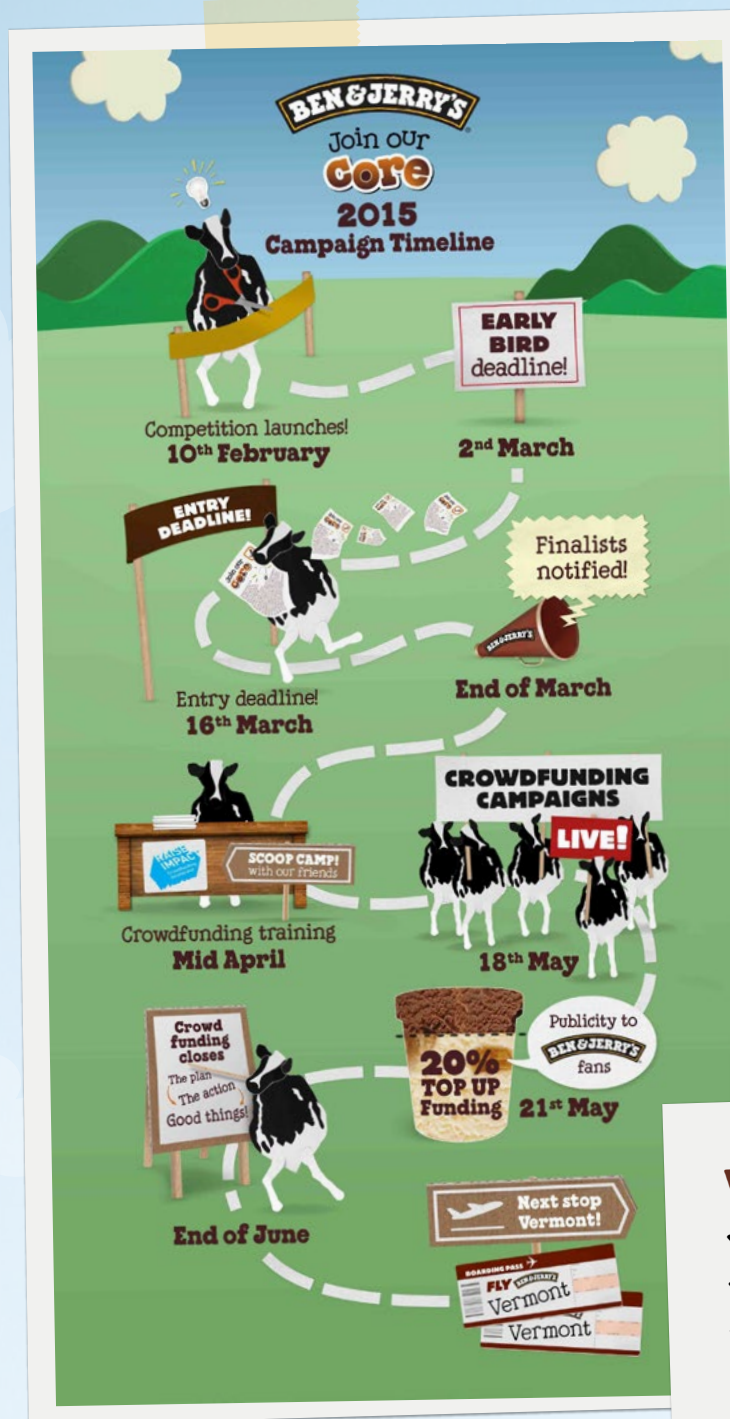


JOIN OUR CORE CROWDFUNDING PITCH ADVICE

TO APPLY FOR JOIN OUR CORE YOU NEED TO SEND US YOUR DRAFT CROWDFUNDING PITCH. THIS PACK WILL HELP YOU TO BUILD A FIRST WRITTEN DRAFT

INTRODUCTION



Okay, you've lost me already - what's crowdfunding again?

Crowdfunding has been around for ages. Way back in 1984 our very own Ben & Jerry got 1,800 Vermont residents to club together the money for our first factory. All we're talking about is setting a funding target, writing a pitch about what you need the money for and what people will get in return... then getting that pitch out to as many people as you can within a defined period of time. There are great websites that are purpose built to help you do this and keep track of how you're doing.

Sounds good, but how long is this going to take?

For the purposes of our application this should take 2-3 hours at a minimum. But before you despair(!) remember that this isn't just useful for entering our competition. You can (and hopefully will) use your crowdfunding pitch regardless of whether you get our publicity and funding. We'll be sending out the main learnings from our training sessions in order that as many of you go on to run successful crowdfunding campaigns as possible.

What we need now

- ✓ draft target
- ✓ draft pitch
- ✓ draft rewards
- ✗ final target/pitch/rewards
- ✗ video
- ✗ plan to market your pitch

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GET INSPIRED!

THE GREAT THING ABOUT CROWDFUNDING IS THAT EVERYTHING IS OUT THERE TO LEARN FROM!

Have a look [here](#) for a list of social ventures that have crowdfunded.



[Karma Chakhs 2](#) – raised €73,171 from 876 backers to produce trainers no more expensive than a Original Converse Chuck from ecologically sustainable materials with fair working conditions.



[Cucula](#) – raised €123,491 from 820 backers to build a manufacturing company producing design classics and offering apprenticeship to help refugees to build their own future



Google “successful crowdfunding campaign” and the keyword of your venture (mental health /education/solar/)

1. SET A TARGET

HOW MUCH YOU ARE LOOKING TO RAISE SHOULD BE MAINLY DRIVEN BY WHAT YOUR VENTURE NEEDS TO DELIVER AT THIS STAGE

If you're building a factory/shop/website then there should be a clear target to work towards. It's important not to forget any costs that you'll need to cover to complete it since if you hit your target your backers will expect you to deliver!

But before you set your sights on world domination...

You've got to be realistic that crowdfunding is not a silver bullet; it is not the case that “the crowd” will flock to your project as soon as you go live. Instead you will be relying on the following to get backers for your venture:

- Rewards (more on that in section 3)
- Your network. Both your friends and family and your venture's
- Time. It's fine if you don't have a network ready to back you right now but, with the help of our marketing training, you'll need to set aside time before and during the campaign to build one. It will almost be a full-time job!

I'd be grateful for anything I get - why do I need a target?

We strongly encourage you to do “all-or-nothing” crowdfunding where you only get the money if you hit the target. The up-sides are that for backers the target is a motivating factor (they know nothing will happen unless you reach it) and it's very clear what will be delivered. For the crowdfunder you also get better treatment as platforms take a lower fee on what is raised. So even if you don't have an obvious target, make one up! Even if it's just working with 100 people, or staying open for a year.

15% rule
Only once you get to 15% of your target does your venture start to look credible to people who don't know you.

What we need now

So you know you're going to have to put a significant effort into a crowdfunding campaign. What's the payoff?

- setting up good marketing and sales processes
- getting knowledge about your target audiences
- mobilizing existing supporters you have
- getting new supporters who will continue to support you in the months and years to come

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THINK YOU HAVE A REALISTIC TARGET?

Test it and see how many people you will have to get to back your campaign.

	Example	You!
Average backer amount	€ 50	
Average cost of reward	€ 15	
Number of backers	600	
Crowdfunding total	€ 30,000	
Platform fee	€ 2,000	
NET RAISED	€19,000	

Stretch targets
Whilst there is a minimum you can raise (you can't raise less than your target) there is no maximum. If you are looking like you are going to hit your target, you can change your campaign page with an updated (higher) target

2. DRAFTING YOUR WRITTEN PITCH

CROWDFUNDING IS AN ART NOT A SCIENCE - BUT HERE'S OUR ROUGH GUIDE OF WHAT TO COVER. AIM TO COVER IT ALL IN NO MORE THAN 1,000 WORDS

a) Title

b) Describe your project in 140 characters

c) The "Why?" (what's the need for your venture)

Make an emotional connection through a human story. This is the easiest way to grab people's attention. The story might also include your personal motivation for the venture e.g. "In 2010 I came across Tom...". And then after describing the problem try to use a statistic to show that the story isn't a unique one e.g. "Tom's one of the 1 in 10 people that..."

d) The "What?" (what's the solution?)

What are you doing to solve the problem you described? Remember to make sure that everything makes sense for someone who has never come across what you or doing or anything similar.

e) The "How?" (what will make you sustainable in the long-run)

Set out your long-term vision for both how you intend to cover costs on an on-going basis and how you intend to grow the venture. Do highlight progress to date, past successes and what type of organisation you are.

f) The "Who?" (tell us about you and your team)

Write out a brief cv of you and key team members, links to social media profiles so that people can find out more about you.

g) The "When?" (what would happen if you raised your target)

Don't break it down to every last penny but do give us an indication of the major chunks of spending. Then set out a brief risk analysis; be up front about what might go wrong?

Reminder of our criteria

We'll be judging ventures on your potential for:

- innovation; so set out how you are different to other services/products
- social or environment impact
- financial sustainability
- benefitting most from Join Our Core; so set out you and your team's track-record for delivering

Fairy tale!
Whilst you don't need all the hyperbole of a fairy tale, there should be something magical or "Aha!" about the way your solution solves the problem you set out to tackle.

Check your style!

Break up the text with clear headings – remember that people might only read your pitch on their commute home!

Remember that you will be trying to appeal to backers from many different audiences so get rid of any jargon that only people from a certain field will understand.



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3. REWARDS*

THOSE RUNNING EQUITY OR LOANS CROWDFUNDS DO NOT GENERALLY OFFER PRODUCTS AS REWARDS BUT INSTEAD MUST SET A % OF EQUITY OR AN INTEREST RATE

As a creator, you know what will make your community most excited. Get creative and show some personality in the rewards!

How many?

The magic number seems to be somewhere between 3-8.

How much?

It's important to have a good financial spread to appeal with and without money! Make sure you consider postage & packaging, costs to batch and send them.

What?

Okay this is the most important thing! I'll hand over to the advice from the world's most successful rewards crowdfunding platform, Kickstarter:

- Copies of the product or service you deliver. And think about different packages of this (5 or 50 at once!)
- Limited editions. Think about all the by-products of your venture and what might interest its fans.
- Collaborations. Can any of your products or services include or be named after your backers?
- Experiences. Why not offer a dinner with your venture's team? Or a tour around your venture at work for the backer and their family.
- Mementos. Photos sent from the location of your work? Short videos?

Why?

As well as being the main incentive for many to back your venture, rewards can be used to test and validate ideas. Think about whether you can test out a couple of different products/services that you've been looking to get feedback on - this is the ideal focus group!

4. PICKING A PLATFORM

Next you upload your target, pitch and rewards onto a crowdfunding platform.

Despite what platforms like to say, unless your venture meets 75% of its target it's very unlikely that you will get many backers who come from surfing the platform. There are simply too many projects crowdfunding now! But it's worth taking a moment to think about this just in case you do make it!

We've recommended a few platforms here. But you are free to use whatever platforms you want:

- startnext.com - the largest crowdfunding platform in the German-speaking countries, has raised over €17m for over 2,400 successful projects, focus on creative and sustainable ideas as well as social business, first platform with a voluntary commission
- wemakeit.com - trilingual Swiss platform with a creative focus
- www.seedmatch.de - the largest equity-based platform for startups in Germany. By now more than €22.5m Euro were raised in over 75 campaigns



Regardless of what platform you choose remember to send us a link or screenshot of your pitch.

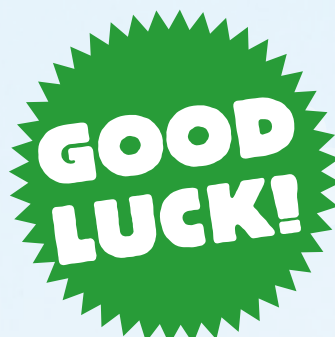
**DON'T WAIT UNTIL YOU'RE LIVE TO HARNESS THE CROWD!
Send the pitch to friends, family and advisors to their thoughts**

ANY QUESTIONS?

EMAIL apply@joinourcore.com

TWEET @BenandJerrysUK

WITH #JoinOurCoreSupport



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