

# SWLEN Crowdfunding

A local crowdfunding platform to raise donations for local environmental and place-based projects

(no death by Powerpoint)

# Who & why?

## **Mission**

SWLEN exists to build active and engaged communities in South West London who protect and enhance our environment.

## **Our values**

- Local empowerment
- Collaboration and partnership
- Environmental protection and enhancement

## **Strategic aim**

- Increase the public profile of the charity in ways that also benefit our beneficiaries/client groups.

# Opportunity

- The USA leads the way on crowdfunding £400m
- £12m raised in UK through donation crowdfunding in 2015 (2<sup>nd</sup> highest in the world)
- There isn't a local platform
- Other platforms charged £4k for a location specific page
- Borough has highest volunteers numbers in London. Volunteering/giving relationship
- Groups want easy ways to raise money

# Benefits of a SWLEN platform

- Research indicates people give to crowdfunding campaigns they have a 'connection' with, local or cause related
- We don't just host your campaign – we'll actively co-create, co-manage and co-promote – we want success/impact
- We've been successfully using social media since 2009, our existing social media & e-newsletter reach is 5,689 contacts
- Our unique local knowledge and connections
- We'll accept your campaign if you have consent
- The 5% fee funds SWLEN a local charity supporting community-led initiatives, not a non local corporate
- As people give to the campaigns on the platform, we keep these contacts (with their permission) which builds our social media reach, increasing the likelihood of other campaigns getting funded
- We'll also send newsletters to these donors/contacts (with their permission) about local volunteering opportunities and news from local groups

# Further benefits

- We can set the period of time the campaigns runs
- All or nothing – your choice
- We can specify the RuT village to target our promotion
- Can add campaigns updates
- Can change suggested donation amounts
- Optional for donors to be able to comment

# Process

- Group submits idea to us
- We help develop the idea
- The group seeks and gains consent
- We help design the ‘campaign’, ‘elevator pitch’ and produce a short film
- We add the campaign to our crowdfunding platform
- Soft launch with your key supporters (only) for initial funding
- Later full public launch of campaign
  - SWLEN & group cover digital
  - Group covers on the ground
- People can donate online via Stripe (credit/debt cards), PayPal and offline i.e. cheques
- Gift Aid details collected

# SWLEN's role

- Help you develop your idea
- Can offer guidance with seeking consent
- Help with design of the campaign
- Manage the campaign on our platform
- Promote the campaign through our social media reach and newsletters
- Collect and process the payments, including Gift Aid
- We'll charge a 5% fee to cover our staff time on the above and to cover the costs of the platform and its further development. The fee is only collected if the campaign is successful.

# Our website



About ▾ Our Work ▾ What's on ▾ **Local Groups** ▾ Get Involved ▾ **Advice & Support** ▾



**SWLEN EXISTS TO BUILD ACTIVE AND ENGAGED COMMUNITIES WHO PROTECT AND ENHANCE OUR LOCAL ENVIRONMENT**

Our work covers:



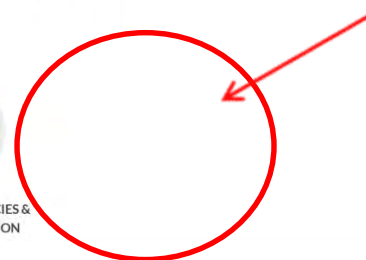
PARKS & OPEN SPACES



ENERGY & SUSTAINABILITY



BIODIVERSITY - SPECIES & HABITAT PROTECTION





# The platform

A screenshot of a web browser displaying the crowdfunding page of the South West London Environment Network. The browser's address bar shows the URL "https://swlen.org.uk/get-involved/crowdfunding/" and the page title "South West London...". The website header includes the organization's name and a navigation menu with "GET INVOLVED" highlighted. The main content area is titled "CROWDFUNDING" and contains a message about the site being in development. Below this, three crowdfunding campaigns are listed: "For the love of Paella", "Likes don't save fans", and "Friends of friendly people". The Windows taskbar at the bottom shows the date as 12/12/2017 and the time as 11:40.

https://swlen.org.uk/get-involved/crowdfunding/ South West London... Search...

Crowdfunding - South West London Environment Network


Send to PayPal 1and1 Community Current Google Networking Websites in development Calendar CharityMail London Tenders Portal SWLEN - Home SWLEN Office 365 SWLEN Voice

**SOUTH WEST LONDON ENVIRONMENT NETWORK**  
PROTECTING AND ENHANCING THE ENVIRONMENT


ABOUT OUR WORK WHAT'S ON LOCAL GROUPS **GET INVOLVED** ADVICE & SUPPORT

**CROWDFUNDING**


This area of our website is still in development. The following campaigns are on test mode.  
We will share here crowdfunding campaigns by groups within our network with all projects vetted by us.



**For the love of Paella**  
Whitton Road, Hounslow TW3 2DB, United Kingdom  
Help us put an end to crimes



**Likes don't save fans**  
Teddington TW11, United Kingdom



**Friends of friendly people**  
Waldegrave Road, Twickenham TW1 4SX, United Kingdom  
For everyone that is out there

11:40 12/12/2017


# The platform



https://swlen.org.uk/campaigns/for-the-love-of-paella/

## FOR THE LOVE OF PABELLA

Help us put an end to crimes against paella. Everywhere in England paellas are being submitted to all types of abuse with people throwing disgusting things at it like potatoes, beans or, the most horrible of all, English sausages! It is cruel and...gross.



**DONATE**







87%  
Funded

£ 865.00  
Donated

£ 1,000.00  
Goal

1  
Donors

110 Days 13 Hours 12 Minutes 8 Seconds  
Time left to donate

SHARE      

11:47  
12/12/2017

# The platform



1 Donors

110 Days 11 Hours 37 Minutes 4 Seconds Time left to donate

SHARE      



## About the Campaign

Crime against paellas never cease. They have been vandalised over the years by people without scrupulous throwing peas, pepperoni (worse than chorizo, but not worse than adding British sausages), eggs, cherry tomatoes!! all kinds of seafood mixed with meat... the horror never ends. We need to raise funds to start a campaign to end the abuse against paella. Help us raise 1,000 so we can give people the education they so much need, starting with Jamie Oliver.

Please share with your social networks






# The platform

**SOUTH WEST LONDON ENVIRONMENT NETWORK**  
PROTECTING AND ENHANCING THE ENVIRONMENT

Help us put an end to crimes against paella  
throwing disgusting things at it like po



**YOUR DONATION**

£ 5.00 :-)  
£ 10.00 :-):-)  
£ 15.00 :-):-):-)  
Custom amount

**YOUR DETAILS**

Title \* First Name \*  
Mr [dropdown] [input]  
Last Name \* E-mail \*  
[input] [input]  
Address Line 1 \* Address Line 2  
[input] [input]  
Address Line 3 City







submitted to all types of abuse with people  
English sausages! It is cruel and...gross.

**DONATE**

87% Funded

£ 865.00 Donated  
£ 1,000.00 Goal  
1 Donors

110 Days 11 Hours 29 Minutes 8 Seconds Time left to donate

SHARE      

# The platform



A screenshot of the South West London Environment Network website. The page features a green header with the site name and navigation links. The main content area has a green background with white text. A large image shows a man in a yellow shirt and a turban standing next to a large paella dish. A red arrow points to the paella. The text on the page includes: "SOUTH WEST LONDON ENVIRONMENT NETWORK", "PROTECTING AND ENHANCING THE ENVIRONMENT", "Help us put an end to crimes against paella. Even throwing disgusting things at it like potatoes.", "Subscribe to our newsletter to find out about environmental events, opportunities and free activities happening around the borough", "BOOST YOUR DONATION BY 25P OF GIFT AID FOR EVERY £1 YOU DONATE.", "Yes, I want to Gift Aid my donation to South West London Environment Network", "I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.", "PAYMENT Choose Your Payment Method", "PayPal", "Offline Donation", "Debit/Credit Card", "DONATE", "£ 865.00 Donated", "£ 1,000.00 Goal", "1 Donors", "10 days 11 Hours 27 Minutes 54 Seconds Time left to donate", "SHARE" with social media icons for Twitter, Facebook, Google+, LinkedIn, and Pinterest.

# Friends of Radnor Gardens

- The Friends proposed to extend the popular café using an awning
- Applied to the Village Planning Fund
- As the group has limited 'online' presence (website)
- A coordinated campaign between the Friends and SWLEN
- Joint highest number of votes of all the Village Planning Fund projects in the consultation (714)

# Further development



- Linking with local businesses who want to give
- Expansion of our social media reach – will benefit future campaigns with us and other communications
- The knowledge we develop will help in our other work supporting community-led environmental initiatives
- Expansion to other south west London boroughs

# Launch



- End of January 2018
- Featuring 4 campaigns minimum:
  - Friends of Murray Park – new benches
  - ETNA Community Centre – community kitchen
  - Friends of Suffolk Road Rec – match funding play equipment
  - We are looking for another one or two campaigns for launch
- We'll be always looking for projects – talk to us!



# Questions?

Have additional questions?

Have an idea for a future campaign?

Email: [hello@swlen.org.uk](mailto:hello@swlen.org.uk)

Twitter: @richenvironment

Facebook: [www.facebook.com/swlen](http://www.facebook.com/swlen)