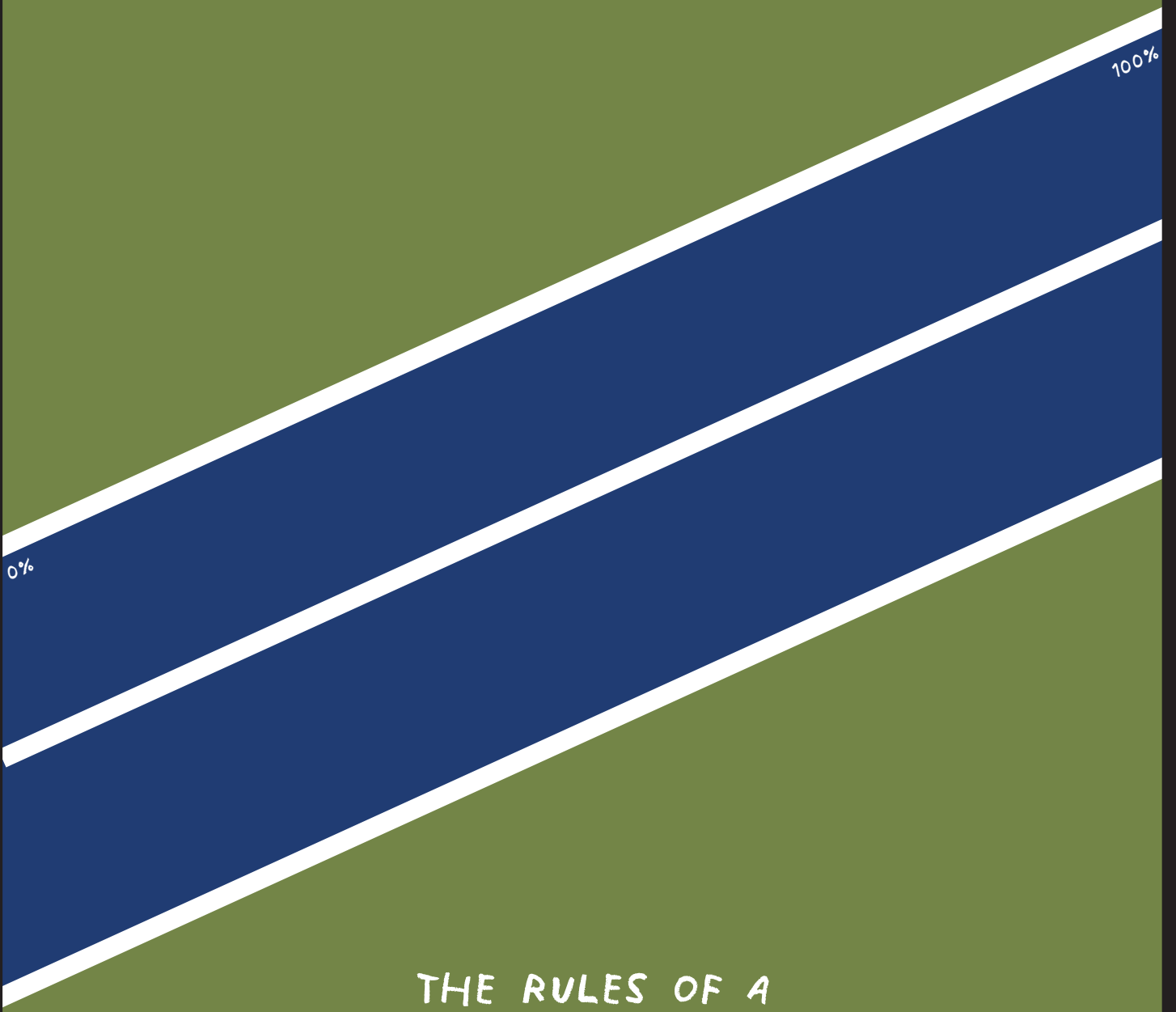


A crowdfunding SPRINT



THE RULES OF A
CROWDFUNDING CAMPAIGN



HOW OFTEN DO YOU THINK, "IF ONLY I HAD THE MEANS TO START SOMETHING," WHILE A NOTEBOOK FULL OF IDEAS OR UNFINISHED PLANS SITS NEXT TO YOU? IT'S A FEELING MANY CAN RELATE TO. CROWDFUNDING MIGHT OFFER AN ANSWER TO THIS INNER PARADOX. IT PROVIDES WAYS TO BRIDGE THE GAP BETWEEN DREAMS AND REALITY.

HELLO!

This practical handbook provides insight into how to create a successful reward-based crowdfunding campaign by yourself. Is this an exact science? No. Every campaign is unique and has its challenges. That is why we created this publication: we want to provide you with the tools you need to develop and fine-tune your project. Think of these ground rules as your guide during your crowdfunding adventure!

This manual is created in the framework of **GrowthFundMe**, an Erasmus+ project that aims to support community entrepreneurs by combining entrepreneurship training with civic crowdfunding.



The European Commission support to produce this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which be made of the information contained herein.

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CROWDFUNDING

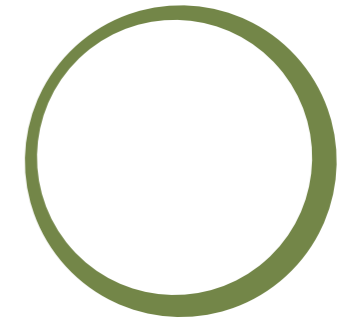
**MANY PEOPLE,
MANY CONTRIBUTIONS**

Crowdfunding or participatory funding provides you with the opportunity to raise funds for a project from a wide network of people. Depending on the type of crowdfunding, a donor receives a reward; that is, a reward in exchange for his/her/their donation.

Through crowdfunding, different people can accordingly support a project by making a small or large contribution. All these funders we call 'the crowd.' Without 'crowd' there is no crowdfunding. And that really does not have to be just a person: aside from individuals, we also consider associations, small and large companies, (local) governments, philanthropy and knowledge institutions as potential crowdfunders.

WHAT IS OUR
RELATIONSHIP STATUS?

FINANCIAL
 SOCIAL



A FINANCIAL RETURN

Unlike a 'traditional' donation, crowdfunding creates a reciprocal relationship between the project owner and the funder. This relationship can take two forms.

We speak of a **financial relationship** when there is a financial return on your investment.

This includes loans via crowdfunding, which we call **crowdlending**. As an investor, you lend a certain amount to a project owner that has to be repaid over time (with or without interest).

One can also buy shares through crowdfunding, which is called **equity crowdfunding**. In this case, you participate in the project's capital and are entitled to a dividend (if possible).

Finally, there is also **royalty crowdfunding**, where you raise money from investors without involving them in the company's capital. In return, investors receive a certain amount corresponding to a percentage of sales, which basically constitutes a commission.





THE SOCIAL CONNECTION

In addition, attention can also be focused on the **social connection** created between the donor and the project holder. This one is always either material or symbolic, but never financial. In legal terms, you donate to a project.

Civic crowdfunding forms a subcategory within crowdfunding. In civic crowdfunding, or social crowdfunding, focus lies not on raising money as such, but on creating added social value. You also use crowdfunding to involve people in your project and create more visibility.



THE 5 DIFFERENT TYPES OF SOCIAL RETURN

Donation or crowdgiving: your contribution is a pure donation. Apart from a friendly thank you, you get no return for your contribution.

For example: you deposit a sum for Médecins Sans Frontières ('Doctors Without Borders')
Commonly used platforms include GoFundMe or Razr

Symbolic thank you or incentive-based crowdfunding: besides the friendly thank you, you receive a symbolic gift in exchange for your contribution.

For example: you sponsor a roof tile for a new community centre.

Reward or reward-based crowdfunding: donors receive a reward proportional to the size of his/her/their contribution. This can either be a commodity or a service, complemented by a participatory or symbolic element. Project owners also use this to offer a product on pre-sale.

For example: you get the latest graphic novel from your favourite designer.

Internationally, Kickstarter is probably the best-known platform.

Participatory reward: one step further than ordinary rewards.

In exchange for your contribution, you become involved in the project and/or are invited to participate in the project.

For example: you are invited to the opening party of the community garden you supported.

One platform serving as an example is Growfunding, which developed this type of crowdfunding in Belgium.

Subscriptions or subscription-based crowdfunding: instead of contributing once, you choose for example to donate a small amount every month or annually. In return, you may or may not receive a symbolic reward.


For example: you support a publisher monthly with 5 euros and in return you are invited to book launches. Patreon is an example of a platform for creatives that works on a subscription basis.

Are you the one who comes up with the idea? Great! You probably have a lot of skills, but one can never be good at everything, right? Look around you to see who could help you prepare or execute the crowdfunding campaign. The more diverse the skills in the project team, the better! That way, you can divide the work among all group members. How many you end up with is not important. What does matter is that everyone on your team supports the crowdfunding campaign and is willing to work hard to achieve your goal.

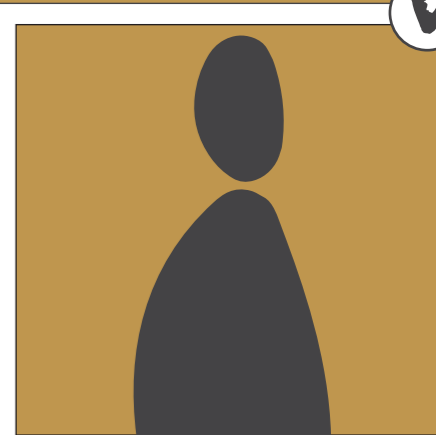
GLAD YOU'RE
IN MY TEAM



Networking/Partnerships
Organisation (events,...)



Social media
Storytelling/Text editing



Graphic design/Visual identity

WHICH FORM DO YOU CHOOSE?

Crowdfunding is for anyone with good ideas, regardless of the legal form of your initiative. This can either be a (civic) collective, individual, start-up, non-profit, or any other organisation. You do not need to be incorporated to start a campaign. Do however consider the possible financial administration of such a campaign.

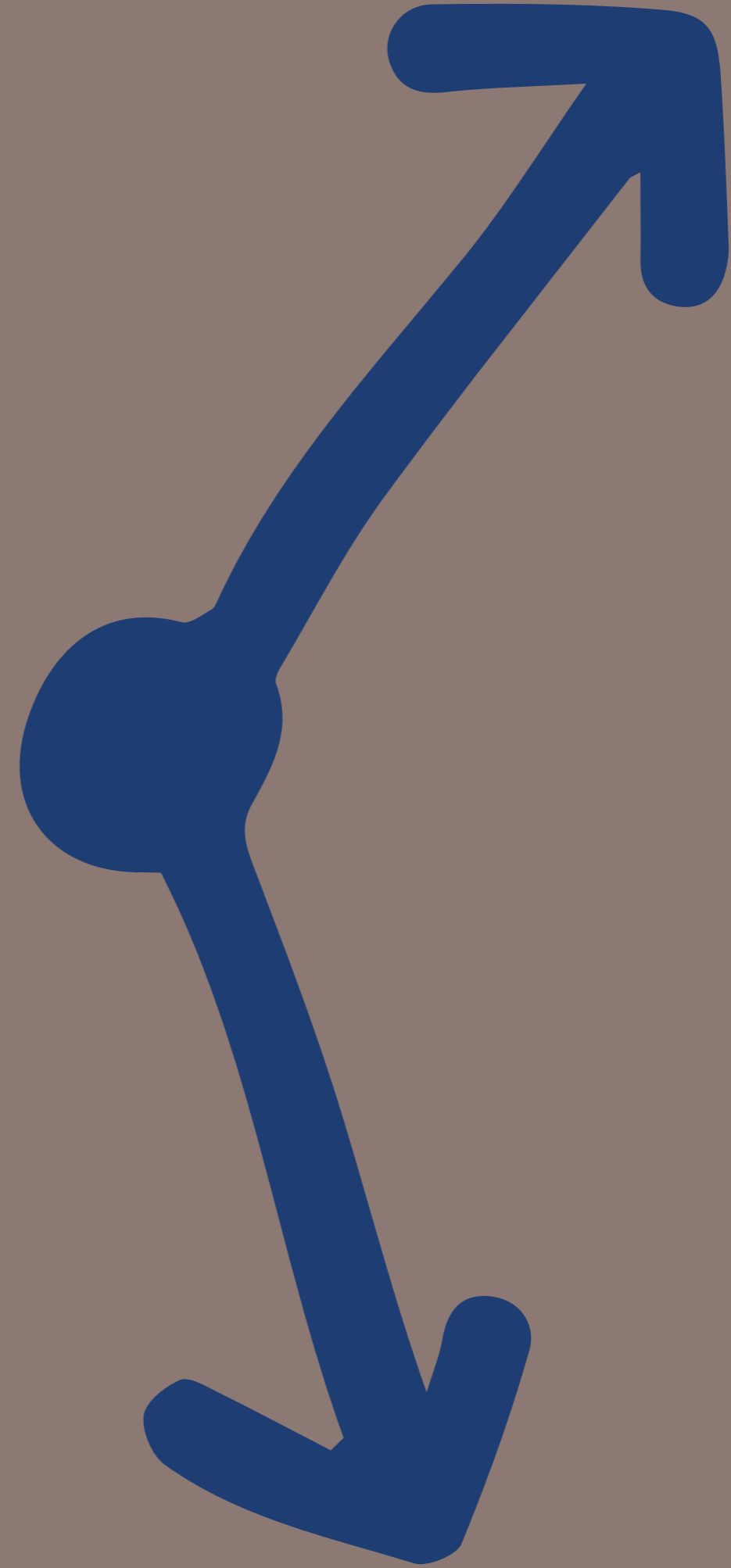


The legal context is different in each country. Proceeds from a crowdfunding campaign can be considered part of taxable income. Contact your accountant or a tax expert for more advice.

TIMING IS EVERYTHING

A crowdfunding campaign is best launched when you have reached this juncture: you know what you want and how you are going to do it, you preferably already have some followers or people you managed to get excited about your project, but at the same time there is still a lot of work to be done.

Depending on this intersectional moment, you decide when you want to launch the campaign and create a retro plan, or timeline. This will provide insight into the steps you still need to take, and make all the stages of the project very concrete. Know that a crowdfunding campaign spends between 1 and 3 months online, depending on your target amount. You will need at least a month for preparations.





HOW MATURE IS YOUR IDEA?

Whether you have been thinking about this project for years, or you only came up with it a month ago; take a moment to think about how mature your idea is. After all, the more concrete your pitch is, the faster you can convince others.

In order to get you started on this process, try the following exercises: Summarise your project in 6 key words while thinking about the themes your project touches upon. Limit yourself to the essentials but keep the ambition.

There are 3 elements you need to be able to describe clearly so as to give credibility to your campaign. Also try to look at your project from an outsider's point of view.

Make your project concrete and tangible.

- **Why the need for financial support?**
E.g.: organising accessible boxing classes in a rundown building of your neighbourhood.
- **What do you specifically want to do with the amount raised?**
E.g.: buying equipment (mats, punching bags, gloves, skipping ropes, etc), renting the venue and decorating it nicely.

What is the urgency or necessity?

- **Why should people support you here and now?**
E.g.: without the financial support of donors, we cannot start the operation, we need start-up capital to purchase equipment.

Added societal value

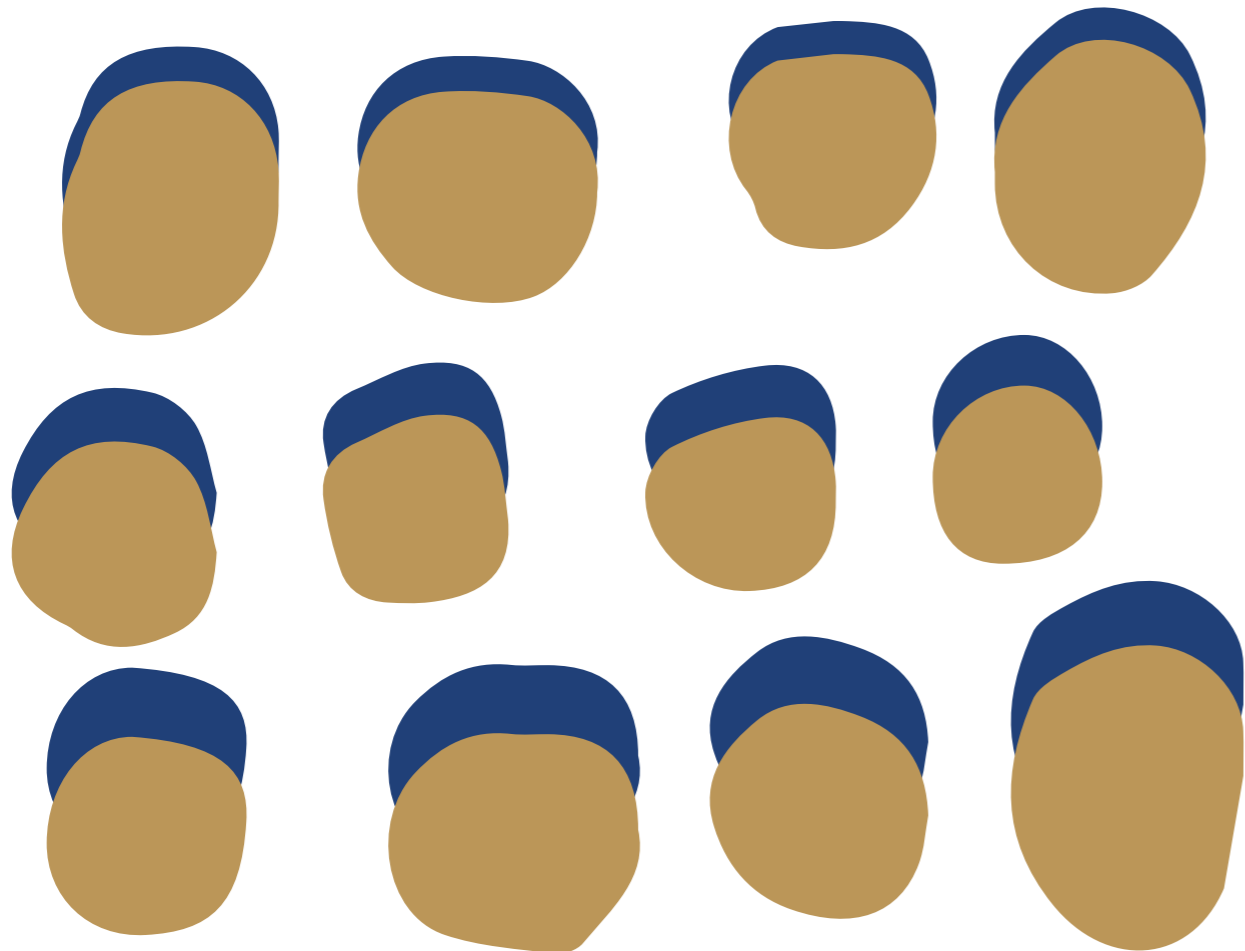
- **What (local) challenges or opportunities does the project respond to?**
E.g.: there are very few sports facilities in the neighbourhood, and not many activities are organised for young people in general. They get bored and hang out in public squares.

- **Who benefits (directly and indirectly) from this project?**
E.g.: For young people, this means spending good time; working on their physical fitness but also their mental resilience. A place where they can feel at home and connect with peers. For the neighbourhood, this is also a positive thing: young people hang around less, a place that used to look dilapidated is being revitalised, and families with teenagers have an extra choice of hobbies. For the community, this means a greater offer for young people and an improvement of their neighbourhood.

HOW MUCH IS THAT SUPPOSED TO COST?

Before your campaign goes live, calculate how much you want to raise. The target amount you see on the campaign page is actually a sum of several figures.

$$8000 + 800 + 880 = 9680$$



(COST ESTIMATE + COST OF REWARDS + CONTRIBUTION TO PLATFORM = TARGET AMOUNT)

1

2

3

1

COST ESTIMATE: HOW MUCH IS NEEDED TO REALISE YOUR PROJECT?

Think, for example, about purchasing materials or renovation works. That is the basis from which you start. Be honest with your crowd about this: after all, you are relying on their contributions. Look up prices, ask for quotes, listen to advice from other projects if necessary and leave some room for unexpected expenses. Don't ask for too much, but also not too little. Your crowdfunding campaign itself may also come at a cost. Shooting a video, having flyers printed... it all costs money. Add these expenses to the target amount.

2

THE COST OF THE REWARDS

Choose rewards that are linked to the services or goods that fit within your project. These should not cost you too much money; in theory, each reward should cost you roughly 10% of the selling price.

3

CONTRIBUTION TO PLATFORM OPERATION

Each platform uses its own pricing formula. With some platforms this will be a fixed fee, with or without a cost per user who donates. Others have a success fee, which is only charged in case the campaign succeeds. Review and calculate these costs before the start of your campaign so there are no surprises.



STRENGTHENING THE BOND

Do you already know who you want to tell your crowdfunding story to? That's your next step: figure out who the 'crowd' is for the project, and how to reach these people. Louis Miserez is crowdfunding coach at Growfunding, a Belgian crowdfunding platform, where he mentors more than 15 projects every year. He explains what a network analysis is and how to create one.

Can you explain why you need to know in advance who you want to reach with your crowdfunding campaign?

Louis: "Identifying different social networks and target groups is really one of the most important elements of a civic crowdfunding campaign. You not only want to strengthen the connection with your own network, but also try to engage new people, organisations, and networks. You also rely on that network analysis to come up with the rewards. So if you don't know who your target audience is, you can't offer the right rewards either.... "

Why is that new network so important?

Louis: "Gosh, for so many reasons. Firstly, you won't usually raise all the finances with just people you know yourself, unless you have a very extensive address book (laughs). Or you can convince a few big donors. Besides, for every project it is just interesting to find new target groups. The bigger your support base, the more likely the project will be sustainable. Finally, such a network analysis also saves you stress. If you make the analysis before the start of crowdfunding, you don't have to improvise during the campaign."

Ok, sounds good. But how do you get started?

Louis: "Organise a brainstorming session with your team and other people who would like to lend a hand to your campaign. The more diverse the group, the more varied the perspectives and the wider your network will be. Take large sheets of paper to write everything down, or annotate directly in an excel document, whichever works best for you. The brainstorming itself is best done in three steps, corresponding to three circles we identify."

First circle: who constitute your close relations?

Louis: "Make a list of people, organisations, companies,... from your immediate surroundings. You know them, they might be aware of your project and won't hesitate to contribute to your campaign. The people closest to you are the ambassadors of your campaign, you can also ask them later to share your campaign with their own network. They can be reached easily and directly at all times."

E.g.: Your partner, family, close friends, (former) colleagues, the governing body, volunteers or members. But it could also be a very good neighbour, or an organisation you have worked with closely for years

Second circle: who is there in the existing network?

Louis: "These people and organisations are in your social and professional network, but are just a bit further away from you. You have worked with them at some point or you see each other regularly. You have their contact details and you can address them directly, but they need a bit more context and conviction."

E.g.: People from your sports club or association, former classmates, acquaintances, local residents, social media friends, employees of companies/organisations in your network.

Third circle: who is the broad 'crowd'?

Louis: "Individuals, groups, NPOs, and companies you do not yet know, but who have an interest in making the project a reality, constitute the crowd. The crowd feels directly addressed by the uniqueness of your campaign because it shares values, interests, or concerns."

TRY IT

Try it: In order to map out this third circle, here are some prompts to assist you:

Please list:

- Who is working on the same issue?
 - Who shares similar goals?
- Who is operating at the same location?
- Who is working with the same target group(s)?
- Who organises similar projects at a different location?
- Who can help you disseminate your campaign?

AND THE REWARD GOES TO...

What is a reward?

- Something that convinces potential donors.
- A reflection of the activities, services or goods you or your partners are offering.
- Something linked to your project's objectives.
- Something that varies in price, based on your network analysis.

How do I devise a good reward?



- 1 Tie the reward to your objectives: as such, the audience immediately remembers what makes your project unique, long after the campaign is over.
- 2 Include the target groups from your network analysis: what reward would they find attractive?
- 3 The price of the rewards should not match their actual value; you also want to make a profit.
- 4 A reward should roughly cost you only 10% of its retail price. A 40-euro reward consequently has a maximum cost of 4 euros. So don't go having expensive totebags printed especially for your crowdfunding campaign, unless you are ordering large quantities that you plan to use later.
- 5 How many rewards you devise depends on your target amount and your network analysis.



A REWARD FOR EVERYONE

REWARDS BETWEEN €5 AND €100

popular

must be easy to realise
(low workload and cost)

aimed at individuals
(first and second circle: friends, family, partner, colleagues,...)

e.g.: tickets for the opening, a thank-you gift

REWARDS BETWEEN €100 AND €500

less frequently chosen

aimed at organisations, groups, schools, professionals,...

e.g.: group workshops, film screenings

REWARDS ABOVE €500

unique and exclusive

aimed at companies, larger sponsors

e.g.: teambuildings, exclusive tours, visibility via a logo on the project page and/or social media

Support


Support

Support

REWARDS WITH PARTNERS

Sometimes you don't have many rewards to offer yourself or you just want to appeal to a different target group. In such cases, it can be a good idea to outsource some of your rewards. By doing so, you ask partner organisations or similar projects to offer a reward in your campaign. That way it costs you less, but at the same time you create more credibility for your project thanks to an organisation or merchant that can profile itself as socially engaged. In short: working together for rewards is a win-win proposition.

Support



ARE YOU
TUNING IN TO
OUR STORY?

There will be a lot of information about the campaign on your project page: your target amount, how many days are left, the title of your project, the explanation, and any possible rewards. So your project page is your crowdfunding campaign's business card. Knowing that a visitor spends on average about 2 minutes on such a page, you need to make sure you get to the point quickly. Keep your story clear, straightforward, and simple.

Short, punchy, and easy to remember: an original title is a boon for any project. A subtitle can provide a bit more context and interpretation. In addition, your name as initiator is also prominently visible. An existing organisation best keeps its own name, but a campaign can also be drawn from the name of one or more people. Be sure to complement each other and see it as an opportunity to convey a lot of information through short snippets.

Next comes perhaps the most difficult exercise of all: turning your story into a compelling text. Again: keep it short, but stay enthusiastic and coherent! To lend you a hand, we have broken up the text into sections with the most important info at the top. The lower down the page, the more in-depth the story gets.

WHY HOW WHAT

TRY IT

WHY

Why do you/does your organisation do what it does?
What is your goal, why did you start this?

Example:

The 'Growing by hockey' project believes in the magic of hockey to transform lives and make young people's dreams come true. The aim is to give young people the opportunity to grow and develop valuable skills, self-confidence, and a sense of belonging to a community.

Complete your text here...

TRY IT

HOW

How will you achieve your goals?
In practice, how do you do it?

Example: The project starts in densely populated neighbourhoods with few green spaces, where not all young people have access to after-school sports activities. We will organise two hockey initiation sessions per week at a public venue or square. The budget required to organise these free sessions for one year is 3,500 euros, including materials and compensation for local facilitators. This crowdfunding campaign will allow the operation to expand to at least two new neighbourhoods.

Complete your text here...

TRY IT

WHAT

What do you want to (continue to) do?
In short, what is your long-term vision? What do you need?
Why is support and participation important? What can people do to support you?

Example:

hockey is used as a tool for the personal development of young people. By emphasising skills, confidence and values, we create an inclusive environment in which children can grow and achieve their dreams.

We do this in two ways:

- organising free hockey sessions on Wednesdays and Saturdays in densely populated neighbourhoods and then giving our participants the chance to join an indoor hockey club with adapted rates
- train and give jobs as hockey facilitators to the neighbourhood youth for free and put them in touch with companies for future work opportunities

Complete your text here...

TRY IT

CALL TO ACTION

Encourage people to take action!

Example:

We invite you to become part of this fine community! Choose one of our nice rewards, get to know the project and support the power of hockey. Thank you and see you soon.

Complete your text here...



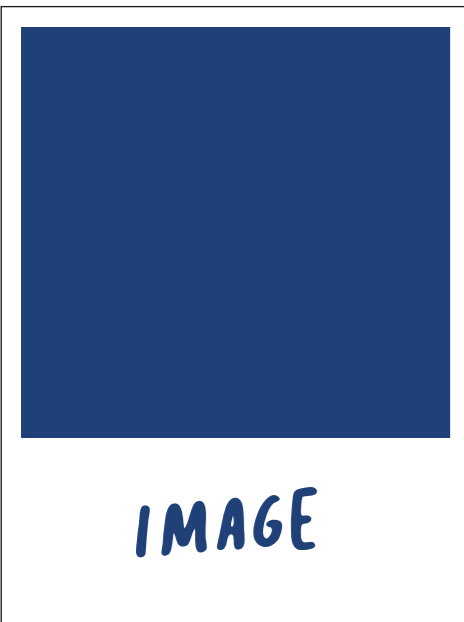
Some concrete tips from our previous campaigns:

1. Keep the 'why-how-what' sequence in your final project narrative. An ideal project text ends with an enthusiastic call to action: what can the reader do to make the project a reality?

2. Style: make sure the text is light-hearted, creative and personal. Humour is always welcome, delete jargon straight away. Make sure the text is written in the I- or we-form: this inspires confidence and increases the likelihood that people will support the project.

3. Always read the text through the eyes of an outsider or have it proofread by people who know little or nothing about the project.

Once the text is finished, write a pitch summarising the essence of the project in a few sentences (who, what, where). This pitch will appear at the top of the project page. It teaches you to sell your project succinctly and persuasively, which will be useful in the coming months!



AN IMAGE OFTEN SAYS MORE THAN A THOUSAND WORDS. THEREFORE, STOP AND THINK ABOUT WHAT VISUAL IDENTITY YOU WANT TO GIVE THE PROJECT.

The choice of a good project image is decisive for your campaign, as it is the image that will be seen consistently when you share the project page. You have several options in terms of style: a photo, a sketch, a combination of both, or a logo. If you want to add extra info, you can even add text on the image as long as all the elements reinforce each other. A good project image is attractive, recognisable and specific. It stirs up curiosity and encourages the general public at a glance to click through to the project page. Then also think about the other mood images you want to use in the text to make the campaign more concrete. It's also useful to include a photo with some of the rewards to make it all just a little more fun. Every project also needs a team photo because a potential backer of your project likes to know exactly who his or her money ends up with.



TWO MINUTES, THAT'S ALL THE TIME PEOPLE WILL SPEND ON YOUR PAGE. PERHAPS GIVEN A LACK OF TIME, YOU WOULD ALSO PREFER TO WATCH A NICE, SHORT VIDEO INSTEAD OF READING A TEXT?

The trend is that video footage is becoming increasingly important, not only on your crowdfunding page but also to distribute via social media or newsletters, for instance. So does this really have to be an Oscar-worthy video? Of course not! Authenticity is important, so if you don't have the resources to let a professional handle this, do it yourself or enlist the help of someone who knows a bit more about it.

So a video boosts the success rate of a campaign and often starts from the project text. But how do you get started?

HERE ARE THE SEVEN GOLDEN RULES FOR A GOOD CROWDFUNDING VIDEO:

GRAB THE ATTENTION

the first 7 seconds are the most important. If these don't instantly grip the viewers, they will immediately disengage. So start with a pitch and a striking opening image.

STICK TO THE ESSENTIALS

emphasise the urgency of the project. That way, you encourage people to take immediate action.

SHORT IS BETTER

Don't make this kind of video too long : 60 to 90 seconds is definitely enough.

BE RECOGNISABLE : PORTRAY THE PLACE, THE TEAM, THE PROJECT

Recognisability increases the likelihood that people will feel connected to the project.

PUT YOURSELF IN THE SPOTLIGHT

Take the floor in person. Explain the story. This establishes trust.

CALL TO ACTION!

Begin and end the video with call to support the project and share the campaign. A direct link to the project page is an absolute must.

ASK FOR FEEDBACK

Have a first draft reviewed by others. That way you can be sure the message comes across clearly.

A crowdfunding campaign is a COMMUNICATION CAMPAIGN

A good communication plan tells the right message to the right audience at the right time. And the crowdmap helps you achieve this. You start from the inner circle, the personal contacts. From there you broaden the communication, step by step, involving people and organisations that are further removed from you.

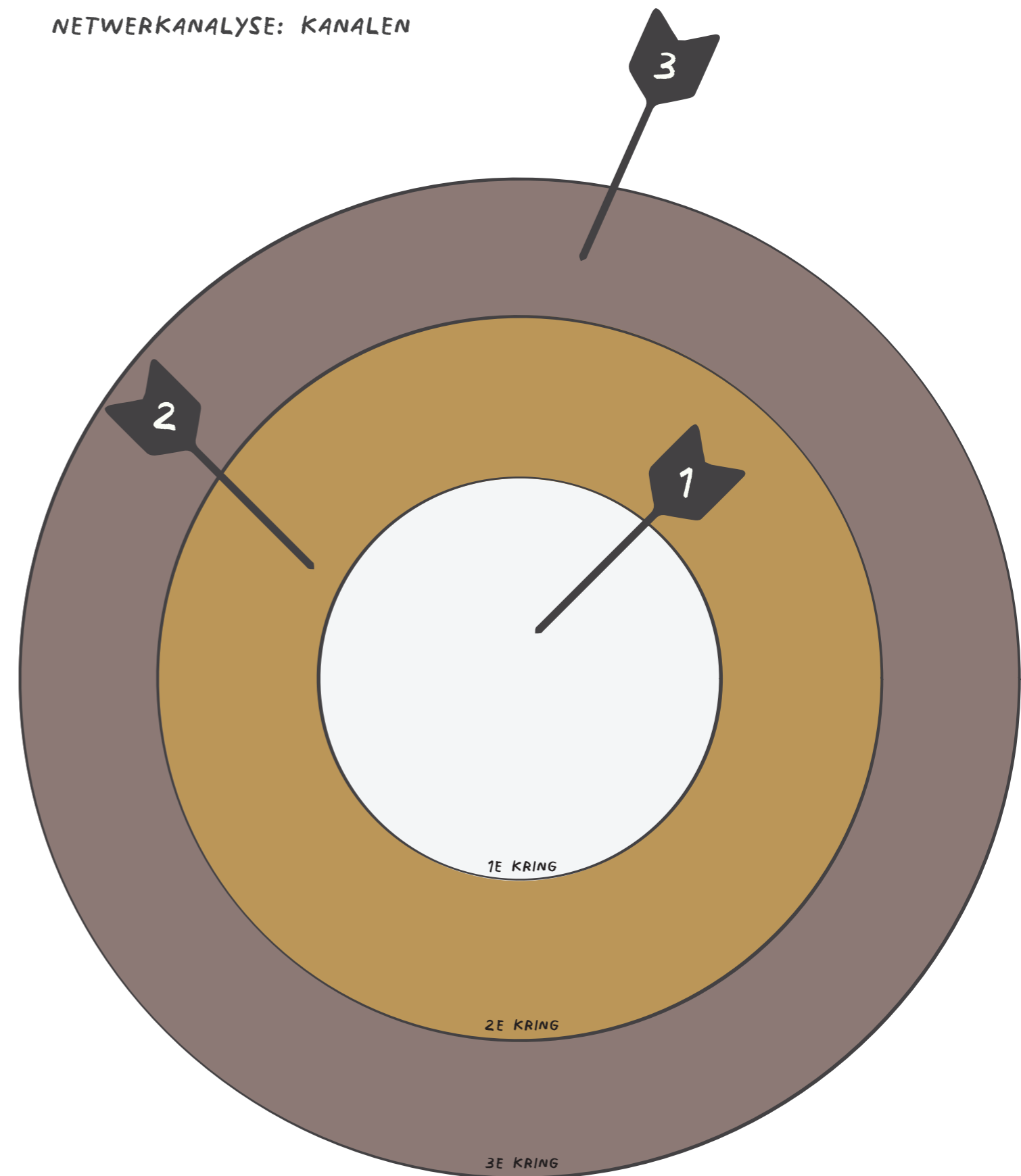
Insert: the ideal curve with communication info: silent start / false flat / final sprint + percentages (picture of a workshop?)

Always keep these two questions in mind:

- How and where can you disseminate the project narrative yourself
- Who has an interest in spreading the project narrative via networks to which you yourself do not have access?

TRY IT

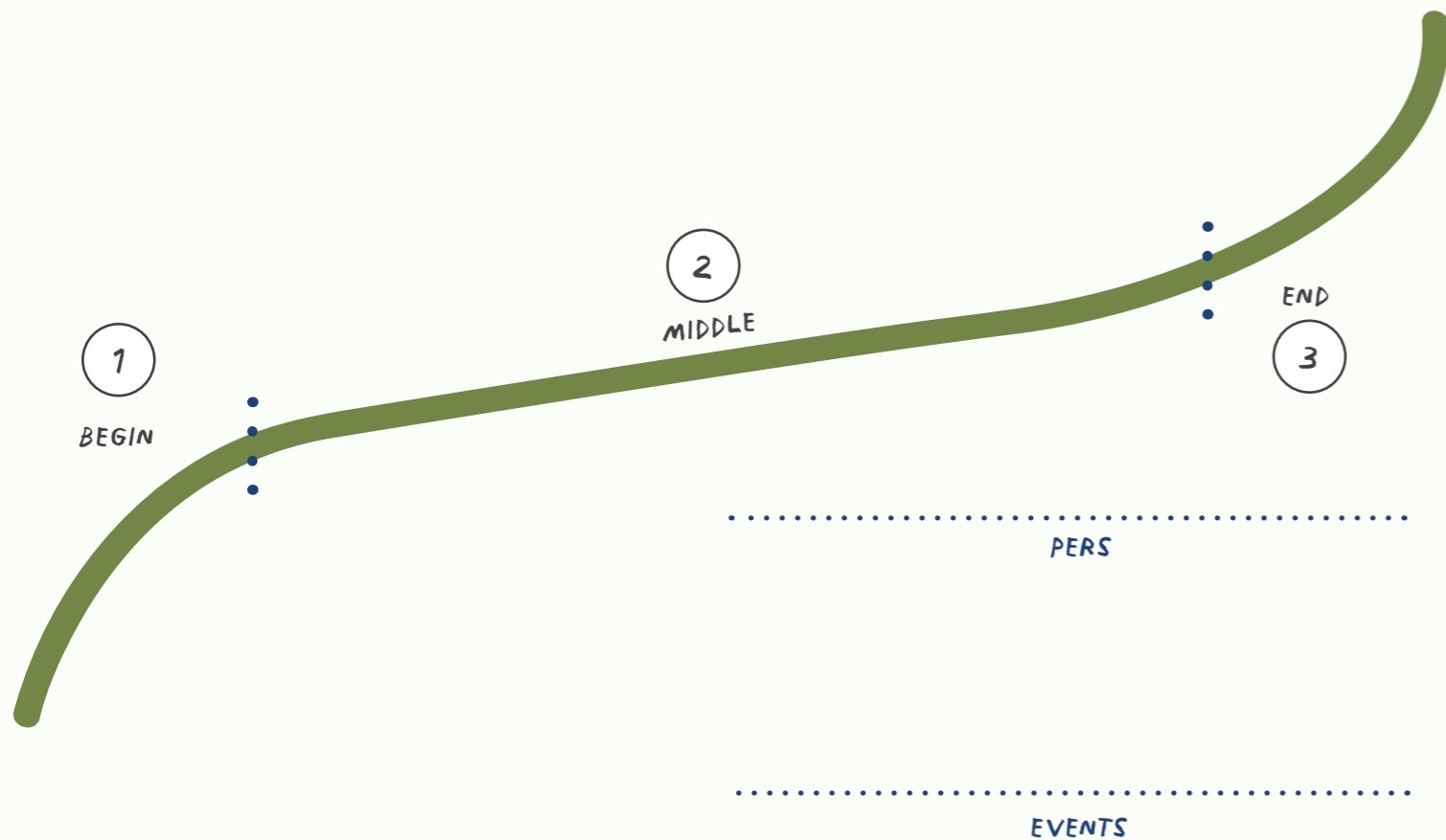
1. List all your communication channels and categorise them by circle. We call these the owned (proprietary) channels. Below you can see an example!
2. Then list which are the channels owned by partner organisations or ambassadors (newsletters, social media,...): these are the earned channels.



- 1
- Face-to-face
Telefoon, WhatsApp, persoonlijke mails, brieven
Offline evenement

- 2
- In persoon
Telefoon, WhatsApp, persoonlijke mails, brieven
Affiches, flyers
Offline evenement

- 3
- Offline evenement
Affiches, flyers
Sociale media
Nieuwsbrief
Offline evenement
Persbericht



A crowdfunding campaign can often be divided into 3 phases. Very concretely: a beginning, a middle, and an end. During each phase, there are specific actions you can take.

BEGIN

- When:** At the start of the campaign.
Target group: First circle, then second circle.
Channels: As personalised as possible.
Message:
- Support our project right now! Help us quickly gather a critical mass for this project.
 - Communicate our story as we do.

Communication still depends on you as the project owner! From the moment you let the communication fall silent, your crowdfunding campaign will also fall silent. Speak to as many organisations, individuals, blogs, and press contacts as possible and ask them to share the campaign. The easier you make this for them, the sooner they will be inclined to do it. Also, definitely don't forget to conduct offline communication campaigns if this would help appeal to a particular target group!

Press the people you contact to be ambassadors for the project during the campaign. Secondly, encourage the people in your network to share your project's story with their friends, family, colleagues, ...

So make sure you have enough and diverse content already created for your project page. Your story (the why), who you are, focusing on the rewards, regularly posting an update about the campaign. Make it clear that a contribution puts the donor in touch with your exciting activities or services.

MIDDLE

- When:** When you have addressed your own community: expand the communication and create a snowball effect.
Target group: Third circle.
Channels: Your own social media (video!), the social media of your first and second circle, channels of other organisations, flyers/posters, newsletter, personal e-mails,...
Message:
- Support our project: that 100 per cent is within reach!
- Have you already seen our rewards? Really something for you!
 - Help us spread the word about the project.

END

When: The last few weeks of the campaign.
Target group: Everyone.
Channels: All: owned and earned.
Message:

- Urgency: campaign deadline.
- Last chance to support and buy unique rewards.

PRESS

- Target audience:** Local or regional press first, after which you can aim wider.
Channels: A press release or personal contact with a journalist.
Message:
- Deliver a positive story
 - Emphasise the added value for the neighbourhood, city or community, the why.
 Communicate the deadline and thereby encourage people to contribute
 - Never go to the press on day one of your campaign but wait until you have demonstrated support for your campaign (with number of growfunders and/or target amount).

EVENTS

In most cases, a crowdfunding campaign runs through a digital platform. Yet it can be important that you also plan offline campaigns. After all, some of the people you want to reach are not always online, do not have many resources, or just want to roll up their sleeves with you.

During an event, you bring the 'crowd' closer to you in an approachable way. You give them the opportunity to really participate in the campaign. Events can also bring in money. Whether it is a spaghetti slam, waffle sale, a raffle, support cards or a party, the proceeds can be added to the campaign.

Do take the floor yourself as well, introduce your project and personally persuade people to contribute.

Finally, events provide content that adds variety to your communication. They are often the ideal opportunity to involve the press in your project. For this reason, you should always have visual material on hand as well as prepared answers to journalists' questions.

AND WHAT AFTER THE CAMPAIGN?

If you opted for an all-or-nothing campaign, the outcome is clear: you either reached your target amount or you didn't. One element remains important in both cases: thank your crowdfunders! The more personal your message of thanks, the better. So don't limit yourself to a post on social media: send a warm thank-you email as well. If you promised rewards, you don't have to deliver all the details about them right away. Just tell the donors to expect more info soon, and don't forget to do this after you have taken a breather. Also follow up personally with major donors and establish solid agreements.

If your campaign did not succeed, donors will be refunded by the platform in most cases. Evaluate with your project team where things went wrong and what lessons you can draw from the campaign. Setting up a fundraising campaign is not easy, but even if it went wrong you will have learned a lot.

Preparing your crowdfunding campaign becomes a lot easier thanks to the many digital tools available! We have selected a few for your benefit:



FOR NETWORK ANALYSIS

ChatGPT

For example, you can ask for a list of companies based on your keywords, but you can also use ChatGPT for other things like translations and copywriting

Google Maps

Zoom in and see who is around your location.

desocialekaart.be

All social organisations in Flanders

Miro

Visualise your network, good tool to use for networking

Kumu and Vue

Are similar to Miro

TO BUILD A WEBSITE

Wixx

Easy to build websites with widget placement.

Squarespace

Same principle as Wixx.

TO CREATE FLYERS OR POSTERS (PRINT OR DIGITAL)

Canva

The tool for all your graphic work, we use it quite often as well.

Visme

AI generated content.

NEWSLETTER

Mailchimp

The most well-known for working with templates and different target audiences.

Brevo

Similar to Mailchimp.

IMAGE EDITING

Adobe Photoshop Express

A free tool from Adobe that works with AI.

GIMP

Photo editing, similar options to Photoshop but less user-friendly.

FOTOR

Photo editing, also AI-driven.

Canva

A free tool to edit photos.

VIDEO EDITING

Canva

A free tool to edit videos.

Clipchamp

Easy and fast video creation and editing.

Adobe Express

A free tool from Adobe that works with AI.

VIDEO EDITING ON SMARTPHONE

Usually, your smartphone already has basic editing functionality (like **iMovie**) if you have a relatively recent model. There are also plenty of free apps you can use:

Gopro Quick

Both video and photo editing.

InShot

AI-driven, great for audio editing.

Magisto

Easy to add effects and graphics.

FOR SUBTITLES

Handbrake

A tool for adding subtitles to videos. Some knowledge or practice is helpful.

SCHEDULING SOCIAL MEDIA

Plan your social media posts in advance, so you only have to work on it once or once a week and don't have to think about it anymore!

Meta Suite

Separate for Facebook and Instagram.

Later

Easily drag content into the calendar and manage multiple socials.

Planoly

Organize and manage different accounts.

Many online tools, apps and planners can usually be tested free of charge for a fixed period, after which you usually have to pay a subscription. If you don't yet know exactly which form suits you, it may definitely be worth to trial a few.

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IT'S TIME TO TURN YOUR DREAMS INTO ACTION.
GRAB THAT NOTEBOOK, PICK YOUR BEST IDEA,
AND SHARE IT WITH THE WORLD.

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