



Crowdfunding through COVID-19

Rewards-based Crowdfunding Workshop



What is Crowdfunding

\$17.2 BILLION

North American
Crowdfunding Revenue

\$6.48 BILLION

European Crowdfunding
Revenue

\$10.54 BILLION

Asian Crowdfunding
Revenue

\$85.74 MILLION

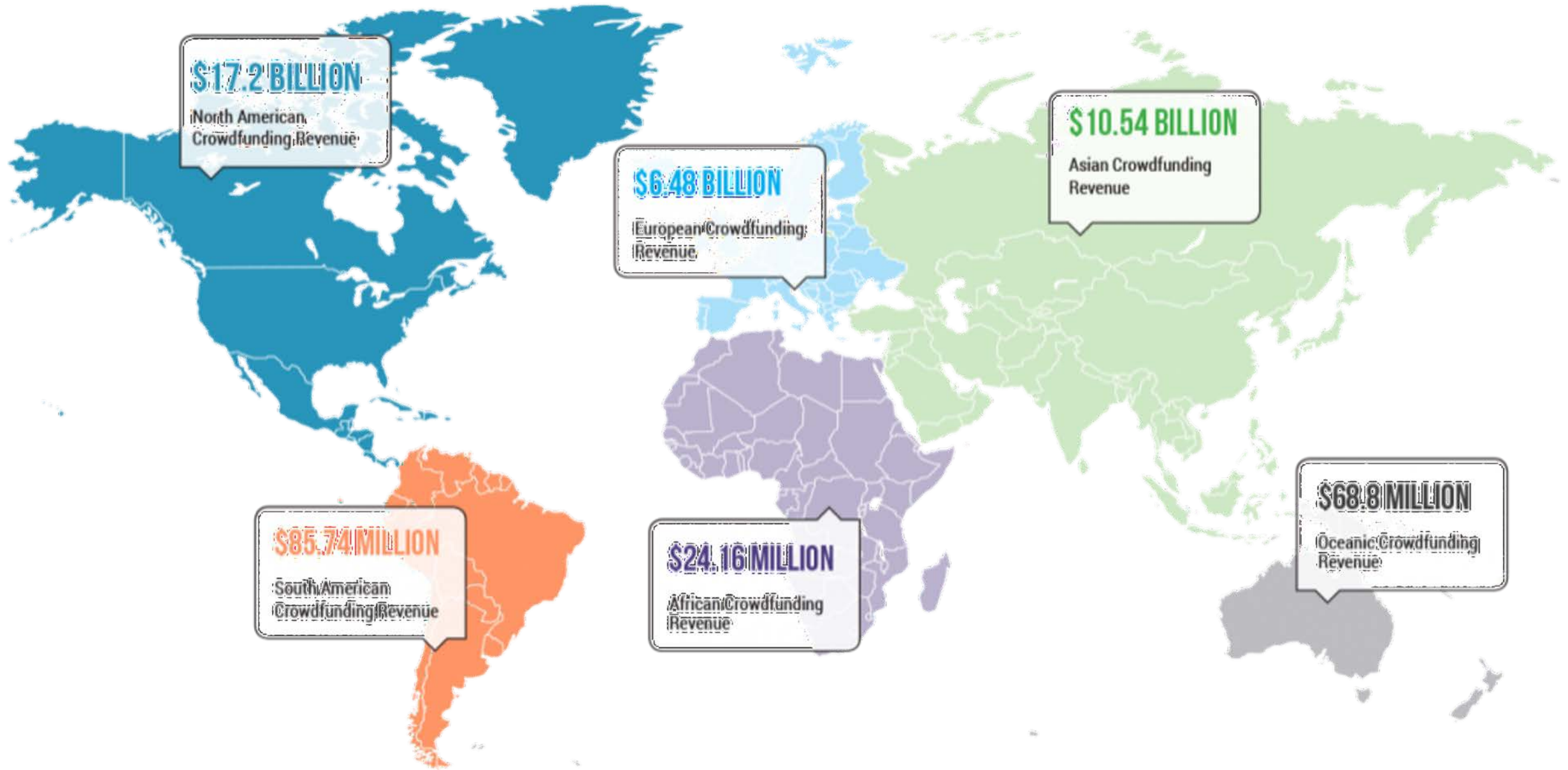
South American
Crowdfunding Revenue

\$24.16 MILLION

African Crowdfunding
Revenue

\$68.8 MILLION

Oceanic Crowdfunding
Revenue



International

Africa

Donations



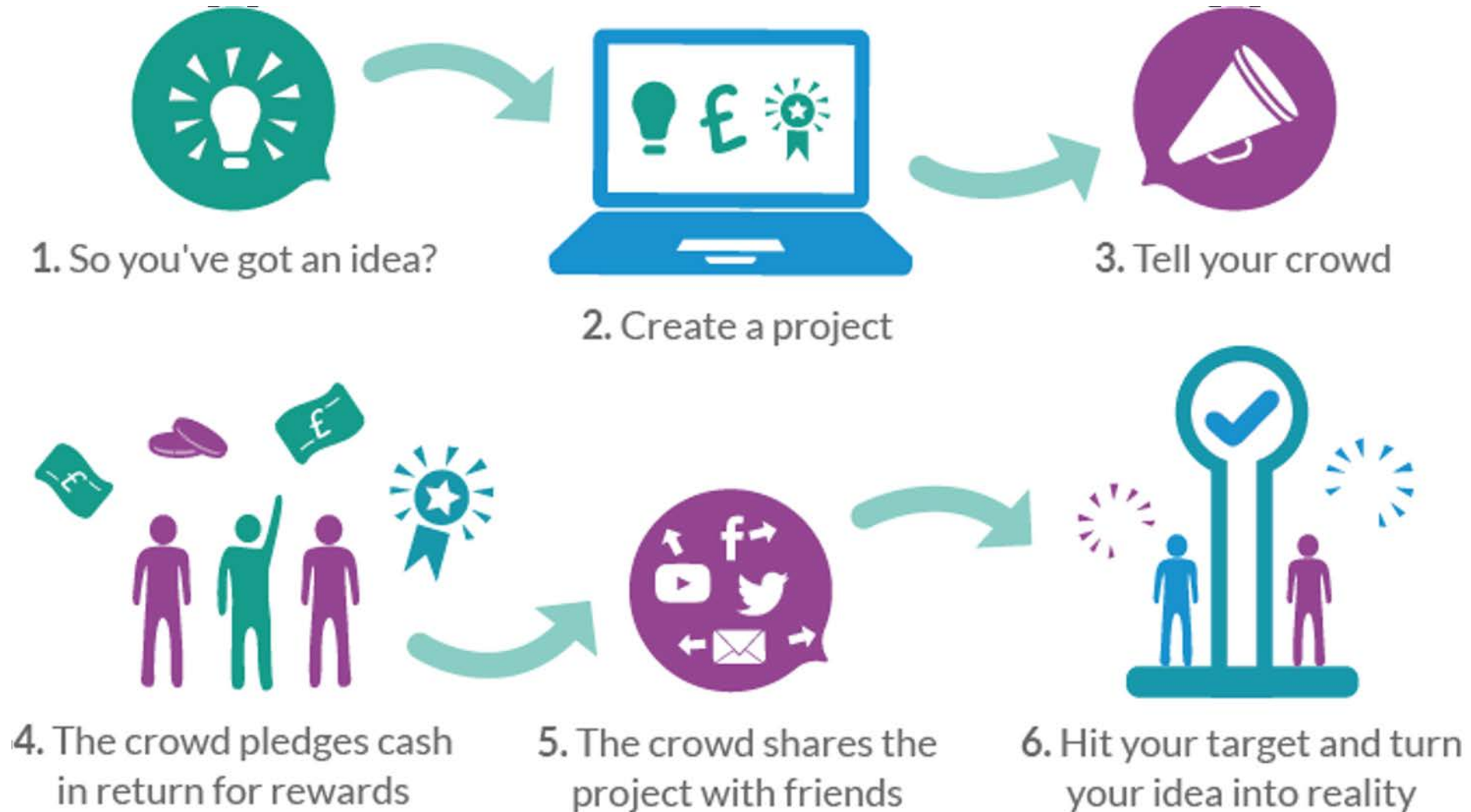
Reward s



Debt / Equity



What is Rewards-based Crowdfunding?



Benefits of Rewards-Crowdfunding



Flexible Funding



Social Proof



Marketing



Potential investor interest

Crowdfunding through COVID-19

simplybiz®

back**a**business



Powered by 

The BackaBusiness Movement

Crowdfund your way through the Covid-19 crisis with the BackaBusiness movement and stand a chance of being 1 of 10 businesses to **WIN** an additional **R10,000** to keep your business going.

HOW?

Invite your customers to **BUY NOW** and **REDEEM LATER**

1. *My needs have changed, how can my customers help?*

2. *My customers needs have changed, how can I help?*

Opportunity for Small Businesses

Who's got your back?

Crowdfund your business through COVID-19.
Join the **BackaBusiness** movement.



Opportunity for Small Businesses

1. To invite your existing customers to **BUY** discounted vouchers and rewards **NOW** that they can then **REDEEM LATER** when you're able to re-open.
 2. To build a **strong relationship** with customers who already want to see you succeed.
 3. To receive a preferential Thundafund rate of **only 5%**, on the funds you raise
1. To stand the chance of winning an **additional R10 000** for your business to top up your collection of R10 000

Opportunity for Customers

Who's got *their* back?

Crowdfund a small business through COVID-19.
Join the **BackaBusiness** movement



Opportunity for Customers

1. To support their favourite small business
2. To purchase products and services they love at a discounted rate
3. To have something to look forward to after lockdown

How to participate

1. Sign up on SimplyBiz
2. Create campaign on Thundafund
3. Raise your first R10K
4. Your campaign is entered into a draw to win additional R10K

Your Crowdfunding Campaign

Your Campaign Goals

Two Funding Goals

1. **Tipping Point:** All or nothing model - you either hit your target and keep the funds, or funds are returned to your backers.

BackaBusiness campaigns receive any funds raised - R1 Tipping point

2. **Dream Goal:** Ultimate Goal, how much you would need to realize your dream. It's also fine to exceed your Dream Goal!

My contribution makes a difference - realistic goals, network in mind

Phases - break down big goals

Time Limit - 30 / 45 / 60 days

Urgency works! Shorter campaigns tend to do better, 20 to 40 days

Your Campaign Rewards

-Powerful tools for any crowdfunding project.

-Incentive to backers to pledge their money – according to how much they're willing to contribute. **What's in it for me?**

1. Retail - Give a copy of the “thing”

e.g. pre-order for your book, record, signed merchandise etc. [example](#)

2. Recognition - Appreciation

e.g. social media shout out, exclusive insight into the project (updates, photos, videos, blogs) Certificates, mentions, wall of fame, etc [example](#)

3. Experience

e.g. time with you or your team(virtual), backstage access,

Rewards should cater for different levels of support, ranging from entry level rewards (e.g. R500) to high level rewards (e.g. R10,000).

Vouchers as rewards

Give discounted vouchers to customers who buy now

Example

R100 for a voucher redeemable for **R120** worth of product/services (specify)

R500 for a voucher redeemable for **R650** worth of product/services

R1,000 for a voucher redeemable for **R1250** worth of product/services

R5,000 for a voucher redeemable for **R6,000** worth of product/services

Everybody wins

- Business gets cash flow
- Business has orders to fill upon reopening
- Customers get discounts on their favourite products

Your Campaign Story

Story and video

1. Who are we?
2. What do we do? (our products and services)
3. Why we need your help (effects of COVID-19)
4. What's in it for you?
5. Our funding goals & how will we spend funds raised?
6. Thank you in advance

Campaigns with personal videos raise 105% more than those that don't have them.

Your Campaign Team

- Successful crowdfunding should be a **team effort**
- Your team will help **set-up, manage & run** your campaign
- Assign specific tasks
- Your early backers & promoters will be people you **already know**

Crowdfunding campaigns with teams behind them raise 38% more than solo campaigns.

Your Network

First degree contacts (“The Committed”):

- People closest to you, the project and the company e.g. friends, family, close supporters and trustees
- Ask these people to reach out to at least 10+ other people

Second Degree Network (“The Inspired”)

- People who know you, the project or the company e.g. mailing list & Facebook friends/followers.
- These people take more effort to inspire to give to your project – you need to invest in creating trust with these contacts

Third Degree Network (“The Shoppers”)

- Everyone else! – these people don’t know who you are, they can be reached through endorsements, marketing and attractive rewards.

You can’t reach these people without engaged First and Second Degree networks.

Your Campaign Ask

1. Give money

- **ASKING** for money is the single most important part of your campaign

Asking for money is **NOT BEGGING**, **it's a trade, a proposition**

- **Asking is easier when you have:**

A. Attractive rewards

B. A compelling story - The decision to donate, consume and invest are driven by EMOTIONS. STORYTELLING is the best way to engage someone's emotions.

-Why do they want to be a part of this?

-Inspire confidence

2. Share campaign

- Finally, ask your network to **SPREAD THE WORD**

Your Campaign Launch

- **First hours/days** are likely to define your campaign
- **People follow the crowd!** - Nobody wants to see 'R0 raised of R50,000 goal',
- Inform your network in **advance** about your crowdfunding campaign
- Build early **momentum**, ensure your close network back your project as soon as it begins
- **Campaigns that can gain 30% of their goal within the first week are more likely to succeed.**

How to Raise your first R10K

Daily high five for a successful crowdfunding.

1. Make **5 phone calls** a day.
2. Send **5 personalised messages** a day.
3. Send **5 emails** a day.
4. Create **5 social posts** a week.
5. Ask **5 friends** to share your campaign.
6. Push for **5 contributions** a week.

You can do this!

Your Campaign Appreciation

Fundraising golden rule:

Always thank and update your backers!

When campaign owners update their supporters, they raise an average 126% more than if they don't.

- Tell others more about what you're up to and how they can help
- Enable your crowd to feel part of the journey = Loyalty
- Challenge your crowd to each **inspire 10 others to give**

Campaign owners raise an average three times more if they update their supporters every five days.

Common Mistakes

- Over-ambitious goals
- Not preparing first degree network before launch
- Too many/few rewards
- Failing to give regular updates/thanking backers
- Losing momentum (U)

Stuck?

- The “U” is normal
- Back yourself first
- Restructure rewards
- Address common questions in your story
- Ask your network to share

BackaBusiness Winners, Draw 1 of 2

Winners

- The first of two draws was held on **29th May 2020**
- 5 winners were selected in a random draw and awarded matching funds of **R10,000 each.**
- The second and last draw will be held on **22nd June 2020** to select the next 5 winners.
- **Raise your first R10K to qualify**

Sustainability of The Silk Workshop



SUPPORT
Sustainability
of The Silk
Workshop
THE WESTERN CAPE

SimplyBiz
backabusiness
Powered by

SIMPLYBIZ WINNER

The Silk WORKSHOP

SimplyBiz
backabusiness

Sustainability of The Silk Workshop
By The Silk Workshop

We appeal for our supporters to help with the future continuance of our business as the next few months will b...

R29,293 Raised **R80,000 Goal**

The Western Cape **0 Days left**

[See more here](#)

Fresh Earth Food Store



fresh earth FOOD STORE

By Renschi van Zyl - Fresh Earth Food Store

Fresh Earth Food Store is about food, healthy delicious and sustainable food. Help support our family of staff...

R21,475 Raised **R50,000 Goal**

Gauteng 7 Days left

[See more here](#)

Talent Unleashed Lockdown Support Fund

A smaller version of the promotional image, featuring the same woman and background. It includes a green diagonal banner in the top left corner that says 'SIMPLYBIZ®'. In the top right corner, there is a green circular badge with the text 'backabusiness WINNER Crowdfunding Champions'. The 'backabusiness' logo is centered at the bottom of the image.

Talent Unleashed Lockdown Support Fund
By Mantsha Pheeha

We empower people through books, coaching, training and motivational speaking. Partner with us to keep the wor...

R26,100 Raised **R180,000 Goal**


Gauteng **15 Days left**

[See more here](#)

Back a Pony



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Powered by

Back a Pony

By Nicci Hards

We need your assistance in feeding our beautiful and very special school ponies and horses.

R33,300 Raised	R84,000 Goal
	
 Gauteng	15 Days left

[See more here](#)

The Giraffe House Wildlife Awareness Centre



The Giraffe House Wildlife Awareness Centre
By Werner Fourie

Giraffe House is an educational portal for our local schools and visitors who don't have the opportunity to se...

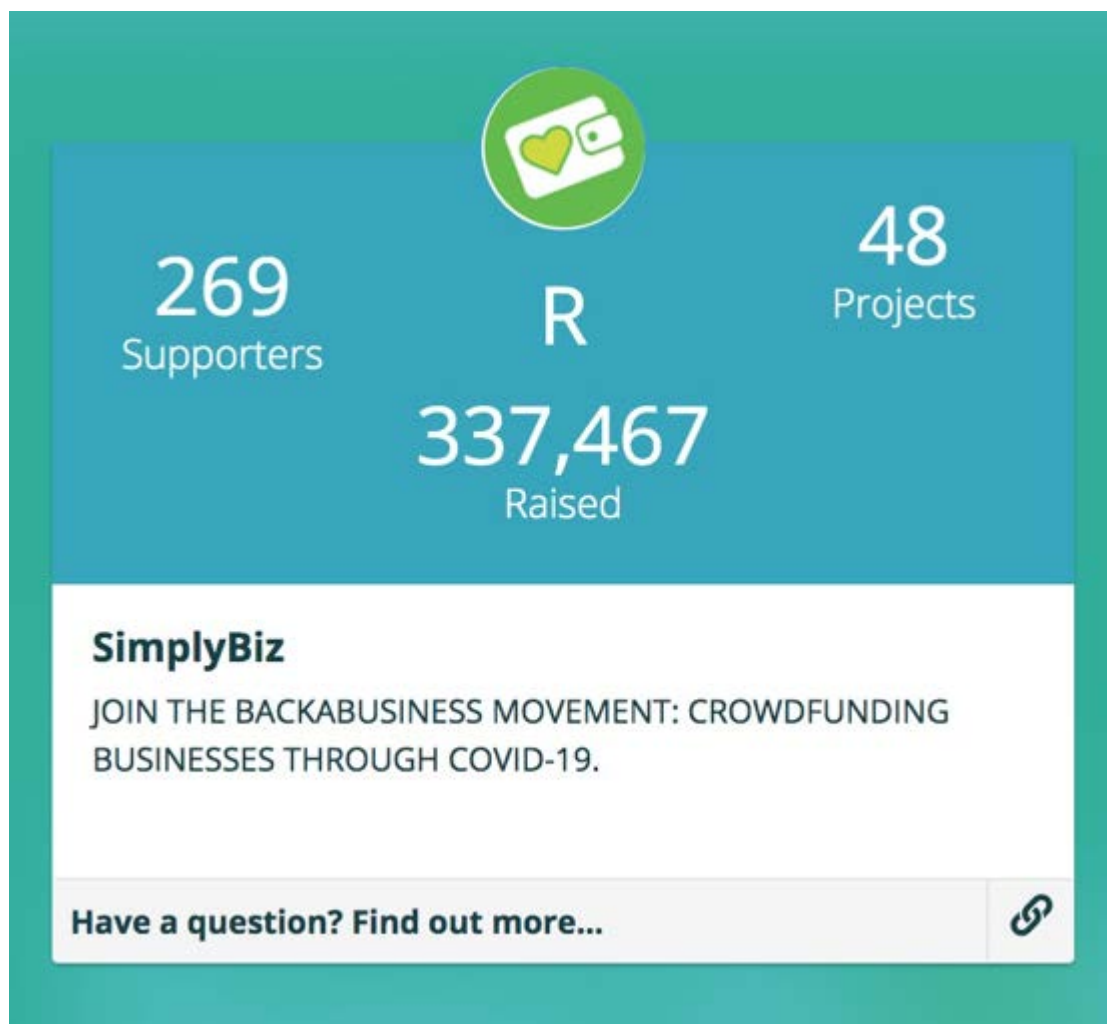
R23,580 Raised **R600,000 Goal**

14 Days left

The Western Cape

[See more here](#)

BackaBusiness Today (30th May 2020)



A screenshot of the BackaBusiness Today dashboard. The dashboard has a teal background. At the top center is a circular icon with a white background, a green heart, and a white card with a green checkmark. Below the icon, the text '269 Supporters' is on the left, '48 Projects' is on the right, and '337,467 Raised' is in the center. A large white letter 'R' is positioned above the '337,467 Raised' text. Below this, the text 'SimplyBiz' is in bold, followed by 'JOIN THE BACKABUSINESS MOVEMENT: CROWDFUNDING BUSINESSES THROUGH COVID-19.' At the bottom, there is a white bar with the text 'Have a question? Find out more...' and a small blue link icon on the right.

269
Supporters

48
Projects

R

337,467
Raised

SimplyBiz
JOIN THE BACKABUSINESS MOVEMENT: CROWDFUNDING
BUSINESSES THROUGH COVID-19.

Have a question? Find out more...

[Click here to see all BackaBusiness Campaigns](#)

What next?

Next steps

1. Join the movement [here](#)
2. Complete and submit your project [here](#)
3. Additional resources [here](#)

Thank You!

Contact Winter

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