

**Crowdfunding support with BrickInTheWallMedia - guide**

**(www.brickinthewallmedia.com)**

You want to do something worthwhile and are finding it really difficult to raise even small amounts of money for your social cause? More often than not, there are no grants or lottery funds to cover your area of need. We can solve that problem for you with crowdfunding support. BrickInTheWallMedia offers its extensive filmmaking and social media management experience to charities, social enterprises or committed individuals to raise funds for social good. We can support all types of projects where the use of visual media would benefit in raising awareness. At the very least a good campaign needs a short promo film, and we particularly support projects involving making a longer documentary or tell a story about someone’s life.

This brief guide sets out the support we can offer. We support you or coach you through each of the key steps needed to put together a successful crowdfunding campaign, leading to a successful fundraise.

**Steps**

1. **Capturing the inspiring story the audience wants to hear.**

We help you focus on the people, images, emotions and messages that will trigger people’s interest in your campaign. It’s a fact that most successful marketing campaigns, branding, frequently-visited websites and viral social media content these days have video content at the heart of them. We are filmmakers by training.

1. **Building your team.**

We tell you who you need to get motoring and how to recruit and motivate them.

1. **Finding your crowd.**

We explore with you how and where you are going to find the hundreds, possibly thousands, of people you’ll need to hear your message and make a donation.

1. **Setting the right target.**

Agreeing a realistic target has a number of variables - who you can deploy, who you can influence, how much time you can devote. Sometimes crowdfunding requires more than one bite. We work through the options with you.

1. **Creating a plan.**

We give you some simple tools to put together a plan. They help you build contact lists, set timescales, identify success milestones, consider rewards, etc.

1. **Creating your page.**

The page is built on the crowdfunding website you choose. We discuss choices with you. We help you prepare all the content you need to put together the campaign page - like the campaign story, promotional videos, rewards.

1. **Building and maintaining momentum.**

A crowdfunding campaign can be won or lost before you even post the campaign. The most successful campaigns have raised a proportion of the funds even before they go live. On the day they launch people can see there is an enthusiastic commitment to the idea and follow suit - the crowd follow the crowd! During the campaign we help you with ideas on keeping momentum going so you meet your target. Nothing looks worse than when the live figure begins to stagnate on the site.

**What’s included in our service:**

We begin with a meeting to commission the project. The meeting covers what you are trying to achieve so that we fully understand your aspirations, reviews in more detail the steps above, proposes a realistic timescale for the fundraise, and explores and agrees the film content you want.

We support you to craft your campaign messages, choose a storyline for filming, identify your social media footprint and help you build your campaign plan.

This may take more than one meeting or be concluded by phone or skype.

We make no charge for this support service, providing you proceed to launching the campaign on a crowdfunding website in your / your organisation’s name. Our costs are built in to the crowdfunding target we agree.

Here are a couple of examples of how our support works.

* You want to raise awareness about your charity to generate interest in more fundraising. All you want is a couple of short promotional videos that you can use in Facebook and Twitter campaigns or at meetings to get your message across. BITWM can help you run a crowdfunding campaign to raise £5000 to achieve this (£5000 is the minimum level of campaign that we support).
* You want to raise money for a community project such as refurbishing a community centre. You think it might cost approximately £30,000. You think a short promo film of 2-3 minutes for the crowdfunding campaign and a longer 20 minute film about the benefits the community centre will bring for longer-term use and perhaps to support a grant application. BITWM’s support and filmmaking could cost in the order of £8000. You would add this to the campaign total.
* You want to raise money to make a 50 minute documentary about a key social issue. As a guide this would cost £15000 and you would run a campaign to secure this total.

**Tools we provide:**

* Audience identification tool
* Promotion Plan template
* Team-building tips and draft approach emails

**Next steps:**

We’re confident that we can help most applicants raise money to meet their aspirations for social good. This service doesn’t cost you anything directly; we help you raise our costs from funders.

If you think we can help then contact us at [info@brickinthewallmedia.com](mailto:info@brickinthewallmedia.com)

You can view our team at <https://www.brickinthewallmedia.com/the-team>

**Agreement:**

This agreement is between (parties)

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the customer.
2. BrickInTheWallMedia (BITWM)

whereby BITWM supports the customer to run a crowdfunding campaign.

The title of the campaign is:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the purpose is to raise money for: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(purpose)\_\_\_\_\_\_\_\_\_\_.

The target raise for the campaign £\_\_\_\_\_\_, of which £\_\_\_\_\_\_ will be paid to BITWM.

The trigger to start filmmaking is a raise of \_\_\_\_\_\_\_\_\_(insert agreed figure)\_\_\_\_\_\_\_\_\_\_

In exchange for \_\_\_(sum agreed)\_\_BITWM will provide the customer with the following (List below):

* Support and coaching to run the crowdfunding campaign, covering the seven steps described above.
* The following outputs \_\_\_\_\_\_\_\_\_\_\_\_\_\_(describe film outputs agreed)\_\_\_\_\_\_\_\_\_\_\_\_

**Terms of agreement:**

The customer accepts the following terms:

The customer will:

* lead the crowdfunding campaign in their name, with BITWM support.
* commit the human resources required to the campaign to give it the optimum route to fundraising success.
* work to complete the campaign in no more than \_\_\_(agreed timescale)\_\_\_.

In the event that the customer abandons the campaign before completion, for any reason, the customer will reimburse BITWM for its reasonable costs to that point - that value not to exceed the amount initially agreed as BITWM’s fee. Any film material produced to that point will be passed to the customer as part of the settlement.

In the event that the customer raises less than the sum agreed to be paid to BITWM, the parties will negotiate what BITWM can reasonably provide for the actual sum raised. Failure to agree will count as abandonment above. Where more than BITWM’s fee is raised but less than the overall target amount, BITWM’s full fee will take priority. Where more money is raised than the initial target amount the excess will belong to the customer.

BITWM reserves the right to withdraw its support to the customer’s campaign if, following raising its concerns with the customer in writing, the customer continues not to invest adequate time or human resource in the campaign. This event will be treated the same as abandonment.

**Timescale:**

The project will start from the date of customer signature, unless a later start date is agreed.

It is intended to complete the project by \_\_\_(date)\_\_\_\_ with delivery of outputs listed above.

**Customer signatures:**

Signed by authorised signatory for the customer\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Customer organisation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_

**BITWM signature**

Signed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

BITWM representative\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_