

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.

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!

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.



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

