



SWANSEA UNIVERSITY  
CROWDFUNDING  
HANDBOOK  
2020

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# FUNDRAISING DOs AND DONTs



## **DONT FORGET THE UNIVERSITY IS A REGISTERED CHARITY**

Unlike many external charities, 100% of the money you raise will go to your chosen project so you can really see the impact of your donations.

## **DO FUNDRAISE FOR THE UNIVERSITY AND GET INVOLVED**

Whether it's a cake sale, sponsored cycle or plan to travel to the moon - no idea is too small when it comes to fundraising!



## **DON'T FORGET TO #OURSWANSEA**

We would love to hear about your fundraising achievements and help in anyway possible! Don't forget to #ourswansea on social media and get in touch if you have ANY queries!



# CROWDFUND YOUR IMAGINATION

WAVE is Swansea University's exclusive crowdfunding platform, which allows both students and staff to raise funds for projects at the University.

Since the platform launched in January 2019, it has proven to be very beneficial and enabled people to develop their interests and pursuing creative and innovative projects or ideas, which has made an impact across the institution and the wider community.

We have raised over £35k so far, for a variety of exciting ideas, supporting student start-ups, sports teams and societies, student hardship and research grants and much more.

Virtually anything is suitable for WAVE!

Many people will have heard of 'Just Giving', and the concept is the same. However, Wave doesn't take any fees on donations, so you keep every penny raised for your campaign.

So let's get started!



# Wave



# Crowdfunding

## What's it all about?

For anyone sitting on a great idea, or has goal that's currently out of reach, perhaps the only thing that stands in your way is the cost.

We all understand the financial concerns brought on by engaging in higher education and we recognised there was a need to identify new and alternative ways to accommodate the breadth of projects appearing across our campus'. We've developed a tool to ensure that everyone has an opportunity to make a difference, at Swansea University.

So, if you're short of cash, but not necessarily short of ideas, then maybe crowdfunding can help you too.

As a student, running your own project gives you an opportunity to develop your project management and entrepreneurial skills, along with ensuring that you to stand out of the crowd at any interviews, having led a successful fundraising campaign.

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In short, It's all about asking a large amount of people, for a small amount of money.



"The unique value of crowdfunding isn't money, it's community"

- Ethan Mollick

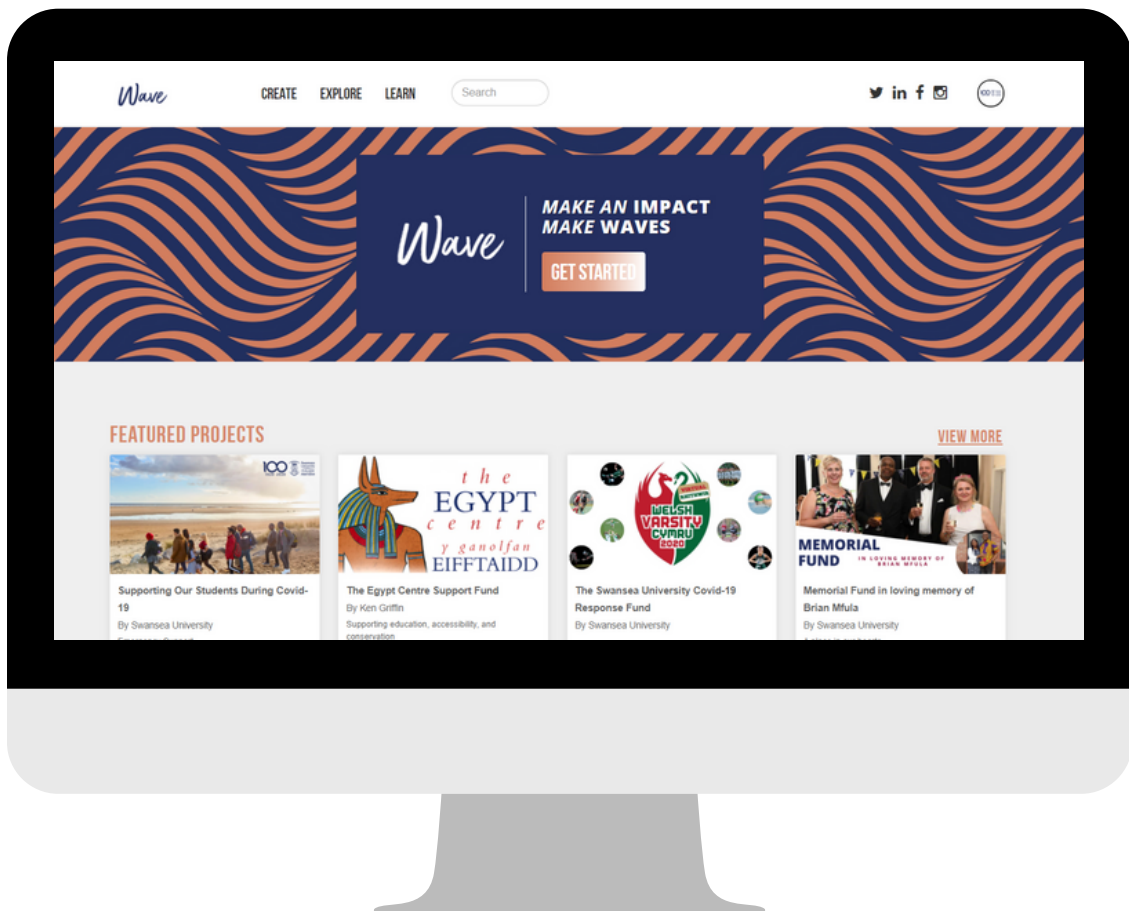


Every donation goes a long way. Casting your net as far as possible will result in a powerful collective impact and a successful campaign.



# Your Project Starts here

[www.wave.swansea.ac.uk](http://www.wave.swansea.ac.uk)

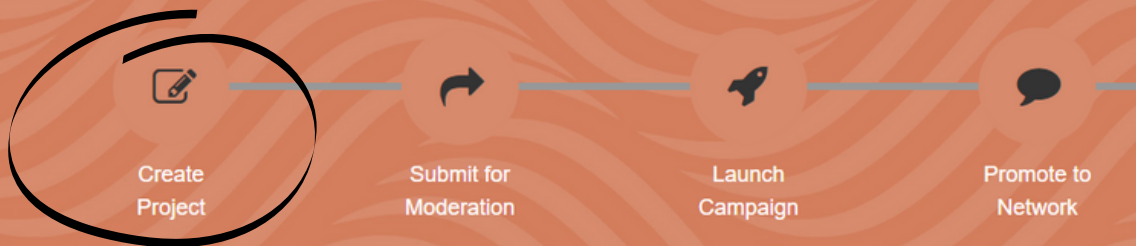


# Getting Started

## GET STARTED WITH YOUR PROJECT

You can fund your projects, your interests, your ambitions.

Events, Sports, Tech, Science, Community, Theatre, Art & more.



**GET STARTED NOW!**

Visit WAVE and navigate to 'create' at the top of the page and follow the step by step instructions to complete the creation of your project. Starting with:

- Basic Information Project Images
- Funding Targets
- Timescale (project length)
- Pitch
- and Rewards.

Straight forward enough, right?

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# Creation

## Your Project Foundations

**Project Title.** Think of a title and a catchy tagline for your campaign, this tells the reader what you're doing at a glance. Ex. (Running for Mental Health - 'Help me fund mental health research')

**Select your unique URL:** Ex. (<https://wave.swansea.ac.uk/p/MentalHealth-R>)

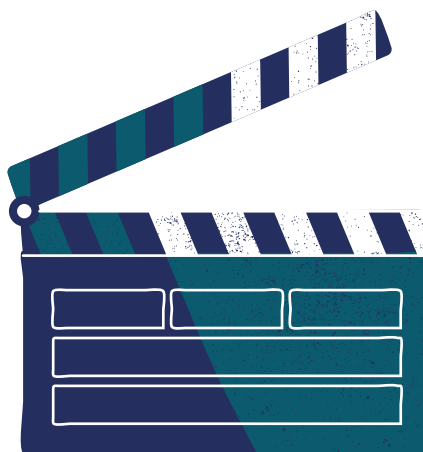
**Upload An Image.** This will represent your project. This feature image will be the first thing someone sees on your project homepage and when the link's posted on social media.

**Targets.** Select a Minimum and a Maximum (stretch) target. You can always over fund your stretch target, so you don't need to worry about limiting yourself here, but It's important to be realistic with this too. Your minimum target should be the minimum amount of funding you require to successfully complete your project. Please note, you **MUST** reach your minimum target before the projects ends in order for your donations to be processed. Donations made will be pending in the donors bank accounts until the project closes/ends, if you don't reach you minimum target, the pending transactions will be canceled and remain in the donors account.

**Timescale.** It's important to create a sense of urgency to encourage donations. Set a realistic time frame in line with your funding targets. The project needs to have a window of opportunity for people to donate over a length of time that doesn't run the risk of lasting too long and losing momentum. (Ex. £500 in 1 month is certainly achievable, £2k in 1 month might not be, but it's not impossible)

**Pitch.** When writing your pitch, there's guided examples to help you structure your work. They key is to explain what you're doing; who you are and why it's important; and how the money will be used. Any additional information is a great way to build context for your ask, but only add additional information if it adds value.

# MAKE A VIDEO



One of the best ways to increase your chances of achieving a successfully funded project is to make a video. The extra effort may end up being the missing piece of the puzzle.



Video content is far more likely to attract peoples attention than written text. It will act as a primary promotional asset, adding weight to your campaign, humanising your project and making it more attractive.

It doesn't need to win any awards, just film a short 1-2 minuet video using your smart phone (side-on preferably.)

As an individual, you have the opportunity to be the face of your own campaign. Simply relay your pitch with energy and a smile. If you're using WAVE to start a business, people need to see you're passionate and willing to use their donations wisely. Not your style? then you can always create a short video presentation on one of many free mobile apps.



If you're part of a team or society, you have the power to showcase your team spirit, show clips of you in action and highlight the importance of your campaigns potential impact, to everyone in the team.





# REWARDS

The last step in your project set-up is 'rewards'. Some people don't want a reward, they just want to donate, which is fine. But, the bigger and more successful you want your project to be, will dictate how you choose your rewards. You can offer different rewards according to how much someone donates. The rewards should go up in value (not necessarily monetary value, but also as a one-off or rare opportunity) when someone is donating more money.

## Why do I need to offer rewards?

**Rewards act as an incentive to donate.** (It might be the reason someone donates in the first place)

**People feel more involved.** (Linking rewards to the project itself creates a feeling of belonging and encourages donors to share their experience with others)

**Large donations.** (You'll have a lovely supporter come to your page with the intention of giving you £10, catches eye of a reward and ups their donation to £25)

**Helps to promote your campaign.** (Rewards don't have to cost you anything, but can be valuable to both yourself, and the donor. Offering a 'shout-out' on social media is a great way to thank someone and promote your cause together)

# Conciderations . . .

Is it a good reward?

01

Ask yourself: "Would I want this reward?" If the answer is no, you'd best have a good reason as to why someone else would!

Make the reward sound like it's exclusive, cool, valuable, quirky or funny - whatever you do, make it sound interesting!

02

Description

Price of the Reward

03

How much will it cost to buy, make or deliver the reward? How much does that leave you from the donation? Make sure you've done the maths so that you're raising funds, rather than spending them!



**£5 -**

Social High-Five, We'll thank you Social Media.

**£100 -**

We will send you a personal video of thanks and invite you out to dinner with the team.

**£15 -**

We'll send you a unique hand written post card and invite you to the event itself.

**£50 -**

I'll send you a 'My Business Name' branded T-shirt and laptop sticker.

More about Rewards...



# Promoting

## Time to rally the troops ...

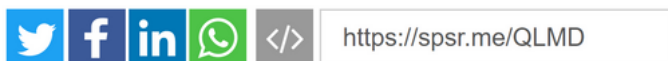
After you've submitted your project, it will be reviewed to ensure everything is set to launch, then it's all about promotion. The momentum and quality of your promotions are key, but promoting your project is very straight forward.

## Don't underestimate the power of word of mouth ...

Think about who you (or your team) are going to reach out to: friends, family, student and local press, graduates from your university, local community and people, institutions or organisations interested in the topic of your campaign.

Utilise the power of social media to get word out, the quickest way to do this is to copy and paste your project link (at the top of your project page) into your social media posts. This link can also be send out in emails or converted into a scannable QR code (free online generators can do this) and feature on flyer's and posters.

**SHARE THIS PROJECT AND TRACK YOUR INFLUENCE**



Facebook Groups  
and Pages

Forums on  
student life

Bosses and Work  
Colleagues (Past &  
Present)

Parents

## Relevant Online Groups & Forums

Friends

Siblings &  
Cousins

Forums on subject area

Crowdfunding  
forums and student  
start-up pages

## Friends Family & Personal Network

Facebook  
Friends

Twitter  
Followers



# Identifying Your Network

Leaders

Student  
Press

Students & Staff

## University

Local Press

Students Union

Marketing &  
Comms

## Press, Industry & Influencers

The Development  
Office (WAVE)

Local Businesses

Community  
Organisations

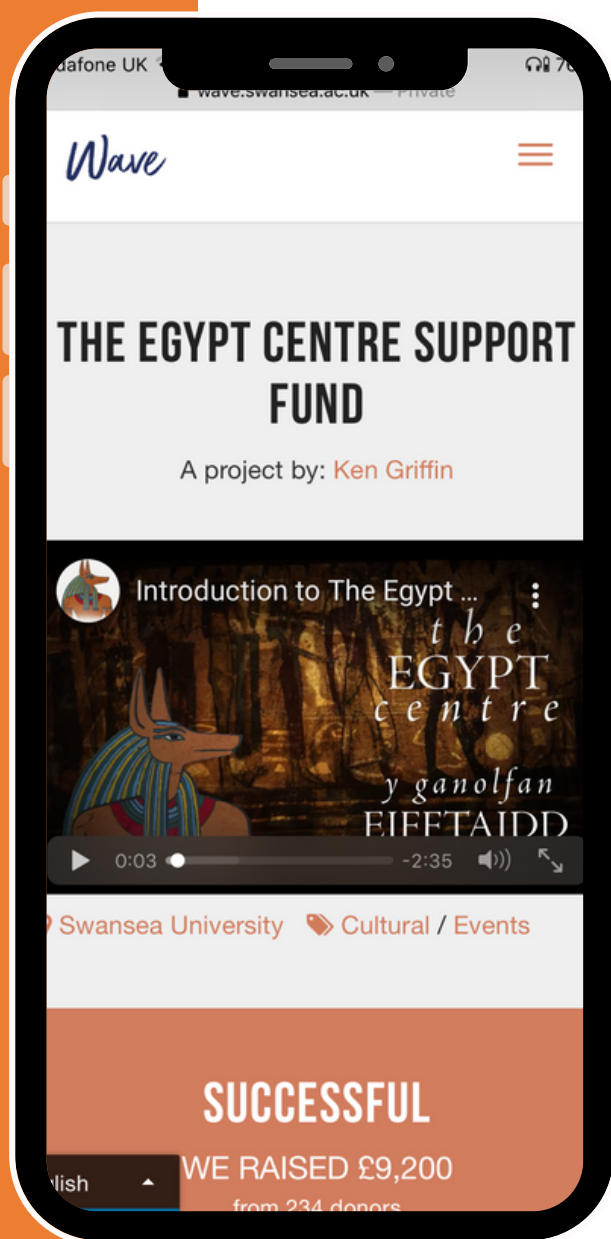
Philanthropists

Places you've  
worked

## Organisations & Institutions

Experts

# You're Live!



The first week is the most important for getting your campaign off the ground. It's time to reach out to your network, build excitement and support, and get those donations coming in!

It doesn't matter if you call, text, email, tweet, or send messages on Facebook – the messages just have to be PERSONAL and positive. But don't spam people! Keep your core message the same but mix up your communications and engage people.

Everyone loves video! share your video in your promotions. As mentioned before, you don't need to be a pro. Use mobile apps - Facebook live, Instagram...etc

## Chin-up the slump is normal

Mid-campaign slump is a common trend in crowdfunding. Don't lose heart, this does not mean your campaign is going to fail. There is plenty to do to keep your campaign alive and interesting.

Stagger your updates. When the launch hype has calmed down you can keep up the campaign momentum with interesting facts, behind the scenes images and video clips, testimonials ...etc.

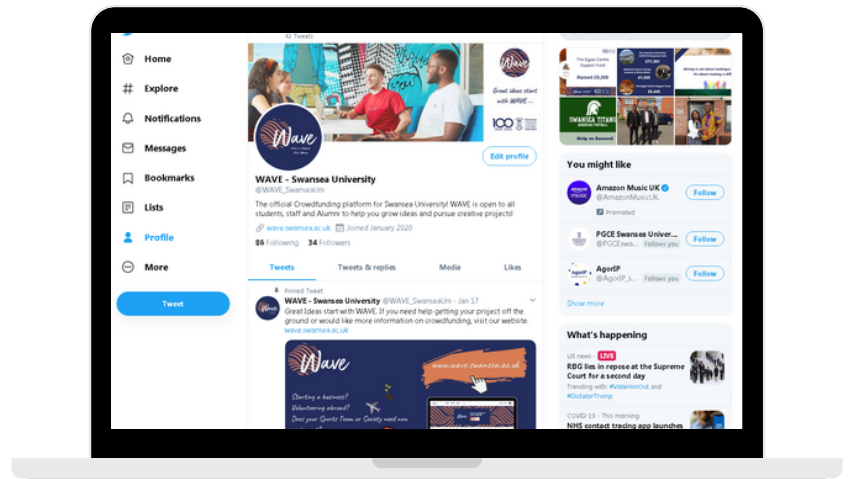
## Countdown

In the final days of your campaign it's important to create a sense of urgency. Contact everyone you have reached out to so far for one last push. Often people have every intention of donating to your campaign but they leave it until the last minute. Make sure they know there's only a few days left to get their cool rewards and to support your campaign. Now is the time to thank your supporters for everything they have done so far and to get everyone on board to get maximum exposure in the final days.





# We're here to help!



You're not alone on this, when you launch your project, the Development Office at Swansea (who look after WAVE) will also communicate news of your project on the Wave Twitter page, our internal staff social media account 'Yammer' and identify opportunities to link this into alumni communications as well. We will also help to create a sense of urgency when your project is nearing completion and do what we can to ensure your projects success.



## Help us Succeed

What's going on around you to support your project? The example below shows a tweet sent out via the Swansea Uni Alumni Twitter page mid-way through Easily Eco's crowdfunding project. This student start-up focuses on environmentally friendly replacements to everyday products, so we linked it to a trending hashtag and awareness day during the campaign - #WorldEnvironmentDay.

We will help you to identify any wider reaching opportunities which can attract donors outside of your immediate networks.



# Testimonials



“We are so grateful for all the donations we received, our successful crowdfunding project raised more than we could ever have imagined! but this would not have been possible without the constant support and help we get from everybody! this money will be used to continue to grow and bring in new products, offering our loyal customers a much wider and varied selection of plastic-free products to suit all needs.”

– Rhiannon Barriball, Co-Founder of Easily Eco



“Letzee is a platform which allows prospective tenants to virtually tour rental properties in 3D. First of I’d like to thank everyone that contributed towards the crowdfunding campaign. The campaign enabled me to purchase Letzee’s first 3D camera!

The Wave platform was incredibly easy to personalise and create a real individualised offering using my own branding. Use of QR codes enabled me to send supporters straight to the page from handout flyers.”

– Josh Blackhurst, Director of Letzee



Following a 40 year career at Swansea University, esteemed engineering lecturer Dr Timothy Davies was soon to retire. However, this will not be the end for Tim, as this favourite lecturer of many will be leaving behind a staggering £3,622 collected from over 60 donors in his memory of his time at Swansea.

The Timothy Davies prize will be awarded to students for years to come for the best second-year group project to build autonomous robots for the annual residential micro mouse competition, which Tim created.

“ Creating a prize to benefit students after he retires would give him greater joy than any retirement present we could give him. ”

– Sue Davies (Tim's Partner)

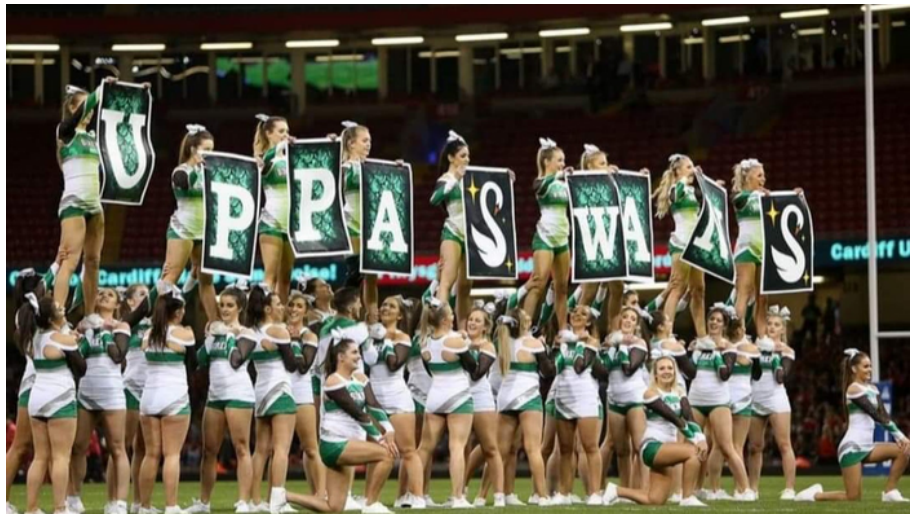


“ All of us at the Egypt Centre are absolutely thrilled by the success of our crowdfunding appeal. It's been a tough four months not having access to the Museum.

The funds raised will go towards enhancing our online engagement with schools and the wider public and to care for our unique and precious collection of almost 6,000 objects. On behalf of all of us at the Egypt Centre, thank you to everyone for your amazing support and generosity! ”

- Dr Kenneth Griffin, Collections Access Manger, Egypt Centre





“ We work very hard throughout the year to put together a routine which will hopefully take us far at competitions and wow our audiences. The crowdfunding platform was easy to use and enabled the squad to reach out to each of our respective connections and raise some money in quick succession. Thank you to those who support us, Lots of Sirs Love. ”

- Swansea Sirens, Cheerleaders



“ We are all overjoyed that we have raised these funds I can't express it! our financial situation as a club has come so far in the last 12 months and we are very grateful. ”

- Tom Seldon, Rugby League Captain

“ Our crowdfunding project was a huge success. At a time when we were facing a lot of financial uncertainty as a club, the Wave Crowdfunding service gave us an easy-to-use platform that allowed for us to raise money in a sustainable way whilst challenging ourselves to a high level.

The promotion of the page allowed us to hit our target, and with the funds we've been able to bring in lots of brand new equipment to use as a club for years to come. The process of running the project wasn't always straightforward, but it was a rewarding experience that made all the money raised feel really well-earned. The team at Wave were really supportive every step of the way which was a massive help as well. ”

- Reyad Malique, Club President of Swansea Titans



**Start your project  
today...**



# Useful Contacts

General Enquires - [Crowdfunding@swansea.ac.uk](mailto:Crowdfunding@swansea.ac.uk)

Ben Thomas, Development & Engagement - [b.l.j.thomas@swansea.ac.uk](mailto:b.l.j.thomas@swansea.ac.uk)

Twitter - [@WAVE\\_SwanseaUni](https://twitter.com/WAVE_SwanseaUni)

WAVE - [www.wave.swansea.ac.uk](http://www.wave.swansea.ac.uk)



Giving is not about making a donation,  
it's about making a difference.

Make an Impact.  
Make Waves.