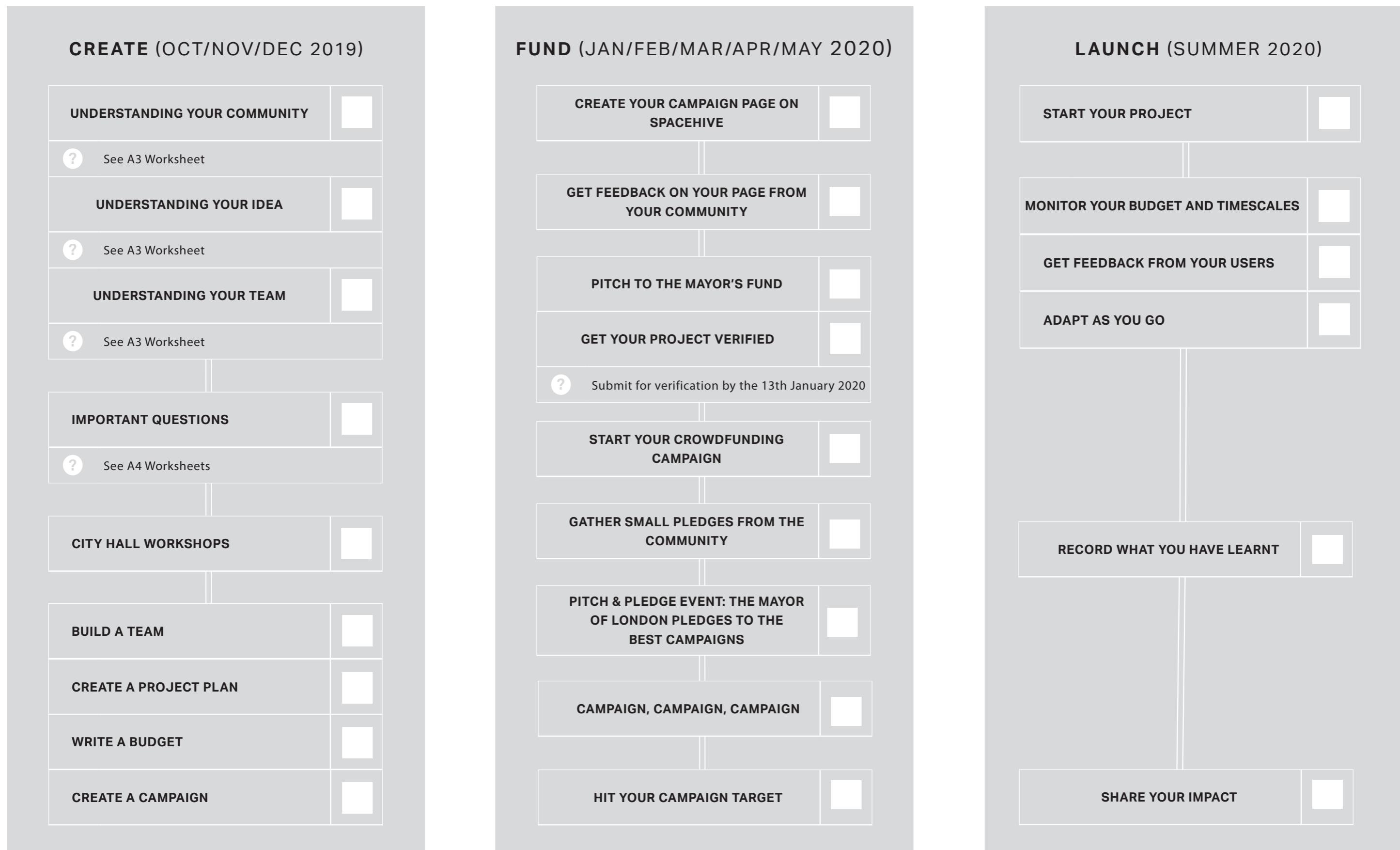


YOUR PROJECT LIFECYCLE



UNDERSTANDING YOUR COMMUNITY

A good idea is grounded in an understanding of the person for whom you are creating. This activity will help you bring together your observations. It can be used to help plan the type of campaign you will run for your crowdfunding project as well as expand on your original project idea.

Look at the four areas on the worksheet. Think about the following questions and begin to fill in the answers about your community, user groups and potential funders.

WHO IS THIS PROJECT FOR?

What type of person do you think will be using your space or funding you? What do they do?
Who would not benefit from your project? How could you make more people benefit?

WHAT WILL THE USER EXPERIENCE BE FOR THEM?

How do you want your community to feel about it?
What do you want the community to get out of it?

WHY? IDENTIFY THE NEEDS OF YOUR COMMUNITY.

Why will the community care about the project?

HOW? IN WHAT WAYS CAN YOU REACH YOUR COMMUNITY?

How will you spread the word? Social media, door to door knocking, community newspapers...?
What is best suited to your community?

UNDERSTANDING YOUR IDEA

You may have a sense of what your idea is already and feel like you know your community and want to develop the idea further.

This worksheet delves into the idea you have to help reflect on it and improve it.

What else is out there that has inspired you?

What was good / bad about similar ideas?

Why is this idea specific to your place and your community?

Who would benefit? Would anyone lose out?

The Idea
(in one sentence)

Why are you proposing your project?

Have you considered alternatives to your idea?

What are they?

What challenge do you want to address?

What problem do you want to fix?

What potential do you want to develop?

Can the project create a lasting impact?

What would be required for it to do so?

What is the story behind the challenge?

Has it been on your mind for a long time?

Why would it make a difference?

What is the one thing that could stop you from completing the project?

UNDERSTANDING YOUR TEAM

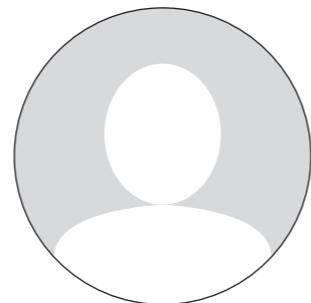
You probably won't be able to do everything on your own! You might need to find people in your community with different skills or experience and invite them to help. Each person might bring more than one skill. Think about what you are all good at, but also what you would like to improve. Some of the skills you will learn as you go and could even be great on a CV.

The skills below are not an exhaustive list, but create a sense of what is important. Fill in each profile for a member of your team, and tick a box below to note if you have or need a specific skill set.

PROJECT MANAGEMENT SKILLS

It is important to have one person on board who is organised and can run things well.

HAVE NEED



FINANCE SKILLS

Who is good with numbers? And can help keep track of spending?

COMMUNITY SKILLS

You need your community to be represented in the project team, so they are a part of things and help shape ideas and outcomes. You also need to be good at listening and talking to people.

NAME	<input type="text"/>
MAIN SKILL	Project Management
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

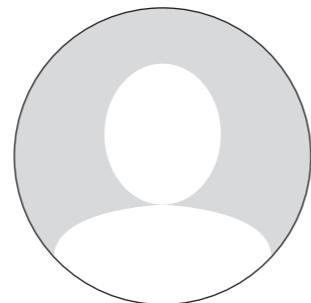
NAME	<input type="text"/>
MAIN SKILL	Finance
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

NAME	<input type="text"/>
MAIN SKILL	Community
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

NAME	<input type="text"/>
MAIN SKILL	Social Media & Website
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

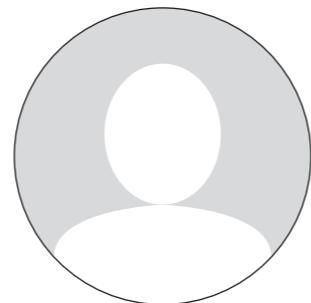
SOCIAL MEDIA AND WEBSITE SKILLS

It is very useful to have someone who is good with social media and will help set up your Crowdfunding project page.



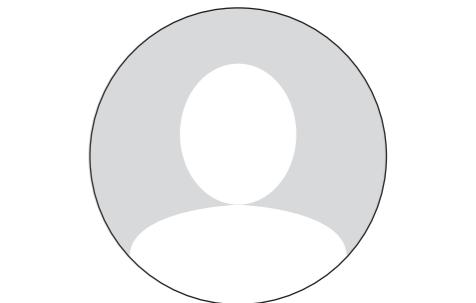
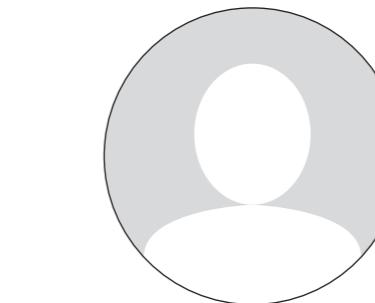
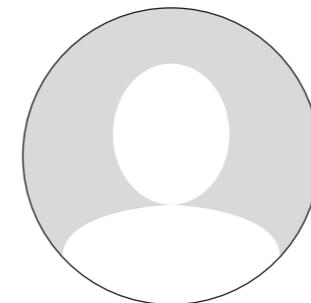
GRAPHIC DESIGN SKILLS

If you want to have a website or logo for the project, or a video, having someone with design experience on board will really help. Good images are really important.



ENTREPRENEURIAL SKILLS

You need to have like-minded people on the team and somebody who motivates them to be enthusiastic about new ideas and encourages them to take risks.



BUILDING AND DESIGN SKILLS

You might need to think about the physical space from both a creative point and of view and from a technical/planning point of view. You might need to consult an architect,

NAME	<input type="text"/>
MAIN SKILL	Graphic Design
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

NAME	<input type="text"/>
MAIN SKILL	Enterpreneurial
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

NAME	<input type="text"/>
MAIN SKILL	Building and Design
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

NAME	<input type="text"/>
MAIN SKILL	<input type="text"/>
OTHER SKILLS	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

What other skills do you need?

Is there a skill set that your specific project will need? A great cook, good at gardening or skilled at making things?

THINKING ABOUT YOUR SPACE

	1 (Very Positive)	2	3	4 (Very Negative)
The Location				
Do you have regular public transport?	<input type="checkbox"/> Yes			<input type="checkbox"/> No
How close are you to a car park?	<input type="checkbox"/> 10 Metres	<input type="checkbox"/> 50 Metres	<input type="checkbox"/> 100 Metres	<input type="checkbox"/> 1km
How close are you to bike storage?	<input type="checkbox"/> 10 Metres	<input type="checkbox"/> 50 Metres	<input type="checkbox"/> 100 Metres	<input type="checkbox"/> 1km
How safe is the area?	<input type="checkbox"/> Completely safe	<input type="checkbox"/> Very safe	<input type="checkbox"/> Not safe	<input type="checkbox"/> Very unsafe
Are there any amenities (bank, bars, shops, restaurants) nearby?	<input type="checkbox"/> Yes, many	<input type="checkbox"/> Some	<input type="checkbox"/> A few	<input type="checkbox"/> None
Are there many passersby?	<input type="checkbox"/> Many (25/hour)	<input type="checkbox"/> Some (15/hour)	<input type="checkbox"/> A few (5/hour)	<input type="checkbox"/> None
Is the location near to your community?	<input type="checkbox"/> 10 minute walk	<input type="checkbox"/> 30 minute walk	<input type="checkbox"/> 10 minute bus/tube	<input type="checkbox"/> 30 minute bus/tube
SECTION TOTAL ↗				
The Landlord				
How well do you know the landlord?	<input type="checkbox"/> Very well	<input type="checkbox"/> In passing	<input type="checkbox"/> Through a third party	<input type="checkbox"/> Not yet
Are they excited about the project?	<input type="checkbox"/> Yes, very	<input type="checkbox"/> Yes	<input type="checkbox"/> A bit	<input type="checkbox"/> Not at all
Have you spoken to the council?	<input type="checkbox"/> Yes	<input type="checkbox"/> In passing	<input type="checkbox"/> Through a third party	<input type="checkbox"/> Not yet
SECTION TOTAL ↗				
The Space				
What floor will the project be on?	<input type="checkbox"/> Ground Floor	<input type="checkbox"/> First Floor	<input type="checkbox"/> Second Floor	<input type="checkbox"/> Basement
Is there any street level visibility?	<input type="checkbox"/> Yes, entrance and windows	<input type="checkbox"/> Windows, no door	<input type="checkbox"/> Shared	<input type="checkbox"/> None
How old is the building?	<input type="checkbox"/> Old, with character	<input type="checkbox"/> New, with character	<input type="checkbox"/> Old, no character	<input type="checkbox"/> New, no character
What are the acoustics like in the space?	<input type="checkbox"/> Good, lots of soft materials	<input type="checkbox"/> OK, some soft materials	<input type="checkbox"/> Not good, mostly hard surfaces	<input type="checkbox"/> Bad, all hard surfaces
Do you have plenty of natural light?	<input type="checkbox"/> Yes, 20+ windows	<input type="checkbox"/> 10 windows	<input type="checkbox"/> 5 windows	<input type="checkbox"/> No windows
Does the building have reliable power, plumbing?	<input type="checkbox"/> Yes, plumbing and power and data in place	<input type="checkbox"/> Power and plumbing, potential for data	<input type="checkbox"/> Power and plumbing need update, potential for data	<input type="checkbox"/> Power and plumbing need major update, potential for data unknown
How easily can the space be transformed?	<input type="checkbox"/> A clean slate, the whole space is open and empty	<input type="checkbox"/> Some fixed walls and pillars, plaster walls that can be moved	<input type="checkbox"/> Many fixed walls and pillars, difficulty in moving plaster walls	<input type="checkbox"/> We can do little, and have to work with what we have
Is the space being looked after?	<input type="checkbox"/> Yes, very tidy	<input type="checkbox"/> Quite tidy	<input type="checkbox"/> No	<input type="checkbox"/> Very messy
Is it currently fenced off?	<input type="checkbox"/> No, easily accessible	<input type="checkbox"/> Open, but difficult to access	<input type="checkbox"/> Yes, with a fence	<input type="checkbox"/> Locked and completely inaccessible
SECTION TOTAL ↗				
OVERALL TOTAL ↗				
% by column				

STEP ONE Answer each question by ticking one box; choose only one box for each row.

STEP TWO Add up the number of boxes ticked in each of the 4 columns for each section. Write the total for each column in Section Totals.

STEP THREE Calculate overall totals for each column by adding section totals together.

The **Overall Totals** will show whether a location has more positive or negative attributes. How can your project improve the negatives and build on positives?

CREATING YOUR CAMPAIGN

You should set up your project (campaign) on the Spacehive website as soon as possible. Spacehive will also be running a series of webinars from Dec - Feb to guide project creators through the process of creating their project idea and running their campaigns. Use this draft project page to share your idea with your community and refine it before the CrowdFund London deadline.

DONE

Set Up Your Campaign

Fill out the 'Crowdfund London Project Form' found on <https://www.london.gov.uk/crowdfund-london> expressing interest in the programme to unlock additional support and events.
Then go to Spacehive.com and click 'Create a Project'

KEY DATES

Deadline to fill out the 'Crowdfund London Project Form' is 18 November 2019



Pitch to the Mayor's Fund

You will be required to upload various supporting documents for the pitch. Start this process well before the deadline to understand what is required. You can complete the pitch in stages.

Pitch deadline is **13 January 2020** — start early to find out what is required.



Get Verified

You can't begin your campaign until your project is verified. You won't be able to change your project page after this point. Verification can take up to two weeks.

Deadline to submit to verification is **13 January 2020**. Try to do this early to avoid the rush!



Start your Campaign

You can start your campaign earlier to give yourself more time to show the Mayor's team that you have local support.

Must begin campaign by **27 January 2020**.



Mayoral Pledges

The Mayor of London will make pledges to the best campaigns. If you receive a pledge, you will be invited to a Pitch & Pledge event at City Hall. Projects that do not receive a pledge from the Mayor can still continue with their campaign and achieve success.

The Mayor will make pledges in mid-**March 2020** and announce these at a Pitch & Pledge event.



End Your Campaign

Give yourself enough time to run a successful campaign. Ask Spacehive for advice.

Campaigns must end between **15 April and 25 May 2020**.

Frequently Asked Questions

How Do I Pitch to the Mayor's Fund?

When you create your project on Spacehive you will automatically be matched to the Mayor of London's fund as long as you are a constituted group and indicate when you create your project page that your project is within the Greater London Area. You can begin your pitch at any time and complete it in stages. Finalise your pitch once you are ready to submit your project for verification. This will be the point where you cannot make further changes to your campaign.

For more information on the pitching process and the criteria for the fund please see here: www.london.gov.uk/crowdfunding

What is Verification?

Before a project can start crowdfunding it must be verified. This involves inspecting the project to make sure it's viable and trustworthy. The verification process can take up to two weeks. Depending on the nature of your project, you are likely to be asked for the following things. Have these to hand to ensure a speedy verification.

- Proof of permission (e.g. event license, council support, landowner consent, planning permission)
- Evidence of costs (e.g. building work quotations, links to online shop listings, proof of in-kind/offline funds)
- Any insurance, policies or qualifications required (e.g. safeguarding policy when working with children)

What is the Pitch and Pledge Event?

The pitch and pledge event will take place in City Hall. All the projects set to get pledge from the Mayor of London will be invited to attend and the Mayor's pledges will be announced. The event will help promote your campaign and you will be able to pitch your project to the other attendees (including local businesses and potential funders) at the event with the hope of attracting even more backers.

PLANNING YOUR CAMPAIGN — MAPPING YOUR BACKERS

Using the table below, create a comprehensive list of every person and group you could approach during your campaign. Then rank them on the likelihood that they will pledge to or support your project.

100%	90%	80%	70%	60%
EXAMPLES: YOURSELF, PROJECT TEAM MEMBERS, IMMEDIATE FAMILY, CLOSEST FRIENDS, YOUR COMMUNITY SUPPORTERS	EXAMPLES: FRIEND NETWORK, EXTENDED FAMILY, COLLEAGUES, THOSE THAT DIRECTLY BENEFIT FROM THE PROJECT	EXAMPLES: PARENTS ASSOCIATION, RESIDENTS ASSOCIATIONS, LOCAL 'FRIENDS OF' GROUPS	EXAMPLES: LOCAL PRESS, SMALL LOCAL BUSINESSES, FACEBOOK GROUPS	EXAMPLES: MEDIUM LOCAL BUSINESSES, SMALL COMMUNITY GRANTS
50%	40%	30%	20%	10%
EXAMPLES: LOCAL CELEBRITIES, LARGE LOCAL BUSINESSES, THE LOCAL COUNCIL	EXAMPLE: LOCAL ONLINE COMMUNITY	EXAMPLES: BIG GRANT BODIES, CORPORATIONS	EXAMPLE: NATIONAL PRESS	EXAMPLE: A-LIST CELEBRITIES WITH A CONNECTION TO THE AREA OR YOUR IDEA
Who Should Be On The List?	The people on this list could be anyone: your community supporters, friends, family, local and national newspapers, local businesses, corporates, large grant bodies, council community funds, social groups, schools, online groups, local bloggers and celebrities! They might be interested in pledging to or supporting your campaign by donating their time, skills, or promoting it.			How Do I Rank Them?
				The likelihood, estimated as a percentage, is what determines the order you should approach them in your campaign. Start with the people who are most likely to pledge (100%, 90%) and then move on to the next levels until you've exhausted every potential backer on your list.

PLANNING YOUR CAMPAIGN — FUNDRAISING CAMPAIGN TIMELINE

Below is an overview of the campaign timeline, broken into four quarters, with objectives and suggested activities in each quarter.

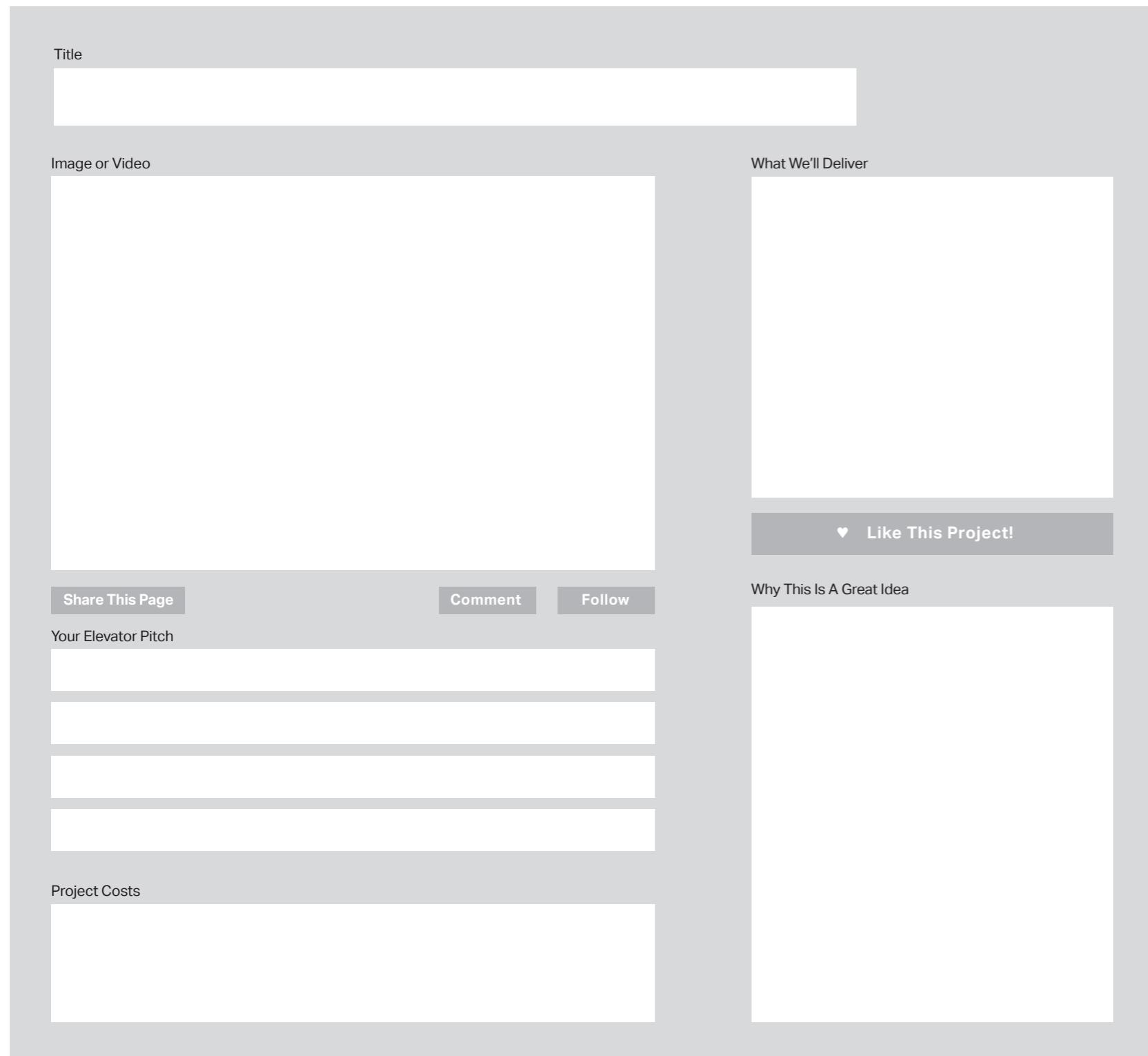
This campaign timeline should be used with Planning Your Campaign - Mapping Your Backers.

Timeline	January 2020	February 2020	March 2020	April 2020
	Campaign Goes Live	Lead up to Mayoral Pledge	Build on Your Momentum	Hit Your Target
Objective	<p>Galvanise community support for your project as quickly as possible — this is all about getting lots of small pledges from lots of people. Try to get people to show that they are local and tell everyone why they like the project.</p> <p>Aim for 30 pledges by the end of the first week.</p>	<p>Continue to focus on getting support from the community so that Mayor's team can assess your project and the community support.</p> <p>Aim for 100 backers or more by the end of February.</p>	<p>Build on the momentum of the Mayor of London pledge to help you hit your target.</p> <p>Use the community backing you have and the support from the Mayor to engage businesses.</p>	<p>The finishing line is in sight!</p> <p>Use your existing backers to help spread the word and close the gap.</p> <p>Push businesses again — this is the time they are most likely to pledge.</p>
Activities	<ol style="list-style-type: none"> 1. Start by getting your own team to pledge — if you don't pledge no one else will. 2. Target your 100% likely supporters first, moving to the 90% and 80% likely next. 3. Contact local media letting them know about your project. 4. Kick off social media — but not until after you have your first pledges. 5. Try to get people to show that they are local and tell everyone why they like the project. 6. Attend relevant Spacehive webinar to get additional support. 	<ol style="list-style-type: none"> 1. Target your 70% likely supporters followed by the 60% likely etc. 2. Warm up local businesses, you will be able to invite them to the Mayor of London Pitch & Pledge event. 3. Prepare some communication (e.g. Social media) before the Pitch & Pledge event so you are ready to build momentum on the day. 4. Attend relevant Spacehive webinar to get additional support. 	<ol style="list-style-type: none"> 1. Following the pledge from the Mayor, do a big push on social media and in the local media, celebrating your pledge and encouraging people to pledge. 2. Continue to build your backer number targeting the 50% likely supporters, followed by the 40% and 30%. 3. Create a business pack and distribute it to local businesses asking them to pledge to your campaign and help with promotion. 4. Run an Offline fundraiser (pledge party) so that local people and businesses can meet the people behind your project. 5. Write a blog and share online or create a flyer to remind people why your project will be great! 	<ol style="list-style-type: none"> 1. Contact all existing pledgers and other contacts - asking them to share your campaign and the deadline. 2. Ask your project champions for a big push to their network. 3. Do a last big push on social media — include a countdown to drive urgency. 4. Do a last big business push, ensuring to secure some big pledges to get your project across the line.

TOP TIPS FOR PRESENTING YOUR IDEA

While you might have a great project idea, you now need to turn that project idea into a successful crowdfunding campaign. This means communicating what your project is all about in a clear, succinct and exciting way so that Londoners can quickly grasp what the project is all about. You want them to feel excited about getting involved and making a pledge to your campaign.

Using the project template below, begin to sketch out your own project page.



Before you launch your campaign to the public, warm up your most-likely backers to pledge within the first few hours of campaigning. Call, text, knock on their doors if needed! Then a few hours later, once you've collected your first 10-20 pledges from your closest friends and family, you can start promoting to the wider world.

Your Title	Ensure it is a distinctive and descriptive title that includes the place name (e.g. "Good Food Catford")
Your Image	This needs to be fun and engaging, with people enjoying the space. Try and show what it could look like, although one of your images might be the existing situation.
Your Video	Keep it short (around 30 sec). Explain your idea and why it would be amazing for the area. Describe and show what it will look like, include clips of other people saying why they love it. Explain how you'll deliver it. Stress that you need the help of your community ... tell them to pledge at your project URL!
Your Elevator Pitch	This is a compelling introduction to your project (e.g. what your project is and why is it amazing) that can be communicated in the amount of time taken to ride an elevator, typically two to three lines.
Project Costs	There is no need to list every item in your budget on your project page, but provide all the main costs. You can also group some elements together. Aim to list around 6-9 costs items.
Social Media	Start to think about social media sooner rather than later. If your organisation has a twitter or facebook account, start adding content now and begin building your following in preparation for your campaign. If you do not have a social media presence, now is the time to create one. Is there someone in your project team who has the skills to do this? If not, is there someone you know who might be interested in helping with your social media?

Have a look at the previous successful CrowdFund London projects for inspiration:
<https://www.london.gov.uk/crowdfunding>