

Gateway to Crowdfunding

action learning course

Raise funds, learn new skills and thrive!

Session 2: Create a Successful Crowdfunding Project Page



welcome


 GlobalGiving

Photo: The Nyaka AIDS Orphans Project

GET READY

Close emails &
documents

Turn your mobile phone
off

Be open and ask
questions

Be positive

Share constructive
feedback

Use Chatbox not Q&A

Have fun



Agenda

Recap of Session 1 and questions

Why a good project page matters

What is a project?

Anatomy of a project page

Good and 'bad' examples

How to use the Project Entry system

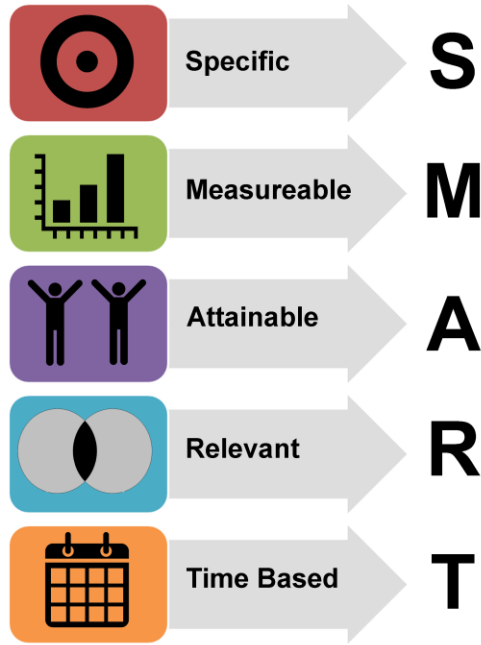
Key Dates

- **18th October - Session 3: Plan Your Crowdfunding Campaign**
- **20th October - Session 4: Mapping your Network**
- **21st October - The Winter Challenge London Workshop**
- **25th October - Session 5: Using Email Effectively for Fundraising Online**
- **27th October - Session 6: Develop a Successful Social Media Campaign**
- **28th October - Deadline for submitting your project page**
- **14th November - Start of the Winter 2016 Challenge**
- **19th December - End of the Winter 2016 Challenge**

A Great Project Page

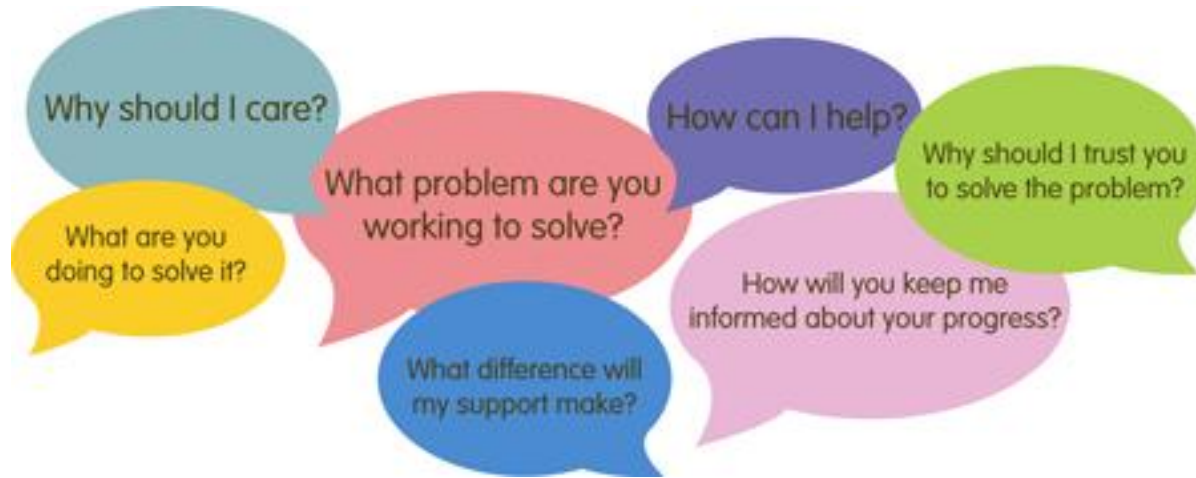
Why it matters

Set a SMART goal for your crowdfunding



© Mark Smiciklas, Digital Strategist, IntersectionConsulting.com
"Bar Graph" icon by Scott Lewis, from the NounProject.com collection
"Calendar", "People" and "Target" icons from the NounProject.com collection

Questions that potential donors have in mind



5 Stories the Most Successful Campaigns Tell



The Issue

What is the problem your project is trying to solve, and what are the effects of that problem on one person's life? Describe that person's life without your project.



The Place

How is a problem or solution unique to an individual from a particular region in the world? Who are the people who might care about this person and place?

5 Stories the Most Successful Campaigns Tell cont'd.



The People

How is a problem or solution unique to an individual who lives within a particular cultural context? How can you motivate other people who might share his or her identity or values?



The Idea

What's your unique perspective on how to solve the problem? Does your project revolutionize the way people usually deal with an issue? How has the solution impacted one person?

5 Stories the Most Successful Campaigns Tell cont'd.



The Motivation

What's your backstory that's driving you to fundraise for this cause? How can you use your own story to connect with people in your network and invite them to join you?

What is a project

Specific programme/activity

Provide education in
remote Nepalese
village

Specific Plan

Create a positive
change

Educate 90 girls

Specific Funding

Amount of funding
required to reach goal

£11,500

Anatomy of the Project Page

Title

Education For 90 Girls In Rural Villages Of Nepal

Overview Reports (8) Photos (20) Wall (29) People (174) Share

£7,675 Raised £3,825 Remaining 205 Donations 8 Reports

donate

Giving Options

Photos



12 people like this. Sign Up to see what your friends like.

Summary

Summary

Girls' education has been ignored in Nepalese communities for various reasons such as, cultural traditions, an unsuitable schooling environment & financial problems. It is particularly rare for girls that come from poor & Dalit families in rural villages of Nepal, to receive an education. Consequently, this project will support 90 girls most in need of schooling. Educating girls has many advantages such as, improved gender equality, health, education, better family planning and economic growth.

ONE TIME MONTHLY RECURRING GIFT OR IN HONOUR OF

- £6 pays a year schooling fee for a girl
- £14 buys a year study materials for a girl
- £19 buys two set of uniform (winter and summer) plus a school bag
- £49 keeps one girl in school for a year, providing uniform and support
- £128 pays 6 months wages for an outreach worker
- £296 will build two separate toilets for a school- one for boys and one for girls
- £ Other amount

Make this donation a gift, in honour of, or in memory of someone?



Donate using a credit card, PayPal, CAF, or gift card.

And more detail...

Page statistics

Education For 90 Girls In Rural Villages Of Nepal

Overview Reports (8) Photos (20) Wall (29) People (174) Share

£7,675 Raised £3,825 Remaining 205 Donations 8 Reports

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Make this donation a gift, in honour of, or in memory of someone?

VISA Mastercard American Express PayPal CAF

[Donate using a credit card, PayPal, CAF, or gift card.](#)

Sub-page navigation

Other Sections

Problem

Solution

Impact

Docs

Links

Map

Widget

Social sharing

The Project Title

Education for 90 Girls in Rural Villages of Nepal



What

Who

Where

50 characters including spaces (about 5-8 words)

Must include:

- What
- Who
- Where

Project Summary

Describe your project in 100 words or less:

- **Who** is being helped?
- **What** you are doing?
- **Where** you are doing it?
- **How** you are doing it?
- **Difference** you will make

Summary

African Steps will build, equip and run an isolation ward for TB patients in St Peter's Hospital on Likoma Island. People are dying constantly of TB, which is a totally preventable disease and the isolation ward and facilities will prevent these unacceptable deaths and the spread of the disease throughout the Island. ★ [read updates from the field](#)

Summary

This project provides basic health care and health education in the least developed area of Nepal. There are no roads or infrastructures in Humla and the government health system is disfunctional. Maternal and child mortality rates are some of the highest in the world (<30%). More than 45000 people live in the district. The project is integrated with renewable energy and income generation projects to promote a healthier lifestyle and a secure future for, particularly, women and children. ★ [read updates from the field](#)

ACTIVITY

Which title is more effective and why?

1. Protect the environment for all
2. Empower 50 Rural Women in Tanzania through Entrepreneurship for a more sustainable and Independent Lifestyle
3. Restore Eyesight to 500 Nepalese Villagers
4. ENDPO-economic development

Tips for Good Writing

Clear and Concise

Should be short and simple to understand

Simple Language

Use a jargon-free, project-specific summary

Tangible Donation Options

Use an achievable and reasonable funding goal

Connect

Help donors feel connected to your work

Now try writing a summary for your project ...

PHOTOGRAPHS

Project Photographs

- Use high resolution photos of at least 1,024 x 768 pixels
- Photos must be in .jpeg, .jpg, or .gif format
- Use photos that are vibrant and expressive
- Show your project, community and work
- Show people's faces
- Show programme activities
- Show action shots of your team



Photograph Examples



- Support women of small-holding farms to gain access to equal rights to generate income



- Provide literacy and fast-track education to thousands of women and girls

VIDEOS



Things to consider:

- Should be short – under 3 minutes
- Look for inspiration from other successful campaign videos
- Smartphones can shoot high-quality video
- Write a script to tell a powerful story
- Narrator should speak straight to camera to engage with audience
- Share your specific campaign goals and include link to project page
- Use music to connect with viewer emotionally

DONATION OPTIONS

Donation options

- Shows the impact: options should be tangible and meaningful
- Help donors understand how their contributions will make a difference
- Should be linked with the project budget
- Giving options can be at all levels - at least £5 minimum donation
- Minimum of 3 options, maximum 8
- Must have one smaller donation option (around £15-20)
- Average donation amount £20

1

ONE TIME

MONTHLY
RECURRINGGIFT OR IN
HONOUR OF

- £6** will provide 2 text books
- £15** will purchase a desk and one blackboard for a classroom
- £31** will provide two good quality footballs
- £55** will provide breakfast and lunch for a class of 25 children for one week
- £92** will cover exam fees for a class of 25 children
- £123** will contribute towards a teacher's salary for one month
- £308** will buy one laptop computer
- £1,848** will provide breakfast and lunch for 60 children for a whole school term

1

ONE TIME

MONTHLY
RECURRINGGIFT OR IN
HONOUR OF

- £6** will provide a solar socket for vital medical equipment to be powered
- £16** will provide a double wall switch to bring light to the women's ward
- £31** will help pay for the costs of transporting the solar panels to the Island
- £94** will pay for the labour costs of installation of solar in the x-ray department
- £250** will pay for the cabling needed for the male ward

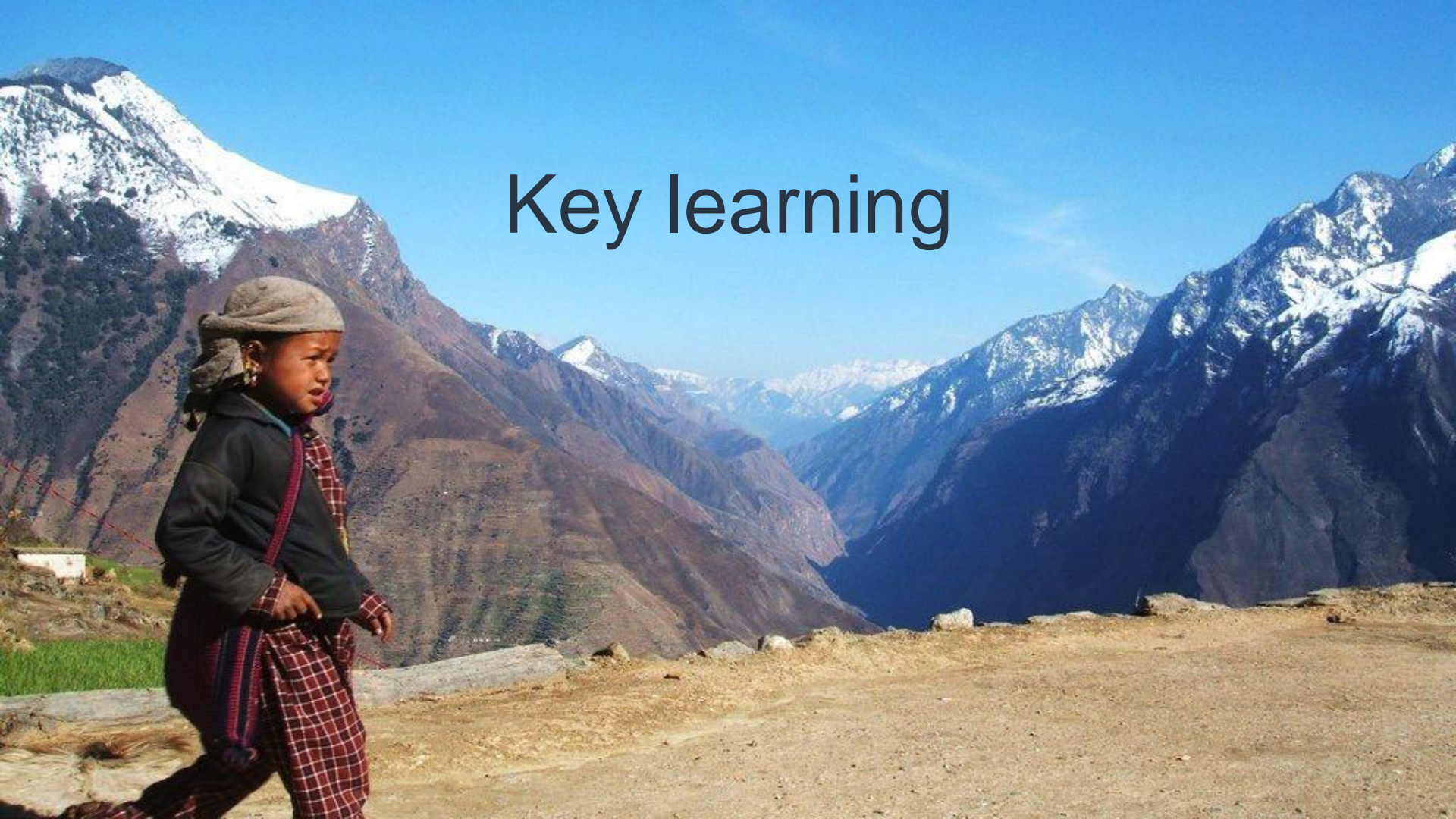
1

ONE TIME

MONTHLY
RECURRINGGIFT OR IN
HONOUR OF

- £6** will co-fund 10 AidPods - ensuring Anti-Diarrhea Kits are affordable for mothers and rural shopkeepers improve their income
- £16** will co-fund 25 AidPods, or train a rural shop keeper and provide him with a poster set to educate communities about diarrhea prevention and treatment
- £31** trains 2 shop keepers, or co-funds 50 AidPods - enough for a whole village for a month
- £63** co-funds 100 AidPods, generating \$25 in local wealth, enough to double a typical monthly income
- £314** will help us extend ColaLife AidPods into a new rural community
- £991** Supports our charity for a whole month

Key learning



Getting to know Project Entry (PE)

Login to Project Entry

Log in here: www.globalgiving.co.uk/non-profits/

(the web address will change to globalgiving.org but that is fine)



The screenshot shows the GlobalGiving UK website interface. At the top, there is a navigation bar with the GlobalGiving UK logo, a 'giving basket' icon, and links for 'create an account' and 'login'. Below this is a secondary navigation bar with tabs for 'DONORS', 'NON-PROFITS', 'CORPORATE PARTNERS', and 'ABOUT US'. A search bar is located to the right of these tabs. The main content area features a large headline: 'GlobalGiving UK has helped 12,008 projects, non-profits and social entrepreneurs grow their community of donors and volunteers to raise a total of £106,718,639.' Below this, a paragraph describes the 'Gateway Challenge' for Spring 2015, with a deadline of 09 April, 2015. To the right of the main content is a 'login' section with a form for 'Email' and 'Password', a 'Stay logged in' checkbox, and a 'login' button. Below the login form is a link for 'Forgot your password?'. At the bottom left, there is a smaller screenshot of a project page titled 'Provide A Safe Home For Haitian Orphans' with a 'donate' button. To the right of this smaller screenshot is a list of bullet points detailing the benefits of joining GlobalGiving UK.

GlobalGiving UK has helped **12,008 projects**, non-profits and social entrepreneurs grow their community of donors and volunteers to raise a total of **£106,718,639**.

Join GlobalGiving UK's Spring 2015 [Gateway Challenge](#). We work with non-profit organizations registered anywhere in the world to upgrade their fundraising strategy. Our Spring 2015 Gateway Challenge fundraising campaign is planned for June 2015. The deadline to complete your application (including the submission of documentation) is **09 April, 2015**.

[get my organisation on globalgiving.co.uk](#)

- **Expand your donor networks** and access training and resources.
- **Receive free training and support** to help you develop your organisational skills.
- **Connect to corporate partners** like Rough Guides, Aegis Media and Pearson.
- **Increase your donations through Gift Aid**, which adds 25% to a UK tax payers donation.
- [Learn more](#)

login
already have a project on GlobalGiving UK?
login

Email

Password

Stay logged in

[Forgot your password?](#)

Navigating PE

The screenshot shows the top navigation bar of the GlobalGiving website. The GlobalGiving logo is on the left. On the right, there is a user greeting "Welcome, nvfuk!" followed by a red box around the "project entry (pe)" link, a shopping cart icon, and links for "giving cart", "my profile", and "logout". Below this is a secondary navigation bar with tabs for "DONORS", "NON-PROFITS", "CORPORATE PARTNERS", and "ABOUT US". A search bar with a "search" button is also present. The main navigation bar contains several links: "FEATURES & BENEFITS", "JOIN GLOBALGIVING", "MANAGE PROJECTS", and "TOOLS & TRAINING". Below these are a row of links: "dashboard", "projects", "reports", "stories", "organizations", "applications", "volunteers", "gifts", "donations", and "disbursements". Red boxes highlight "dashboard", "reports", and "donations". At the bottom left, there is a breadcrumb trail: "Home > Project Entry Dashboard". At the bottom right, there is a link: "Having trouble? Let us help!" with a speech bubble icon.

GlobalGiving

Welcome, nvfuk! [project entry \(pe\)](#) giving cart my profile logout

[DONORS](#) [NON-PROFITS](#) [CORPORATE PARTNERS](#) [ABOUT US](#)

[FEATURES & BENEFITS](#) [JOIN GLOBALGIVING](#) [MANAGE PROJECTS](#) [TOOLS & TRAINING](#) [search](#)

[dashboard](#) [projects](#) [reports](#) [stories](#) [organizations](#) [applications](#) [volunteers](#) [gifts](#) [donations](#) [disbursements](#)

[Home](#) > [Project Entry Dashboard](#) [Having trouble? Let us help!](#)

Submitting your Project Information

dashboard projects reports stories organizations evaluations applications volunteers gifts donations disbursements grants

[Home](#) > [Project Entry Dashboard](#) [Having trouble? Let us help!](#)

View Dashboard for GlobalGiving (#189)

Dashboard for GlobalGiving (#189)

[Reward Level](#)

Partner

★★★★☆

[learn more](#)

+ add a project

+ add a report

- [View Projects \(74\)](#)
- [View Microprojects \(1\)](#)
- [View Funds \(5\)](#)
- [View Donations](#)
- [View Organization](#)
- [Edit Organization](#)
- [View Gifts](#)
- [View Disbursements](#)
- [View Stories \(25\)](#)
- [View Analytics \(Admin Only\)](#)

Listen Ranking

99th percentile

Act Ranking

55th percentile

Learn Ranking

--

Setting Up Your Project Page

3. Enter the Title

Add a New Project

Select the organization that is running this project.

Project Organization *

What type of project are you creating?

Project Type *

- Project (\$1,000 to \$1 million goal, fundraising should occur over several months to years)
- Microproject (\$250 to \$10,000 goal, fundraising should occur over several weeks to months)
- Fund (\$50,000+ goal, will transfer funds to projects for disbursement; GlobalGiving Admin Only)

Note the goal of the project, who will benefit, how many people will be helped, and where it is taking place.

Project Title *

50 characters maximum

Pre-fill Project from Organization Record

SUBMITTING YOUR PROJECT INFORMATION

4. Enter the Project Details

1. Basic Information

2. Additional Information

3. Photos & Documents

4. Review and Submit

The screenshot shows a web form for submitting project information. At the top, there are four tabs: 'Basic Information' (selected), 'Additional Information', 'Photos & Documents', and 'Review & Submit'. To the right of these tabs are two buttons: 'save as draft' and 'save and submit'. Below the tabs is the 'Project Description' section. It contains three main input fields: 'Project Title', 'URL', and 'Project Summary'. Each field has a label, a description of what to enter, an example, and a character count. The 'URL' field has a yellow highlight on the text 'my-project'.

Basic Information | Additional Information | Photos & Documents | Review & Submit | save as draft | save and submit

Project Description

Note the goal of the project, who will benefit, how many people will be helped, and where it is taking place.

Project Title * My Project
Example: Restore eyesight to 500 villagers in Nepal [View more examples](#) 40 characters remaining

Only use lower case letters (a-z), numbers (0-9), and dashes (-). Use words that are relevant to your project and would be helpful for people searching on Google.

URL * http://globalgiving.org/projects/ my-project
Example: healthcare-and-water-for-7000-gambians [View more examples](#) 45 characters remaining

In a sentence or two, explain why a donor should care about your project. Describe your impact, who you are helping, and how you are solving a problem. Use short but complete sentences and correct grammar.

Project Summary *

Example: This project will build a library in eastern Sri Lanka, providing... [View more examples](#) 500 characters remaining

Pick one that matches the project summary. If multiple themes could apply, click 'Add a Secondary Theme.' You may add up to three themes.

SUMMARY

- Make sure you are clear and concise and describe the **problem** you are tackling and **solution** you are delivering
- Check **spelling & grammar** – ask someone to read your page for you to check it makes sense
- Enter amounts in **USD \$** - our system is global – currency conversion calculator is available when you enter information (let us know if you spot an error!)
- Use good quality **photographs** – pictures speak a 1000 words
- Refer to the Project Leader Manual for additional guidance

A pair of hands is shown from a top-down perspective, gently cupping a small, vibrant green seedling with two leaves. The hands are positioned centrally, with the fingers slightly curled around the base of the plant. The background is a soft, out-of-focus field of pink and purple flowers, creating a gentle, naturalistic atmosphere. The overall lighting is soft and even, highlighting the textures of the skin and the freshness of the plant.

Questions?

ACTIVITY

Homework

Get GG Reward Points for Participating in the Webinar

Share the recording and slides with your team

Complete your Organisational Survey

Create or Improve your Project Page

Need help during the Challenge

We're here to help!



Email: UKPROJECTHELP@GLOBALGIVING.CO.UK

**Post your questions or share on
our Winter Challenge Facebook
Page**

Call: 44 2072428079



thank you

@globalgivinguk

@PatatGG