9 STEP GUIDE CROWDFUNDING

This is a step by step guide to crowdfunding. This is the essentials, so pay attention and follow carefully. Be prepared to put in hard work to make your project successful. Good Luck!

1 CREATE AN EYE CATCHING TITLE

The title will be the first impression of your story. It should be creative, specfic and memorable. Some of our favorite titles so far are "The Commonwealth Games: Glory in Glasgow" and "Willis for Wimbeldon". You're name appears beneath the title so don't worry about fitting that in.

If you can't think of a clever title just be literal. Titles like "ITF Pro Circuit" and "Seven Summits Challenge" work fine. Avoid stuff like "Help me make the championships"! It's too vague and sounds desperate.

2 TELL A COMPELLING STORY

It pays to be honest, authentic and transperant. Make sure the "Who, "What" and "Why" are addressed in the first 2-3 sentences of your story. Discuss your goal and compel your readers to contribute in just a few short paragraphs. Always include a breakdown of what the funds raised will be spent on.

Once you've covered the basics then you can go into the rest of your story: how you got into your sport, how often you train, your long term goals et cetera. Explain how people can get involved beyond just contributing money. Ask them to spread the word and share your campaign on social media.

3 CAPTIVATE YOUR AUDIENCE WITH IMAGES

Having strong imagery is the only way you're going to capture attention online. Make sure your pictures are high resolution. Nobody likes seeing pixelated images. If you intend on using images taken by a sports photographer ask for their permission to use them. Use your images to tell your story. The more pictures you have the better.

We highly reccommend making a campaign video. Projects with a video get more attention and on average raise twice as much. Keep it short and simple. Don't stress over it. Ask friends for help if you need it.

4 ADD MEANINGFUL REWARDS

A reward is something you can offer your donors in return for their contribution. Be clever and think something unique. We've had handmade rope bracelets, private training sessions and even homemade pies! If you need more inspiration check out the rewards on current projects. Don't offer something you can't deliver!

If you're looking for commercial sponsorship, consider rewards that will attract them: their logo on your kit, meet and greets or working as a brand ambassador are examples. Remember, you may not get big sponsorhip but you may find a number smaller ones, so keep that in mind when choosing rewards.

5 REACH OUT TO YOUR INNER CIRCLE

It's imperative you start you campaign right by raising money on Day 1. Ask your family and close friends for contributions first. This will legitimize your campaign for the rest of the world. People are more likely to contribute if they see others supporting your cause.

If your friends don't contribute, then ask them to promote your campaign by sharing on social media or by promoting you on their websites or blogs. Leverage your inner circle's contacts and resources. They'll be happy to help in any way they can.

6 BE ACTIVE ON SOCIAL MEDIA

This is one of the most important aspects of a campaign. You need to be on Facebook or Twitter. You can have the greatest campaign in the world but if you don't have a way to spread the word it won't matter. You won't raise the money you need.

The key to effective use of social media is interacting with people regularly. Tweet daily and share you progress through images and video a few times per week. Don't talk "at" people, talk with people. The "share" button is the most powerful tool in social media. It is vital you ask friends to share your campaign. It is the best way to drive traffic to your page and is critical to making a project viral.

People respond well to email, it can be extremely effective. So put together an email template, include a link to your page and send it to your all contacts.

7 UPDATE YOUR PROGRESS

While your project is live, keep your backers informed about new developments and progresses. It'll inspire them to help you spread the word.

Do this through the "Updates" section on your page and over social media. This is your chance to talk directly to your supporters. They invested in you and want to know how things are going. Tell them about news articles you're featured in or your latest competitions. They will support you when things get rough, give you ideas and the may even connect you with the resources you need to help your cause.

8 PITCH YOUR STORY TO THE MEDIA

Statistics suggest that campaigns that have recieve news coverage (both online and offline) raised 2 to 3 times more than campaigns that don't. It's the perfect way to get exposure and potential sponsors' attention.

Put together a media package with a summary of your story (who you are, why you're crowdfunding) and some high quality pictures. Contact every relevant newspaper and sport specific magazine/website you can. You only need one to reach thousands of interested people!

9 THANK YOUR SUPPORTERS

This is probably the most important advice we've got. Thank your supporters. Reply to each of them with a personal thank you or create an update thanking all of the together. They've backed you so give them the courtesy they deserve. It's a great way to create a stronger bond with your backers too.