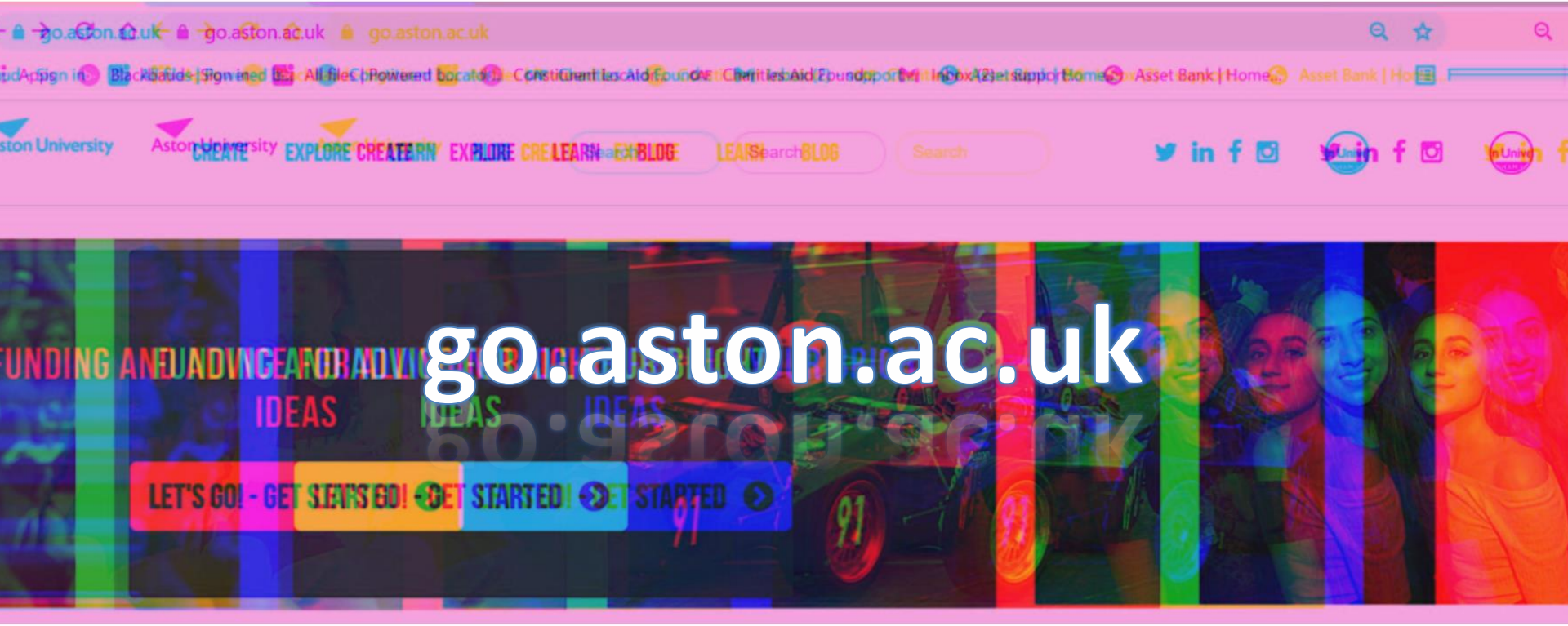
Aston University
BIRMINGHAM UK

Dull Title Slide

UNIVERSITY OF THE YEAR 2020 The Guardian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IDEAS
LET'S GO! - GET STARTED

The Development Team

1. Raises money for Aston students
2. Helps Aston students raise money themselves

Crowdfunding

Love is in the Heir - A Murder Mystery

By Aston Drama Society

Stop! Murder Time.

Cultural

SUCCESSFUL
WE RAISED £295

Badminton Shuttlecock Fundraising

By Aston Hawks

Badminton shuttlecock fundraising

Sport

SUCCESSFUL
WE RAISED £1,196

New Uniform for Aston Ravens

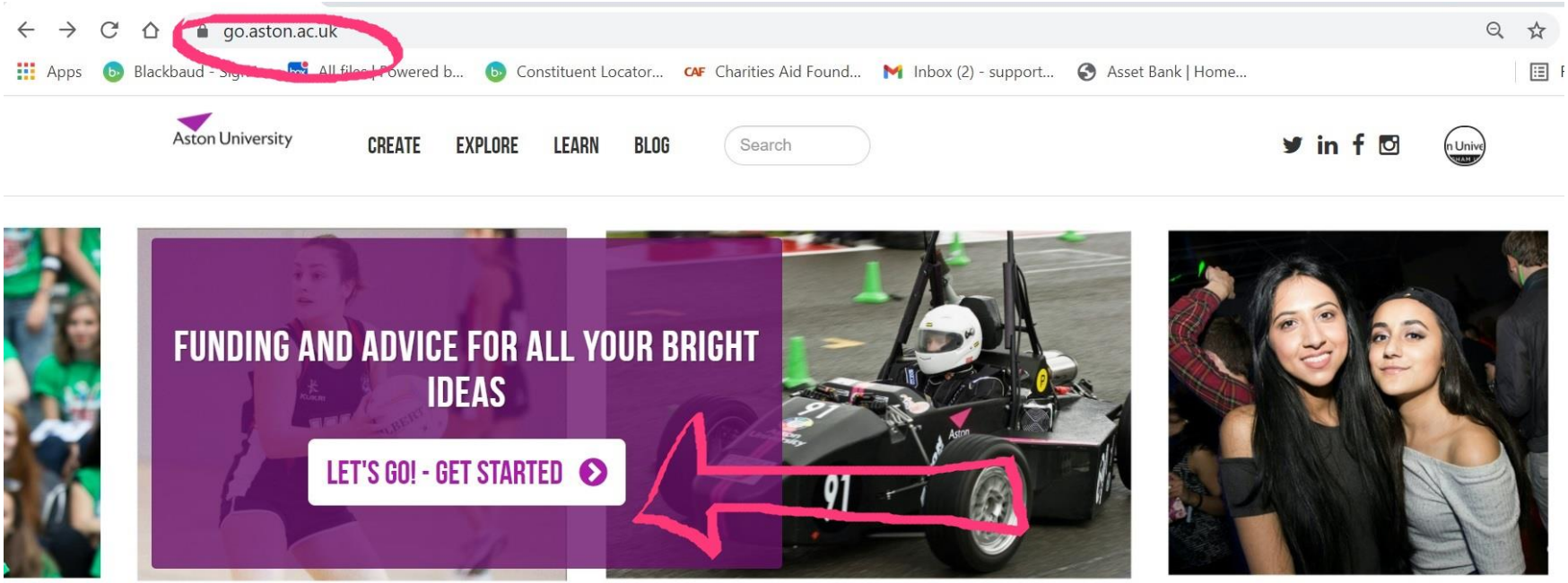
By Aston Ravens

Aston Ravens, the Official Cheerleading Team at Aston University are crowdfunding for new uniforms

Sport

SUCCESSFUL
WE RAISED £733

Easy to Use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Apps
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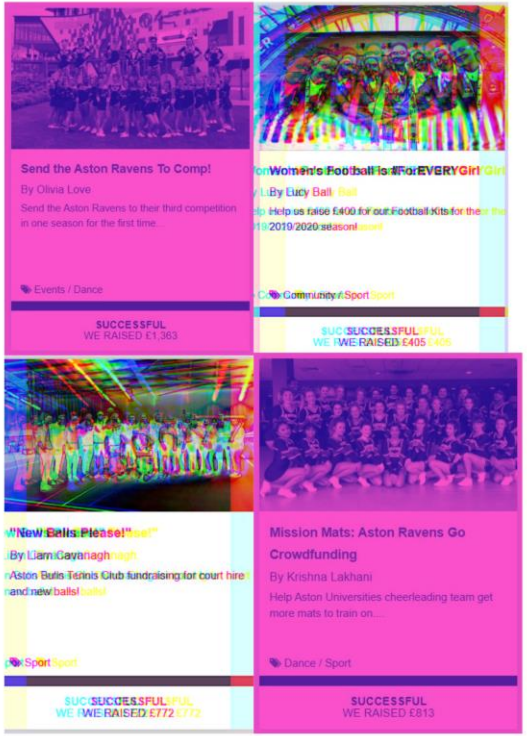
FUNDING AND ADVICE FOR ALL YOUR BRIGHT IDEAS
LET'S GO! - GET STARTED

You set your target and your deadline

Reach your target in time and the money is yours



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How does crowdfunding actually work

The surprising truth…

…is that crowdfunding is very simple

But…

…simple only works when you have the right ingredients

Why do people give other people money when they get nothing?

- Helping others feels good
- Empathy and sympathy motivate them
- They believe it will make a difference
- They care about a particular subject/issue
- They want to feel part of a movement
- They like the person asking them to give

Simple Magic 1

- Facts make people think
- Feelings make people act

Make your page authentically “you”

"NEW BALLS PLEASE!"

A project by: Liam Cavanagh

Aston University Sport

SUCCESSFUL

WE RAISED £772

from 35 donors

COMPLETED

This project received pledges on Fri 21 Dec 2018

Your page should…

…make it as easy as possible for people to give you money

It’s easy to donate if…

- You understand what you are donating towards
- You understand how much they want from you
- You feel you know the people asking even if you have never met them
- You agree with what they are doing
- You feel that they are passionate about it

Use Social Media to…

- Engage people in the story
- Get them spreading the story
- Drive traffic to your page and any events you are running alongside it

Use personal networks to…

- spread your message for you
- be your core support

Use the platform features well

- Adding an update to your page automatically sends an email to everyone who has already given
- Using individual URL links for social media lets you track who is promoting you hardest
- Adding good rewards makes the process even more engaging for donors, increasing the chance of them telling others

GO!