · Stirling Alive with Scotland

Crowdfunder Functionality

In addition to the standard donation option we also provide:

Rewards	Multiplier	+ Extra Funding	Prize Draws	Regular Donations

£50 or more   9 of 50 claimed

Friend of Theatres Trust

Receive a Friend's membership, including 3 issues of our Theatres Magazine, membership card, acknowledgement in our Annual Report and opportunity to attend events.
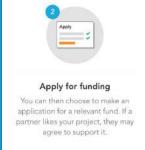
Become a fundraiser

Want to raise funds for this cause? It's simple to get started.

Start fundraising

2 Apply

Apply for funding

You can then choose to make an application for a relevant fund. If a partner likes your project, they may agree to support it.

▼ ▼ RAISED OVER ▼ ▼

£120,000

superstar's
FOR 1 GUITAR

Mobile optimised

Private Dashboard

Online Events

Optimise Fundraising

Donor Journey

£2 or more

£2 Livestream Link

Livestream link You'll receive an email on
Saturday evening with the live stream link
to enjoy an evening of comedy.

Total Raised	Gift Aid (est.)
£87,832	£12585.75

Direct donations
£22,189

Days live
344

Fundraisers
£65,643

Fundraising activity

Fundraisers	Donations from fundraisers
107	2710

£209,181

£200,000 stretch target	5 hours left
278%	10453 supporters

Support Us

Donate

£10	£20	£30	£50

£ 20 | Donate

Powered by site

How it works

Start

Add your project to crowdfunder.co.uk

Our Cafe

Create a page to tell your story

£25 - Meal for 2
Select reward

Add a range of rewards you can offer

Go live
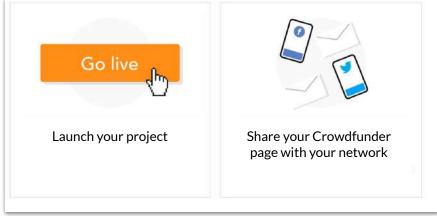
Launch your project

Share your Crowdfunder page with your network

Our three steps to success

Planning

Creating
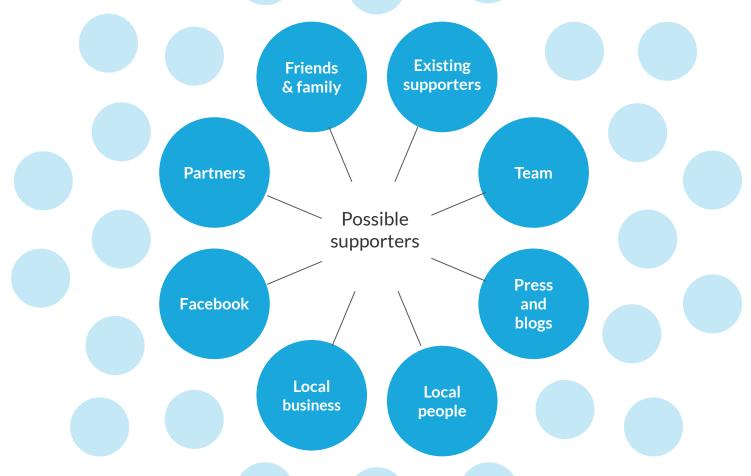
Running
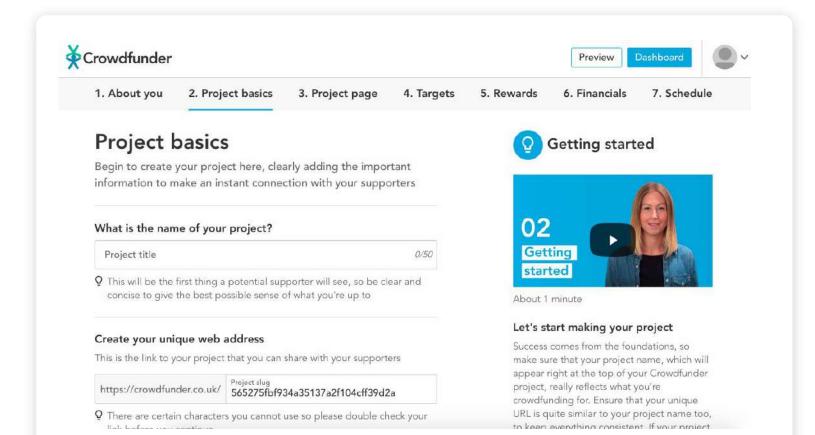
1. Planning
A network map

2. Creating
Making a page

An example page

Crowdfunder   Explore   +Extra funding   Stories   About   Start crowdfunding   Sign in

Hyde Park Brass - To Your Street Tour

by Hyde Park Brass in Leeds, England, United Kingdom

We've got 100 slots and it's all or nothing to make the tour possible! Grab a slot and we'll see you on your street! Let's spread some jo

£9,182 raised in 110 days   162 supporters

Donate

f Project Facebook   ▼ hydeparkbrass   ⊙ hydeparkbrass   🏷 Music   Share   f 102   ▼   in   ☺

Overview   Updates 0   Comments 112   Supporters 162   Contact project
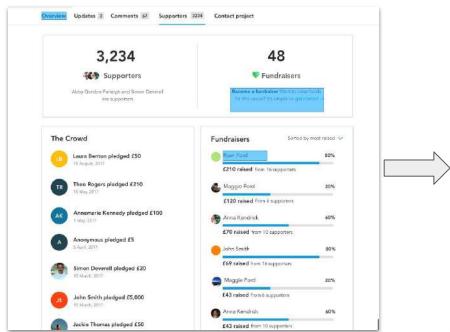
Multiplier

Builds on all the key features of a standard Crowdfunder project.

By allowing individuals to not only give but to also fundraise towards your target.

Fundraisers can promote charity rewards out to their crowd to encourage incentivised giving.

Turning a £50 average contribution into a £1,000 fundraising contribution.

Your fundraiser leaderboard lets fundraisers know how they are doing.

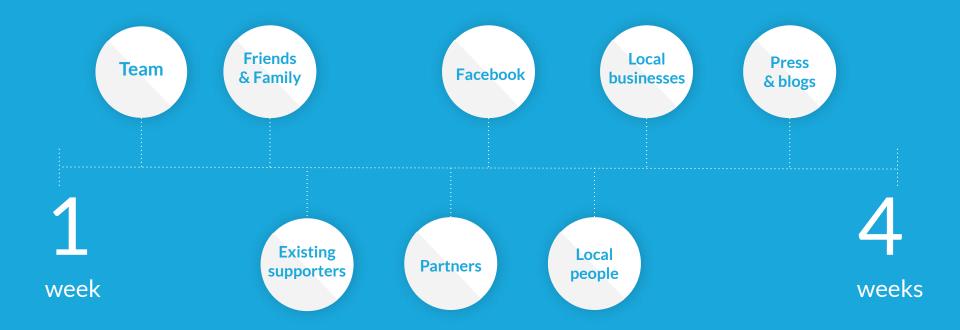All supporters are combined into this master view.

Each fundraiser gets their own page to talk about what they are doing to fundraise towards your goal.

With a clear link back to your organisation's master Crowdfunder project.

3. Running
Your crowdfunding calendar

Team

Friends & Family

Facebook

Local businesses

Press & blogs

1 week

Existing supporters

Partners

Local people

4 weeks

Crowdfunder's coaching & support

We provide help via

- One to one coaching

- Accelerator

- Workshops

- Online guides and courses

- Live customer support

- Personalised email advice

- Live project analytics

All Courses

Crowdfunder: Introduction

23 Lessons | Free

Crowdfunder
LIVE + Learn