



ROCKET FUND

Crowdfunding Guide

What is...?

Crowdfunding is the practise of funding a project or venture by raising monetary contributions from a large number of people.

Match funding is where companies / philanthropists match the amount raised from individual donors. Where possible, we will seek to find match funding for your projects. This is also something you may want to propose to businesses you know, as it's an easy way for them to make a positive impact on their community.

How does Rocket Fund actually work?

1. You pick something you want to fundraise for and create a pitch on www.rocket.fund
2. You launch your campaign, share and people donate
3. You send thanks to your donors and write a review of the products you receive

Top tips to reach your target:

1. Choose something that will have a significant impact on your students
2. Get your whole team involved - including your students, SLT and governors
3. Make a video with your students - you'll be far more likely to hit your target
4. Share your project with everyone - you'll be surprised who will donate
5. Ask at least three times - everyone is busy, we need reminding to give

What would Donna do?

Check out this interview with Donna, recorded shortly after she reached her target on Rocket Fund, for some great advice: <https://youtu.be/00akEaCOPVo>

Any other questions?

Checkout our FAQs (www.rocket.fund/faq) or send an email to hello@rocket.fund.

Best wishes,
The Rocket Fund Crew

