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**REWARDS - EVERYTHING YOU NEED TO KNOW**

# REWARDS: HOW DO THEY WORK?

You offer different rewards according to how much someone sponsors you. The rewards should go up in value (not necessarily monetary value, but also as a one-off or rare opportunity) when someone is donating more money.

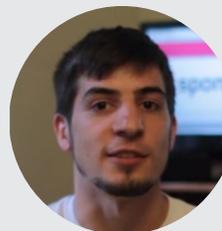
For example:

£5	If someone donates £5 or more, you'll give a small reward
£10	If someone donates £10 or more, you'll give a pretty cool reward
£75	If someone donates £75 or more, you'll give a brilliant and bigger reward

Some people don't want a reward - they just want to donate. And that's fine - our website deals with this.

You only need to send the rewards out if the project is successful and has hit its target - that's when we'll give you the addresses to send them out to.

*The more thought you put into the stuff you can give to people, the more you can ask for it, the more of a real gift it is, the more they'll be prepared to spend.*



**MICHAEL SIDES,**

JOKES OVER - [HUBBUB.ORG/P/JOKESOVER/](https://hubbub.org/p/jokesover/)

# WHY DO I NEED TO OFFER REWARDS?

Your project or campaign is probably pretty blooming marvellous - with such worthwhile aims, it deserves all that funding; and who wouldn't want to give you the money to make it happen?

Well... true as that may be, here are a few reasons why offering rewards is a good thing:

1

## AS AN INCENTIVE TO DONATE

You're competing with a lot of other causes out there which are also deserving sponsorship. This can make you stand out from the crowd. Sometimes, the reward is the reason to donate in the first place.

2

## PEOPLE FEEL MORE INVOLVED

If you link the rewards to your project, people feel a part of the project. They're more likely to talk about it to other people, and to share it on their own social networks. This is also why it is important to keep sponsors updated on your project - remind them that they're a part of it and that they can help make it happen by sharing the word on how cool your project is, but also that they can get a cool reward to go with that fuzzy feel good happy feeling!

3

## LARGER DONATIONS

You'll have a lovely supporter come to your page with the intention to give you some money towards your cause and then, oooo, what's that? The rewards catch their eye, and instead of giving you £10, they've decided to give £25 as that reward sounds awesome.

4

## IT HELPS WITH YOUR PROMOTIONS

You can use your rewards to promote your campaign. Are you offering something unique, quirky, exclusive or alternative? There's a whole load of Tweets, Vines, Instagram and Facebook posts just waiting to happen - and that's just the rewards! (Imagine what you'll have to say about the rest of the project and team too.) You can even promote the fact that you've run out of a particular reward - because they just flew off the shelf, so don't miss out on the others.

# GENERAL EXAMPLE:

## HERE ARE SOME IDEAS

£5	Social high five. We'll thank you by Tweet, Facebook, Video (Vine / Vimeo / YouTube)
£15	You're one of us now - wear the badge! Our customised "Project/ team name" badges show you care and make you look good.*
£25	Signed sketch / photo / poster which we've had designed by a super-talented friend
£50	A video of the song of your choice with a personalised thank you message (which might sound better than the song!)
£100	Come for dinner or to a party with the team. You don't get invites like that too often...
£250	Here's your chance to get a ticket to the invite-only event. We'll even give you a guided tour & a souvenir
£500	Lessons or sessions (in your area of expertise, related to your project)

\* = [www.koolbadges.co.uk/custom-badges-c-29.html](http://www.koolbadges.co.uk/custom-badges-c-29.html) or [camaloon.co.uk](http://camaloon.co.uk)



# SO WHAT SHOULD I GIVE?

Generally, it's a good idea to tie the rewards to your project in some way. We've put together some examples below for different types of projects, plus some of the considerations to think about before deciding on what to offer.

## CONSIDERATIONS

### IS THIS A GOOD REWARD?

Ask yourself: "Would I want this reward?" If the answer is no, you'd best have a good reason as to why someone else would!

### IS IT LEGAL?

Wow - we hope you don't really need to ask yourself if you're up to any illegal business! What you do need to do is check your rewards are in line with our terms. Generally speaking: no alcohol, drugs, investment, loan solicitations, coupons, discounts on future goods, raffle tickets, lotteries or sweepstakes.

### DESCRIPTION

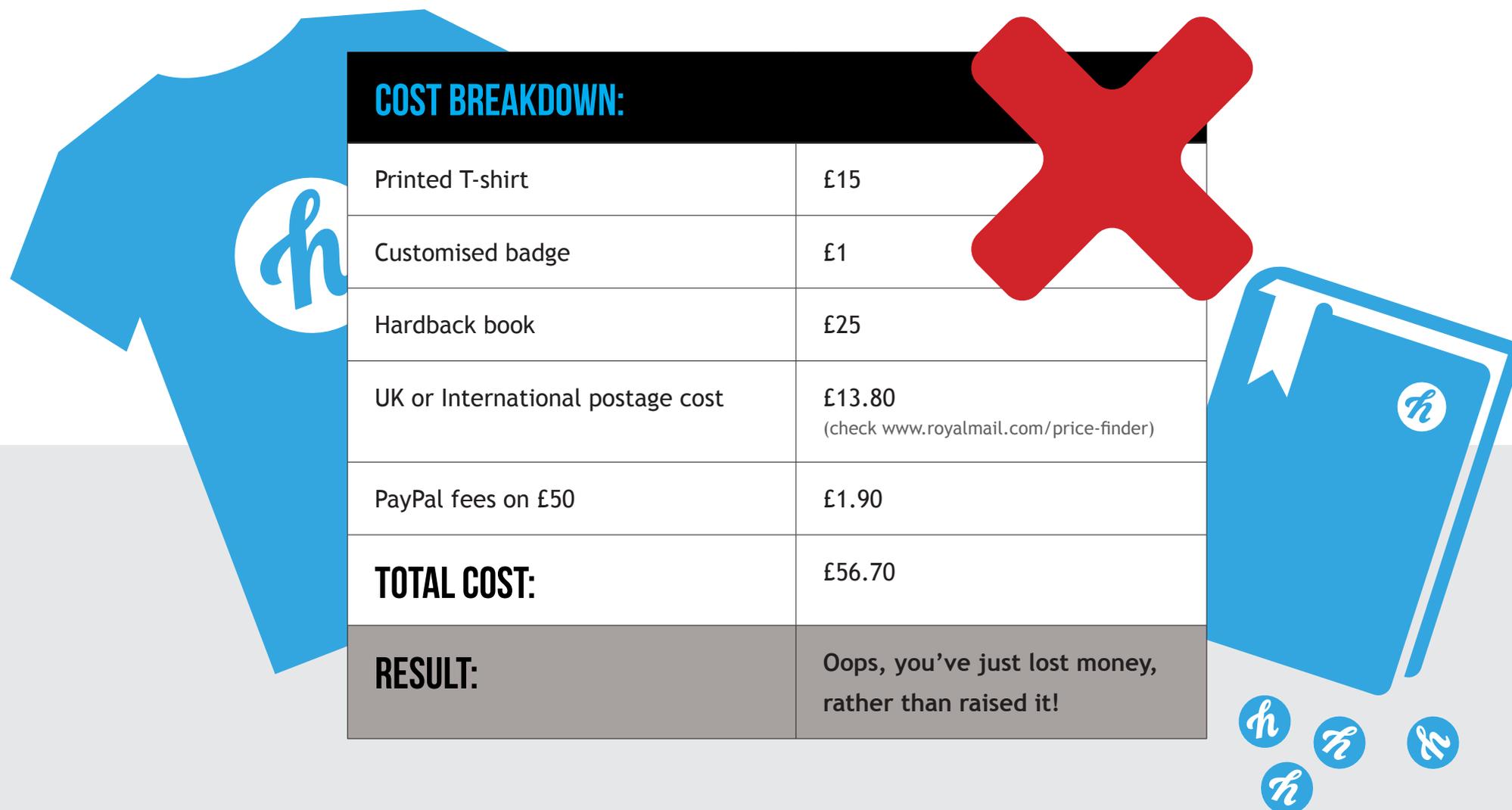
Make the reward sound like it's exclusive, cool, valuable, quirky or funny - whatever you do, make it sound interesting!

### PRICE OF THE REWARD

How much will it cost to buy, make or deliver the reward? How much does that leave you from the donation? Make sure you've done the maths so that you're raising funds, rather than spending them!

## EXAMPLE OF WHAT NOT TO DO

£50 reward - Printed T-shirt, customised badge, hardback book signed by the team



<b>COST BREAKDOWN:</b>	
Printed T-shirt	£15
Customised badge	£1
Hardback book	£25
UK or International postage cost	£13.80 <small>(check <a href="http://www.royalmail.com/price-finder">www.royalmail.com/price-finder</a>)</small>
PayPal fees on £50	£1.90
<b>TOTAL COST:</b>	£56.70
<b>RESULT:</b>	Oops, you've just lost money, rather than raised it!

## HOW MANY REWARDS TO OFFER

We recommend selecting 3 levels of reward, and not going above 5 - but the final choice is down to you.

## HOW MANY OF EACH REWARD

This is a case of doing the maths (how much do they cost or how much time will they take to make and deliver?) and considering the exclusivity of the offer. Is it feasible to offer dinner to every sponsor? Perhaps - if you make it clear that it will be on a set date at a set location, for everyone at the same time who took this reward. It probably becomes quite expensive and time consuming if you're promising dinner cooked at their home (wherever in the country that may be) on a day that suits them... Just be careful what you offer!

At the other end of the scale, you don't need to put any limits on thank you tweets. Phew for that!

## DELIVERY

This is often forgotten but really needs a little bit of brain time, People.

How much will postage cost? Don't forget packaging costs!

Where will you deliver to?

Have you included or added international postage costs?

How delicate or difficult to deliver is it?

How long will it take you to make, produce or get the rewards?

When will the rewards reach their final destination?

You will also need to send regular updates to let those generous supporters know when their rewards will arrive, when you have sent them and to check that they have arrived in one piece.

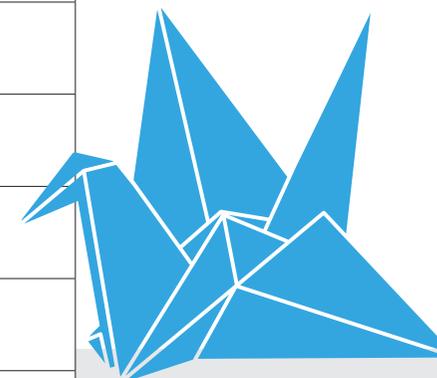


**EXAMPLE**  
**REWARDS**

# ART & DESIGN PROJECT:

## EXAMPLE REWARDS:

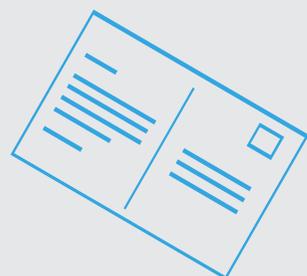
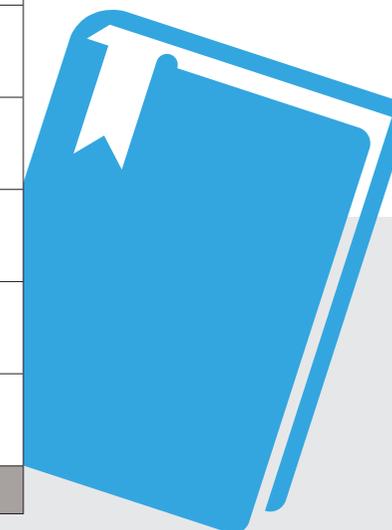
£5	Social Thank You - We'll give you a personal thank you on Facebook/Twitter
£15	Unique hand written postcard - thank you or invitation to the event
£25	Greetings cards / postcards designed by art students
£50	Souvenir from the catalogue
£100	Feature in our art work / Take part in our show
£250	Ticket to the invite-only event. Guided tour & souvenir
£500	Original sample of student work



# COMMUNITY PROJECT:

## EXAMPLE REWARDS:

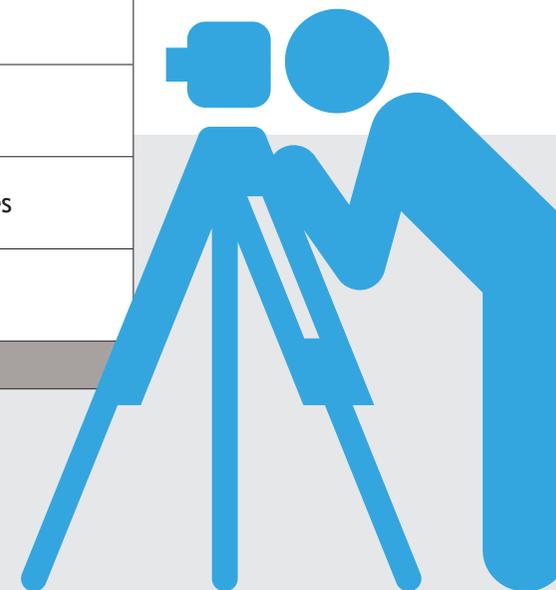
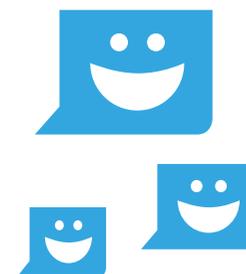
£5	Social Thank You We'll give you a personal thank you on Facebook or Twitter
£15	Unique hand written postcard - thank you [signed by the people who benefitted from the project]
£25	Beautiful postcard prints of [benefitor] thanking you
£50	Beautiful poster prints of [benefitor] thanking you
£100	We'll send you video diaries of the project, with your name in the credits
£250	Unique hand written postcard - thank you or invitation to the event
£500	Book signed by the entire team - our story and how you've helped



# FILM PROJECT:

## EXAMPLE REWARDS:

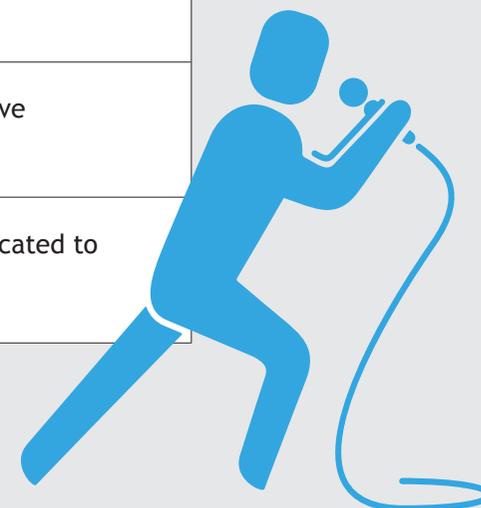
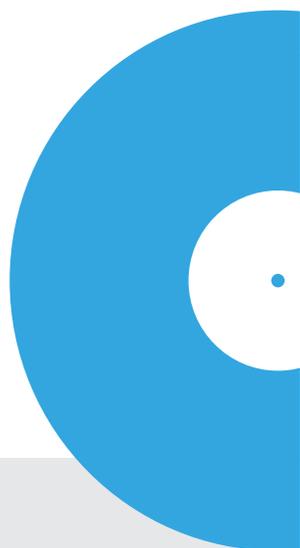
£5	Personal thank you - a video from the cast saying a big thanks to you
£15	Personal thank you - a video from the cast saying a big thanks to you
£25	Your name in lights! Credits in the film
£50	We'll name a character of the movie after you
£100	Be a movie star! Feature in the film as an extra.
£250	Have a piece of film history - own one of the movie props or costumes
£500	One of the characters of the movie will be named after you



# MUSIC PROJECT:

## EXAMPLE REWARDS:

£5	Personal thank you - a video from the band saying (or singing) a big thanks to you
£15	Our latest EP / CD / live performance recording - with a massive thank you card, signed by the band
£25	Get one of our limited edition tour posters - we'll sign it and graffiti the back of it with love and thanks
£50	Feature on our album cover and tour T-shirts - cos you sure are pretty and have a lovely name.
£100	Choose a song - we'll record, dedicate and send it to you.
£250	Join in a jam session with the band. Sing with the choir. Get a live performance at an event, party or birthday.
£500	Invitation to a concert - with a song (or the whole concert) dedicated to you. That's how much you mean to us.



# SPORT PROJECT:

## EXAMPLE REWARDS:

£5	We'll do a happy dance just for you and send you the video
£15	Hugs, thanks, tweets and Facebook tribute posts to your generosity from us all
£25	Make every month a happy one with our team calendar. Which is your favourite month?
£50	Join us for a training session - you're one of the team now
£100	Be star guest at a dinner party with the team. Do you like fajitas?
£250	Have a place in (or over) our hearts - feature as a sponsor on our team kit
£500	Go down in sporting history. We'll name our boat / mascot / clubhouse / newest recruit after you

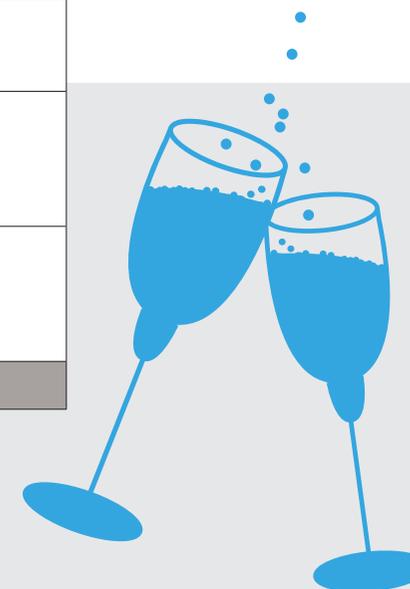


# THEATRE PROJECT:



## EXAMPLE REWARDS:

£5	Surprise Thank You - it might be by Twitter, Facebook, Vine, Instagram or even (gasp!) by Royal Mail.
£15	Your name in the programme - to say thank you for making this happen
£25	2 tickets to the show - and great seats at that!
£50	Get one of our promotional posters - designed by talented graphics artists, you can't buy this piece of artwork anywhere!
£100	Get behind the scenes! Join us for 4 acting and dance classes
£250	Two tickets to the show, with backstage passes to meet the cast for champagne cocktails & canapés
£500	We'll perform at your event, party or birthday - singing or short dance / drama piece



# TECHNOLOGY PROJECT:

## EXAMPLE REWARDS:

£5	Personal thank you - a postcard or video from the Tech team saying a big thanks to you
£15	Your name in lights - all over our website, Facebook and Twitter pages!
£25	Early access to our source code / software / prototype
£50	Feature in our code. Be our variables and parameters or an Easter Egg.
£100	Come to our launch event where we'll want to personally thank you!
£250	Learn to code. We'll teach you and your loved ones or little ones (max 4 people) basic programming over 4 lessons.
£500	Exclusive access to university lectures and talks - plus VIP dinner with experts in the field to discuss and explain their work in this area

