

Guide to...

# Funding Your Creative Project

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## Introduction

As a student or recent graduate you may have an idea for a creative project that you want to get 'off the ground'. However, with a great idea comes a potential financial cost! Where self-funding a project is not viable, you will need to seek alternative ways of securing funding.

For the purpose of this guide, a creative project is defined as that which:

- Has a creative focus (this may reflect musicians, performers, writers, artists)
- Could be an individual or group based project
- Could be for the purpose of showcasing work (e.g. an exhibition, show or film) or for the benefit of a local community (e.g. an arts project with people with dementia or a performance piece with people with learning difficulties)
- Something that is time-bound (the project is typically one-off with a clear beginning, middle and end)

For advice on self-employment and freelancing please see the Bath Spa Guide to Self-Employment and the Bath Spa Guide to Freelancing.

Funding a creative project can be challenging and it is essential to consider a multi-pronged approach to giving yourself the best chance of getting your creative project 'off the ground'. This could include arts funding, crowd-funding, investment from a philanthropist, business sponsorship, as well as financial support from friends and family. Be resilient to set-backs and explore all avenues.

This guide focuses on the two main ways in which funding for creative projects tends to be secured: Arts Funding and Crowd-funding.

## Key things to consider

1. Be realistic
2. Plan well in advance
3. Think laterally and creatively – to whom and for what?
4. Competition is stiff – so stand out!
5. Stay focused on your aims
6. Know your costs
7. Timeframe/ milestones
8. Communication
9. Legal status and governance, inc partnerships, collaboration and co-production

## Knowing your costs

You have an idea for a creative project, but before you begin to ask anyone to back you financially you need to be very clear about what finances you are asking for! Essentially, how much money do you need to get your idea 'off the ground'?

Creating a budget will help you be clear about what your income and expenditure will be relating to the project. It should provide a full breakdown of all the subtotals and totals. Make sure your budget supports your activity as described in your application, for example, if you have a marketing strategy make sure your budget clearly shows how much money you will spend on marketing and by what methods.

**A budget could include:**

- Staffing (will you need to pay other people to be involved in the delivery of the project?)
- Equipment and materials
- Communication and marketing (telephone, postage, meetings, leaflets, online marketing)
- Venue or studio space (cost of hiring a venue and/or other facilities)
- Insurance
- Include in-kind income to their Project Costs

Do make sure that your budget is realistic and that the budget balances (i.e. that the total income is the same as the total expenditure as this can be a common mistake on funding applications). Ask yourself if there is any potential for hidden costs that are not immediately obvious. For example, this could include travel expenses or telephone calls that relate to the project. Check if the funder sets any budgetary conditions for applicants and, if so, make sure you adhere to these. You may also want to factor in a contingency of around 5-10% of the total budget expenditure.

**Match funding**

'Match funds' are funds that are set to be paid in equal amount to funds available from other sources.

For some arts funding, including funding from Arts Council England, your project budget may need to take into account any 'match funding' (this is funding you intend to secure from additional sources). This means that arts funders may require you to secure funding from other sources to demonstrate partnership support for your activity. They will usually stipulate what percentage of the total cost of the activity must come from other sources, so do make sure you spend time reading any guidance notes carefully.

Crowdfunding can be one method through which to address 'match funding' requirements. For example, arts funders may agree to award a particular amount of money to a project provided the individual or group requiring the funding can match the amount through another source. Crowdfunding may, therefore, be one method through which additional funds can be raised, or can be used to fund the whole project. Most crowdfunding platforms will charge a percentage of the funding total and a processing fee. (More details on crowdfunding later in this guide)

See example:

<http://www.crowdfunder.co.uk/creative-futures-fund/>

Here is a helpful information sheet on creating budgets for funding applications:

[https://www.creativescotland.com/\\_data/assets/pdf\\_file/0019/33058/Information-Sheet-Budgets-FINAL-MASTER-v3.pdf](https://www.creativescotland.com/_data/assets/pdf_file/0019/33058/Information-Sheet-Budgets-FINAL-MASTER-v3.pdf)

An example project budget is outlined on the next page:

## Format

It's best to keep the format of your budget simple. The following budget has been put together as a guide.

EXPENDITURE	COST	RUNNING TOTAL	NOTES
Fringe venue	£1638.00	£1638.00	Based on rental price from 2011
Fringe programme entry	£282.90	£1920.90	Based on 2012 early bird offer
Fringe programme advert	£2,400.00	£4320.90	Based on 2011 advert costs
500 posters and 10,000 fliers	£500.00	£4820.90	Based on quotation from printers
Set construction	£100.00	£4920.90	
Props and puppets construction	£500.00	£5420.90	
Costumes	£100.00	£5520.90	
Rehearsal space hire	In kind	£5520.90	
Van hire	In kind	£5520.90	
Recording studio for score recording	£150.00	£5670.90	Recording over 1 day @ £150 per day
Accommodation	£1200.00	£6870.90	Based on £300 per week for four weeks
<b>WAGES</b>			
Director	£1000.00	£7870.90	
Performer	£1000.00	£8870.90	
Performer	£1000.00	£9870.90	
Puppet and props designer	£1000.00	£10,870.90	
Set designer	£1000.00	£11,870.90	
Lighting designer	£1000.00	£12,870.90	
Graphic designer	£400.00	£13,270.90	
Flyer distribution	£960.00	£14,230.90	Based on 2 people @ £8 per hour for 20 hours per week for three weeks.
Administration	£200.00	£14,430.90	
Contingency	£1443.09	£15,873.99	10% of budget
<b>TOTAL BUDGET</b>		<b>£15,873.99</b>	

You should not be tempted to include figures that you perceive more 'positive' in order to encourage financial backing for your project. Doing so would be misrepresenting your project and could be considered fraudulent, particularly in the case of arts funding. Not only will this diminish the credibility of your project but it may also diminish your professional credibility. For more information on project budgets go to: <http://www.artquest.org.uk/how-to-articles/project-budgets/> - Art Quest.

# 1. Arts Funding

'Arts funding' (also known as 'grants funding') refers to financial support for those who work in the arts sector. Typically, arts funding is provided in the form of grants that do not need to be paid back and are awarded to cover a specific project. 'Arts funding' can be broadly defined in terms of:

- Public funding available from government or Arts Council sources
- Private funding available from charities, trusts and foundations

These types of funding are summarised on the Arts Quest website: <http://www.artquest.org.uk/how-to-articles/who-provides-grant-funding/>.

Arts funding opportunities can be available to those across a broad range of arts sector work, including visual artists, musicians, writers, performers, producers, curators and directors.

Arts funding is often the main method that practitioners think of when they need a project funded. Each arts funding opportunity will stipulate who is eligible and what funding is available. Arts funding can be available for individuals, community groups or charitable organisations. However, as competition for arts funding can be fierce, arts funding should be considered as part of a wider portfolio of income streams.

It is important to remember that arts funding is on a short-term basis usually for the duration of delivering a specific project and, in many cases, grants applications may only be accepted at specific times.

The arts funding process typically includes:

1. Researching sources of funding
2. Making a case for your project
3. Making applications
4. Awaiting assessment and feedback
5. Working with funders if the application is successful

## Making an arts funding application

Finding potential sources of arts funding is a time consuming process. You will need to spend some dedicated time researching potential funders and understanding their funding criteria to make sure you are eligible to apply. Once you have identified arts funding that suits you and your project, you will need to make sure that you have the time to complete the application.

There are three important points to consider when seeking funding:

- Funders receive more good applications than they have money to support (they do not have an endless 'pot of money') and funding is discretionary
- Funders' money is carefully allocated and no-one will give you money simply because you tell them you need it
- You must consider the funder's agenda and what their priorities are, as your application needs to meet these priorities to stand any chance of it being successful

Ultimately, you must present an exceptionally strong case as to why your project should be supported and demonstrate that your application is stronger than that of others wishing to access the same funding. This means:

- You will need to find out what your funders' priorities are and understand them
- You will need to ascertain that your project meets your funders' priorities
- Your application will need to clearly demonstrate how your project meets your funder's priorities
- You need to present a strong case for why your project should be supported

All arts funding application processes will differ and the organisation offering funding will typically ask a specific set of questions about your project. As such, you will need to *tailor* your application to suit the individual funding opportunity. Be prepared that you will need to spend considerable time on your funding application if you want to give yourself the best chance of being selected. Some funding applications also require you to submit other documents in support of your written application. It is important to carefully check deadlines for funding applications so that you leave enough time to apply before the start date of a project.

Here are a couple of examples of questions:

- *Please describe the work you plan to do in more detail; including information on what the activity is, who the beneficiaries will be, and when the activity will start and finish. (250 words)*
- *What will be the impact of the proposed work: for the people taking part; for your organisation; for policy and practice? How do you plan to measure your success? (400 words)*

When reviewing the application form:

- Read the guidance notes and application form fully before you begin (if you do not follow the instructions of the funder in completing the application – for example, adhering to a word limit - then this may be just cause for the funder not taking your application further). If there is something you are not clear about, contact the funder for clarification before you start your application. Be aware that some funders will want to know if you have secured or intend to secure other funding for the project or whether they would be the sole funder.
- Make sure you understand the funder's language and the terms they use and mirror some of that language in your application.
- Be clear about what the process involves and what you need to submit as part of your application, including deadlines.
- Be clear about the funder's priorities and ensure they meet your own priorities for your project. Funding objectives are normally listed on the funder's website and it can help to look at other initiatives to see what they have funded.
- Make sure you directly answer the funder's questions on the application form (rather than being tempted to provide information you think they should know).
- Be clear, concise and structured in your application – don't assume the funder knows what your project is about.
- Finally, make sure you allow yourself plenty of time to write the application – a funding application is not something to be left to the day before a deadline. If you want to do yourself and your project justice and give yourself the best possible chance in the application process be prepared that you will need to spend a good deal of time completing the application.

Although the following articles are aimed at the visual arts, the advice and guidance contained within them is relevant to anyone wishing to make an arts funding application:

<http://www.artquest.org.uk/how-to-articles/fundraising-basics/>

<http://www.artquest.org.uk/how-to-articles/when-to-apply-for-grants/>

## Describing your project for arts applications

Your application needs to convey exactly what your project is about to a panel of people who have no prior knowledge. This is very important as it is your main chance to effectively 'sell' your project. Although the funding organisation will often ask applicants to answer specific questions as part of the application, you may want to ask yourself the following questions in preparing for this:

- What do you intend to do for this project?
- Why you intend to undertake the project?
- What is the need for the project – what are the aims and objectives, and what do you hope to achieve? What do you perceive to be the positive outcomes for others taking part in the project (e.g. if your project includes participants or attendees)? Do think about both quantitative targets (e.g. the number of performances, participants, contributors) as well as qualitative targets (e.g. how your activity might change people's perceptions, introduce people to the arts, improve the skills of others etc)
- What you intend to do (e.g. number of events, workshops, exhibitions, activities)? What are the key dates / timescales of your project?
- How will you market or publicise the project? Thinking about the audience and the most appropriate routes to reach that audience - especially if one of the funding criteria is about broadening participation in the arts?
- What are the budget costs of implementing the project (see 'budgets' section above)?
- How will you assess the success of the project (what quantitative targets and evaluation methods might you use e.g. number of participants or attendees and what qualitative data might you have e.g. in terms of visitor experience)? How will you address any lessons learned?
- What background experience and/or skills do you possess that would help to make the project a success?
- Ask yourself: Who, what, where, when, why, how (much/ many)
- Set SMART outcomes (specific, measureable, achievable, realistic, timely)

Overall, the funder will want to be assured that they are making a good investment! Providing as much detail as possible demonstrates to a funder that an applicant has considered all aspects of implementation, delivery and outcomes of the project.

Typically, funding applications are made in writing, so it is essential to make sure that you can communicate your ideas clearly and concisely in written form. You may want to save a version of the application form and start by writing a draft application that you can review and edit until you get to the point where you are completely satisfied with it. Ask yourself:

- Do my words make sense? Are there any errors in my spelling or punctuation?
- Have I kept to the word limit? (if there is one)
- Have I stated the obvious (assume your funder knows nothing about the project)?
- Am I saying what I really mean?
- Am I answering the questions I have been asked and providing enough detail in doing so?
- Is what I have written relevant (this will be particularly important if there is a word count)?
- Have I double-checked the budget to make sure the figures are realistic and add up correctly?
- Who can I ask to review my application? (You could ask academic staff, friends and family and/or the Careers team. It is important that whoever reviews your application knows nothing in advance about your project. If they can't explain the project back to you or are left with lots of questions

about it, then you probably haven't explained the project well. Accept critical appraisal feedback from others to help you improve your application).

- Have I kept within the word limit? (If needed, use bullet points to get factual information across in fewer words)
- Have I used positive language? Phrases like “we hope to...” or “we would like to...” imply caution. Using words that convey ambition, purpose and drive such as “we will...” will give the funder more confidence that you will make the project work!
- Have I used the funder's language in my application? If the funder asks ‘How will your project contribute to building community pride?’ your answer could begin ‘Our project contributes to building community pride by...’

Finally: BE HONEST! Misrepresenting your application can be considered fraudulent. Your credibility will no doubt also be affected if you try to make future funding applications.

## After making a funding application

If you are successful in obtaining funding, take time to thank whoever is responsible. Show appreciation that you have been granted funding.

If your funding application is not successful, do ask for feedback. Your funding application will have taken time and energy to write so it is useful to know how you could have improved your application, particularly if you intend to apply for other project funding opportunities in the future. Accept all feedback positively, learn from it and make your next funding application even better!

## Sources of arts funding

There are a number of sources for arts funding, although it is important to ensure that you meet the eligibility criteria, for example, not all opportunities will be open to individual applicants. This list is by no means exhaustive and you are encouraged to undertake your own research and network with people and organisations working in your sector to hear about other funding opportunities.

### General:

- <https://www.artscouncil.org.uk/funding> - Arts Council (England) Funding
- <http://www.artscouncil.org.uk/funding/other-sources-funding> – Arts Council guide to other sources of funding
- <http://www.artsfoundation.co.uk/> - Arts Foundation gives funding to those who have shown a commitment to reaching a professional standing in their artform
- <http://www.arts.wales/> - Arts Council (Wales); <http://www.creativescotland.com/> Arts Council (Scotland); and <http://www.artscouncil-ni.org/> Arts Council (Northern Ireland)
- <https://www.biglotteryfund.org.uk/funding/Awards-For-All> - Big Lottery Fund Awards for All (funds projects that address the issues, needs and aspirations of local communities and people – open to those who are part of a community group)
- <https://www.biglotteryfund.org.uk/funding> - Big Lottery Fund (funding information, including a funder finder)
- <http://www.bristol.gov.uk/page/leisure-and-culture/arts-and-culture-funding> - Bristol City Council (arts funding)
- <http://www.fundingcentral.org.uk/default.aspx> - Funding Central (a free website managed by the National Council for Voluntary Organisations, offering a searchable database of funding and finance opportunities for charities, voluntary organisations and social enterprises)
- <http://fundingforartists.org.uk/artists/> - Paul Hamlyn Foundation funding directory

- <https://artsimpactfund.org/> - Arts Impact Fund (offer repayable finance for arts organisations with ambitions to grow, achieve artistic quality and have a positive impact on society, including organisations in the fields of visual, performance and digital arts)
- <http://www.nesta.org.uk/get-funding> - NESTA funding schemes (these opportunities change so continue to check the website for new schemes)
- <http://www.princes-trust.org.uk/need-help/next-steps/your-next-steps-in-the-uk/alternative-sources-of-funding/funding-for-community-projects.aspx> - Prince's Trust Funding for Community Projects (links to funding sources)
- <https://www.a-n.co.uk/resource/making-funding-applications> - A-N includes some useful links to funding sources (log in via Bath Spa University)
- <http://network.youthmusic.org.uk/sites/default/files/uploads/pages/Youth%20Music%20Guide%20to%20Other%20Fundors%20April%202016.pdf> – Youth Music Guide to Funding
- <https://www.david-campbell.org/> - Photography grants list
- <http://www.rps.org/learning/project-funding> - Royal Photographic Society photography grants
- <https://www.makingmusic.org.uk/resources/find-a-funding-opportunity> - Making Music (grant and funding search)
- <http://20bedfordway.com/news/theatre-funding-guide/> - Theatre Funding Guide (with useful links)

#### Trusts and Foundations:

- <http://esmeefairbairn.org.uk/> - The Esmee Fairbairn Foundation (one of the largest independent grant-making foundations in the UK – offering grants and social investments to organisations)
- <http://www.henry-moore.org/grants/grants-programme> – The Henry Moore Foundation (a leading UK arts charity – with focus on providing grant aim to primarily not-for-profit organisations for the support of sculpture)
- <http://www.baringfoundation.org.uk/> - The Baring Foundation (independent foundation working to improve quality of life)
- <http://www.garfieldweston.org/> - Garfield Weston
- <http://elephanttrust.org.uk/docs/intro.html> - The Elephant Trust (grants for artists)
- <https://www.phf.org.uk/> - Paul Hamlyn Foundation
- <https://jerwood.org/> - Jerwood Charitable Foundation
- <https://wellcome.ac.uk/funding/schemes> - Wellcome Awards (supporting public engagement projects that encourage the public to consider issues raised by health and wellbeing research)
- <http://www.ganetrust.org.uk/apply> - Gant Trust (arts & design)
- <https://www.leverhulme.ac.uk/funding/grant-schemes/arts-scholarships> - Leverhulme Trust (fine and performing arts bursaries)

## 2. Crowd Funding

Crowdfunding is a method of raising finance by asking a large number of people for a small amount of money each by using the internet to launch a campaign which is going to attract potential funders. Funders could be organisations, investors or members of the public. In the past, financing a project might have meant asking a large amount of money (such as asking the bank for a loan), but crowdfunding switches this premise around.

There are different types of crowdfunding including: donation and reward crowdfunding; debt crowdfunding; and equity crowdfunding. For the purpose of raising finances to support a creative project, donation and reward crowdfunding is the most common approach. For the funders, they are investing in the project either because they believe in it ('donation crowdfunding') or because they will believe in it and will be

rewarded by donating ('reward crowdfunding'). A reward may be an acknowledgement in marketing literature, a free gift (such as a piece of artwork or a photograph), or tickets to a show (see further examples in the section 'marketing your crowd-funding project' below).

The crowdfunding process includes:

- Creating a campaign on a crowdfunding website
- Setting a goal for the amount of money you want to raise (this should be directly linked to the budget costs you have already worked out for the project as well as taking into account any fees incurred by using a crowdfunding platform).
- Assigning a timeframe by which you want to raise the funds
- Monitoring the campaign once it goes live, as each day will be counted down on the website with the money raised tallied up for internet users to follow its success. Often campaigns can lose momentum halfway through and at this point it often helps to do a big social media push to draw attention back to the campaign.
- You may only get the money for the project if your funders meet your funding target

There has been a massive increase in crowdfunding platforms in recent years. According to Nesta (the innovation charity) the number of crowdfunding platforms operating in the UK grew by 50% from 2013 to 2014 with £200 million invested through crowdfunding in the UK alone in 2013.

With significant numbers of crowdfunding websites, one of the first considerations is making sure you choose the right one for the project you want funded. The resources section below gives you a starting point for exploring crowdfunding websites, but when reviewing websites ask yourself:

- Does the website host projects similar to the one I want funded?
  - Some crowdfunding platforms may exist for specific reasons, such as a crowdfunding platform that aims to support new start-up businesses. If you want a creative project funded, you want to be sure that you are marketing it on a crowdfunding platform that supports creative projects otherwise it will be difficult for funders to find out about your project.
- What fees are there to post a campaign?
  - Different platforms have different structures to price their services. These could include administration fees or commission fees (such as taking 5% of the money you raise if the project is successful). Any fees associated with advertising your funding campaign also need to be factored into your budget for delivering the project.
- What do the campaigns of others do well or not so well?
  - Review live campaigns and look at how much a campaign has attracted funding. Consider what information is provided by different campaigns – do you notice any themes regarding what seems to get investor's attention (for example, this could be the use of a video).

## Describing your project for crowd funding

Imagine that someone you didn't know asked you for money. You probably wouldn't want to just hand your money over, but you might be tempted to give them the money if you knew exactly what they were going to use it for and if it was for something that you agreed with or placed value on. You might decide to give them the money if you felt a sense of satisfaction by helping them out or if you got something in return. When using crowdfunding as a source of funding your creative project, you need to put yourself in the shoes of the funder. Think about what they would need to know to have confidence in wanting to invest in your creative idea.

Like with funding applications, your crowdfunding campaign needs to convey exactly what your project is about so you may want to ask yourself the following questions:

- Ask yourself: Who, what, where, when, why, how (much/ many)
- Why you intend to undertake the project?
- What is the need for the project – what are the aims and objectives, and what do you hope to achieve? What do you perceive to be the positive outcomes for others taking part in the project (e.g. if your project includes participants or attendees)?
- What you intend to do (e.g. number of events, workshops, exhibitions, activities)?
- What are the key dates / timescales of your project?
- How will you market the project (again think about the audience)?
- What are the budget costs of implementing the project (see 'budgets' section above)? If you keep a realistic but reasonable target the more reachable your goal will be to funders. If you need to raise a substantial amount of money you may decide you can split the project into different phases and fundraise for them separately.
- What background experience and/or skills do you possess that would help to make the project a success?

Overall, the funder will want to be assured that they are making a good investment by donating their money! Providing as much detail as possible demonstrates to a funder that an individual has considered all aspects of the project.

As crowdfunding involves internet communication you will need to make sure you communicate your ideas clearly and concisely (too much detailed text can lose people's interest). Different platforms may even stipulate specific types of information that you need to provide, so make sure you understand clearly what the expectations are. Often crowdfunding campaigns can also make the use of video. This is a useful medium as it gives the potential funders a chance to see the person or people behind the project. Video can also help to convey enthusiasm for a project – but don't make it long! Often the more interesting, punchier and livelier the campaign the more interest it will generate.

If you are adding text to your crowdfunding campaign you will need to make sure that:

- There are no errors in spelling and punctuation
- You state the obvious (as the funder has no prior knowledge of you or your project)
- Provide detailed information about your project that will help funders decide whether to back you

## Setting donation amounts and reward funding

In considering how you will describe your project, you will also need to consider what type of crowdfunding you will promote: 'donation crowdfunding' or 'reward crowdfunding' or both. The majority of crowdfunding projects give funders the opportunity to donate varying set amounts of money to the project. It is the role of the individual or group seeking crowdfunding to stipulate the varying set amounts of money that can be donated and indicate what reward, if any, is given in response to funders donating a set amount. There is often no minimum or maximum donation amount. Donations can start at as little as £1. Think carefully about what donation amounts you set depending on how much money you need to raise to get the project off the ground and meet your funding target.

In the majority of cases, crowdfunding projects will provide rewards to those who donate, especially as being rewarded in some way is more likely to entice an individual to want to donate! These rewards don't always have to be large and cost incurring and, for smaller value donations, could simply be the reward of a

formal 'thank you' or recognition of having donated. Rewards will vary depending on the type of the project but example rewards could include:

- A formal 'thank you' which could be provided via social media, a website, a brochure, a video message from the person running the project
- A small gift such as an advertising postcard, photograph, key fob or badge
- Multi-media such as a video or CD (perhaps a performance or piece of music)
- A ticket to a performance, show or participation in a workshop
- A creative gift such as a framed image, ceramic piece, sculpture, textile (e.g. scarf, hat, purse)
- Larger value items such as a large creative piece, option of a custom piece, or tuition (e.g. craft, music, dance, drama)

For example, for a sculpture project:

£10 donation = no reward

£15 donation = a formal 'thank you' on the project website

£30 donation = a video showing the sculpture process

£100 donation = a small scale sculpture posted to a UK address

£200 donation = a medium scale sculpture posted to a UK address plus a video showing the sculpture process

£350 donation = a custom sculpture posted to a UK address

For example, a dance performance:

£5 donation = no reward

£10 donation = a 'thank you' postcard from the dance group

£15 donation = a 'thank you' published in the souvenir performance brochure

£20 donation = a video of the dance performance

£35 donation = a ticket to the dance performance

Do make sure you think carefully about what rewards you are offering and, of course, ensure that the cost of the reward is minimal compared to the donation made. For example, if you offered a custom sculpture for those donating £350 to your sculpture project you will need to consider your time and material costs in liaising with someone about their custom piece, producing the sculpture and postage. Take time to review examples of other projects on crowdfunding platforms that are similar to your own to get ideas about the donation amounts and what type of rewards are being offered.

## Launching your crowd funding project

**Get Feedback:** Before you allow your campaign to go live, get feedback from academic staff, friends and family and/or the Careers team. If they can't explain the project back to you or are left with lots of questions about it, then you probably haven't explained the project well.

**Use Social Media:** Make sure you maximise your social network when you launch a crowdfunding campaign. It is essential to ensure that those in your network know about your crowdfunding campaign – make calls, send emails, and use your other social media platforms. Consider launching your campaign with up to 40% of donations secured. By asking friends and family in advance to support your campaign and pledge to the campaign on launch day, anyone viewing your profile will immediately see that you have people who have backed you and your idea. You can also link your campaign to your other social media

platforms so that anyone making contact with you via other channels can see that you are seeking funds for your creative project.

**Update on Progress:** Make sure you regularly update your contacts about your progress. Social media is a useful channel through which to do this and allows the campaign to be kept alive and current. You may also have the opportunity on your crowdfunding platform to upload mid-campaigns videos, such as those that show what you are working on in anticipation that your project will be successfully funded.

The power of crowdfunding is that people you know can donate you money and spread the word to others.

## Crowd funding platforms

### Bath Spa University Launchpad

Launchpad is Bath Spa University's crowdfunding website. It gives students and staff a platform to launch their creative or academic projects and business ideas, and to give alumni and friends of the University the opportunity to support students by sponsoring projects and ideas that interest them.

You can use the Launchpad site to build and host your project, promote your project, provide updates and encourage people's support by offering rewards. Projects submitted to Launchpad will be reviewed, and feedback provided if the team think improvements can be made before the project goes 'live'.

For further information go to: <https://bathspa.hubhub.net/> where you can find further information and FAQs to get you started. Or you can email: [crowdfund@bathspa.ac.uk](mailto:crowdfund@bathspa.ac.uk).

### Other Crowdfunding Platforms

There are many crowdfunding platforms and you will need to do some thorough research before you decide on the crowdfunding platform that best suits your needs and your project.

- <https://www.kickstarter.com/> - KickStarted – well established crowdfunding website for a wide-range of campaigns, including the arts, dance, design, film, music, and photography.
- <https://www.indiegogo.com/> - IndieGoGo – crowdfunding website for a wide-range of campaigns
- <http://wefund.co.uk/> - WeFund - UK based platform
- <http://www.crowdfunder.co.uk/> - CrowdFunder
- <http://crowdsunite.com/> - Crowds Unite (crowdfunding review website)

## Advice resources for crowd funding

- <http://www.artquest.org.uk/how-to-articles/crowdfunding/> - Art Quest Tips for artists/designers
- <https://www.kickstarter.com/help/handbook> - Kickstarter Handbook (although intended for those wishing to use Kickstarter as a platform you can review the whole handbook without registering)
- <http://www.crowdfundingweekend.org/tool-kit.html> - CrowdFunding Weekend Toolkit (includes things to consider when setting up a campaign including video, text, pictures, marketing and rewards with examples of real campaigns)

## Further support from Bath Spa Careers

If you would like further support from Bath Spa Careers & Employability go to **[bathspa.ac.uk/careers](https://www.bathspa.ac.uk/careers)** to see the ways in which you can access our service, including workshops and events, appointments and to access our extensive range of resources.

Through our *Bath Sparks* Enterprise and Business Start-up programme, we now offer tailored support from our Start-Up and Entrepreneurship Career Consultant Specialist and have a range of support and funding opportunities that you may be eligible to apply for. See our Start-Up and Freelance pages on **[bathspa.ac.uk/careers](https://www.bathspa.ac.uk/careers)** (<https://www.bathspa.ac.uk/students/careers-and-employability/startup-or-freelance/>).

You can also contact Careers Reception on 01225 875525 or at [careers@bathspa.ac.uk](mailto:careers@bathspa.ac.uk).

Please note that Bath Spa Careers does not endorse particular organisations.

(This guide was last updated in August 2019).

# GET A HEAD START

We're here to help you get a great start to your career. We're open all year round, so come and visit us in the Careers Space, book an appointment, or get in touch.

Careers Space, SL.G04  
Steward's Lodge

[careers@bathspa.ac.uk](mailto:careers@bathspa.ac.uk)  
01225 875525

[www.bathspa.ac.uk/careers](http://www.bathspa.ac.uk/careers)

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Every effort has been made to ensure the information in this leaflet is accurate but we recommend that you check all details carefully.

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