



# ROCKET FUND

## Rewards Guide

### What are rewards?

Rewards are little incentives you offer to donors in return for their support. These should go up in perceived value as the minimum donation increases. They could be a simple thank you note or a personal invite to a school event - anything that enhances the feel good factor.

The table below shows an example set of rewards:

Donation	Reward
£10 or more	A thank you note from me (the teacher)
£25 or more	A personalised thank you from the students
£50 or more	A personalised thank you in our school newsletter and invitation to our end of year show

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

Some people don't want a reward, they just want to donate. That's fine, the Rocket Fund website enables this too.

### Why should I offer rewards to donors ?

- **To incentivise donors** - An inspiring reward may encourage some people to give
- **To encourage larger donations** - Donors intending on giving £10 maybe tempted to donate more by your higher level rewards
- **To recognise larger donations** - Rewards provide an opportunity for you to celebrate your largest donors (e.g. via the school newsletter or website)





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### Things to consider

1. **How long will it take you to produce?** We'd recommend keeping things simple. Donors will appreciate a personalised thank you or even just a video of the students saying thank you. Many won't want to be rewarded at all. To make it easier for you after you hit your target, keep your rewards simple and easy to deliver.
2. **Is it worth over 25% of the donation amount?** If so, please change your reward to something that money can't buy (ie a thank you from the students or an invite to an assembly will be highly valued by potential donors).
3. **How much will it cost you?** Consider how much it will cost to buy, make or deliver. Personalised thank you messages from your students are cheap to make and will have a big impact.
4. **How many rewards should you offer?** The minimum is three and we'd say that's enough, but if you'd like to offer more that's totally up to you (although it could create more work if you hit your target).
5. **How many of each reward?** This is a case of working out costs (how much will they cost to buy / make and deliver?) It is also worth considering the exclusivity of the offer; is it really feasible to offer to cook dinner for every donor? (Unless you get your school canteen on board!). Of course, there is no limit to the amount of thank you tweets and emails you can send.

### Any other questions?

Checkout our FAQs ([www.rocket.fund/faq](http://www.rocket.fund/faq)) or send an email to [hello@rocket.fund](mailto:hello@rocket.fund) if you have any further questions.

Best wishes,  
The Rocket Fund Crew

**Ready to launch?**  
Create a project here  
[www.rocket.fund](http://www.rocket.fund)

