**Clear communication is the key to success**

Sponsors want to believe in your project, feel your passion and be confident it can actually be delivered. A clear, convincing and engaging pitch is therefore crucial.

Here are some tips on how to approach your fundraising campaign and increase the likelihood of potential Sponsors donating their hard-earned money to your project:

1. **Introduce your self/your team of project masterminds**

Tell them who you are, what you do and if you are a team, let them know if you will all have specific roles in the project.

1. **Explain your project concept clearly and make it engaging**

It’s important for your project pitch to tell a compelling story and make sense!

Your project title needs to be relevant to your actual project as this will help drive sponsorship. You also need to ensure your project tagline is succinct and engaging as this is basically your elevator pitch.

Where possible, break up your pitch into relevant sub-headers and intersperse written content with photos and video content to breathe life into it.

1. **Tell potential Sponsors what makes your project interesting or unique**

You need to show Sponsors why they should support your project instead of somebody else’s.

1. **Don’t be afraid to show your passion and commitment**

Enthusiasm is infectious so don’t be shy remember to show yours. If appropriate, inject some humour into your pitch as this can work well too!

Video is a great way to communicate your story and passion. Crowdfunding projects with personal videos are twice as likely to reach their funding target.

The basic idea behind your video should be to give people an idea of who you are, what you're doing. Keep it to around 1-2 minutes in length if you want to get more views and most importantly, be yourself!

1. **Show potential Sponsors they are supporting something worthwhile**

Does your project have a particular purpose or hope to solve a particular problem? Does it fill a gap in the market?

Remember to tell Sponsors why your project matters to you, your local community or society at large.

You need to show them why the project should matter to them and also the impact they will have by donating.

1. **Reassure potential Sponsors that you are a safe pair of hands**

Sponsors want to know you stand a good chance of turning your idea into reality. They will be asking is this project really viable and will my money be spent wisely? Does this project creator have a clear plan of action? Do I have faith in their ability to manage this project successfully?

It is therefore a good idea to provide a breakdown of the costs associated with your project as this shows you have really thought through the funding you require and the various elements required to make it happen.

Give an overview of what you will do if you reach your minimum target but also an idea of how you will spend additional funds if things really take off and you raise more than your target.

1. **Remember to give your rewards some proper thought**

Crowdfunding encourages project sponsors to make small donations in return for rewards so spend time brainstorming what rewards you can offer.

Think about what is likely to appeal to you because the chances are that if it appeals to you, it is likely appeal to others too.

Rewards should be connected to your project and creative but don’t necessarily have to have a monetary value. They could be anything from a project T-shirt or badge, a thank you on your project website, to signed project photos, a ticket to an event or the opportunity to play a role in your project.

Think about stacking rewards so people who make higher donations not only get a larger reward but the small rewards available to those donating at a lower level.

Most importantly, make sure the value of rewards is sensible and appropriate for the level of donation. For instance, a reward with a value of £2.50 for a £5.00 donation isn’t appropriate as this means you would be handing over 50% of funds raised and that’s before you consider postage costs, etc.

Also remember to factor in the costs of your rewards when setting your minimum fundraising target so that you can use funds raised to cover these.

1. **Tell as many people as you can about your project!**

The more people you tell about your project the greater its chance of success so pick up the phone, email and post details of your project on social media, your blog if you have one or personal website!

Encourage your family, friends and other personal connections to spread the word to their own networks.

You can also gain access to some really great advice on how to promote your project outside of your personal network by visiting [www.mdxbusinesscrowdfund.com](http://www.mdxbusinesscrowdfund.com) and clicking on the link to the Hubbub Academy.