

ADVANCED 2 – Crowd support

Track 1 and 2

- PRESENTER:** Hello, and welcome back to *The PM Show*. Today we'll be talking about crowdfunding, a very popular way these days of raising money for social causes. My guest this afternoon is Nora Campbell, an engineering student from Glasgow. She's going to be talking to us about her experience of crowdfunding. Hello Nora, welcome to the show.
- NORA:** Hello, thanks for having me.
- PRESENTER:** So, Nora, you and your friends are working on a very interesting project. You'll soon be travelling to Uganda to help install water purification systems in schools. How did this all come about?
- NORA:** Well, we wanted to do something to help the children have access to clean water. One of our friends went to school in Uganda before moving here to study and saw first-hand the problems they have with illnesses like typhoid and dysentery. You see, a lot of schools in rural areas get their water from tanks which collect rainwater off the roofs of their school buildings. It's not always clean, so children get sick and miss out on a big part of their education. We'll be helping a local charity who plan to install water purification systems. These devices are really effective. They'll be able to remove all the bacteria and contaminants from the water. Once they're installed, 2,000 children will be getting access to clean water every day, and, all being well, they'll never be ill from dirty water again.
- PRESENTER:** Fantastic! So where does crowdfunding come into this?
- NORA:** Well, the local charity only had enough money to install one purification system, so we wanted to raise money for a second one. We needed money for water pumps and filters, as well as construction materials, and of course, electricians and plumbers will be needed to help put the purification systems in place. So, we launched a campaign on the Chuffed crowdfunding website, which specializes in not-for-profit and social enterprise schemes.
- PRESENTER:** And you managed to raise enough money?
- NORA:** Yes. ... we raised a total of 35,000 Euros, which was amazing and much more than we'd anticipated. We were really overwhelmed by the support people showed.
- PRESENTER:** That's great! You must be looking forward to getting out to these schools and making the vision a reality.
- NORA:** Yes, it'll be fantastic to be able to give hands-on help, and to see the reaction of the children and teachers when the systems are in place.
- PRESENTER:** How long will that take?
- NORA:** Between five and eight weeks, we think. Getting materials and labour in place can be difficult ... We'll have to be patient.
- PRESENTER:** Could we talk a little about the actual experience of crowdfunding? ... Do you think it's a good way to raise money? What advice would you give to other people who want to fund a project in this way?

- NORA:** Well, online crowdfunding's a great option if you want to raise money quickly. It's less time-consuming and cheaper than other methods of fundraising. Also, if you use a crowdfunding platform, you can easily boost your campaign through social media. For example, Facebook and Twitter are great ways to give updates on your campaign and publicise it.
- PRESENTER:** What do you think makes a good campaign? What are the keys to success?
- NORA:** Well, first of all, you need to explain who you are and what you're planning to do, tell people where the project idea came from and why you're passionate about it; let your potential funders know how your idea or project can benefit them; talk about why your idea's unique, and what problem it's solving. Ultimately, you want to persuade potential donors to share your vision.
- PRESENTER:** I see. Good advice!
- NORA:** Also, explain in detail what your budget is and where the money will go – you need to demonstrate you've put some thought into the idea. Visual imagery is important too – make sure you create a great-looking header, as well as a compelling video, or images.
- PRESENTER:** And what about rewards? Do they help?
- NORA:** Yes, I think they do ... the idea is the most important thing, but offering a few perks can sometimes boost your campaign. We didn't actually do this because we wanted every penny to go towards the purification systems, but we did link donations to outcomes. For example, we told people that a donation of ten Euros would buy clean water for five children, twenty Euros clean water for ten children and so on.
- PRESENTER:** I see ... and what about once the campaign is launched? How much time do you spend promoting it?
- NORA:** You need to keep in touch with your donors – give them updates, answer their comments on the platform. But also, spread the message on social media and try and get the media and bloggers to cover your campaign. You could also host a live event to drive up interest. You need to be 100 per cent committed and think of it almost like a full-time job.
- PRESENTER:** A lot of work then! But all worthwhile when you reach your target!
- NORA:** Yes, absolutely!
- PRESENTER:** Well, it's been fascinating to hear about your project, Nora and I'm sure that advice will be useful to anyone out there who's interested in crowdfunding their own project! Good luck in Uganda, and will you come back in a few months? By then you'll have finished your project and the schools will hopefully have their purification systems installed. You can tell us how it all went ...
- NORA:** I will, of course. Thank you.