



University of
St Andrews

A pair of hands forms a heart shape in the foreground, framing a sunset view of St Andrews. The sun is low on the horizon, casting a golden glow over the water and the town's skyline. The sky is filled with soft, golden clouds. The water reflects the sunlight, and the town's silhouette is visible across the water.

Rewards
everything you need to know

How do rewards work?

Build your promotion strategy before you launch your campaign

You offer different rewards according to how much someone sponsors you. The rewards should go up in value (as a one-off or rare opportunity) when someone is giving more to your project.

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 unique reward
- £75** If someone donates £75 or more, you'll give a substantial and bigger reward

Some people don't want a reward – they just want to support you. That's fine – the platform deals with this because they will only notify you of the people who have claimed their rewards.

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.

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 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 or camaloon.co.uk

Why do I need to offer rewards?

Your project or campaign is probably pretty marvellous: with such worthwhile aims who wouldn't want to support it and make it happen?

Well... while that may be true, there are a few good reasons for offering rewards:

1

As an incentive to donate

You're competing with a lot of other causes out there which are also deserving sponsorship. Rewards 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, then people are more likely to feel part of it: they are therefore more likely to talk about it to other people and share it on their own social networks. This is also why it is important to update sponsors on progress: it will remind them of the part they are playing to get the word out there and help to make your marvellous project happen. And as well as the warm, fuzzy feeling that comes with this, they will get a nice reward, too!

3

Larger donations

Imagine the following scenario. A supporter comes to your page with the intention of making a £5 gift towards your cause. Stopped in their tracks by the word 'Rewards', they take a few seconds to scan through the list and – BINGO! – they are so fired up about the thought of a customised team badge that they decide to give you £15 instead.

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 are a whole load of Tweets, Vines, Instagram and Facebook posts just waiting to happen – and these are 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 it was so popular and encourage your network not to miss out on others.

Generally, it's a good idea to tie the rewards into 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, then the chances are that nobody else will, either.

Is it legal?

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: investment, loan solicitations, coupons, discounts on future goods, raffle tickets, lotteries or sweepstakes.

Description

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

Price

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! It is probably best to use rewards which you don't have to purchase at all. We will guide you through Gift Aid.

How many levels of rewards should there be?

We recommend three levels of reward, and not going above five – but the final choice is down to you.

How many?

This is a case of doing the maths.

How much do the rewards cost or how much time will they take to make and deliver?

How exclusive is the offer? Is it feasible to offer it to every sponsor? 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. 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

Please don't forget this.
It's pretty important.

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 before you
deliver them?

When will the rewards reach
their final destination?

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

What NOT to do

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

Cost breakdown

Printed T-shirt	£15
Customised badge	£1
Hardback book	£25
UK or International postage cost (check www.royalmail.com/price-finder)	£13.80
Total Cost:	£54.80

Result: Oops, you've just lost money, rather than raised it!

Examples of 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

£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 and souvenir

£500

Original sample of student work



Community project:

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Example rewards

£5

Social Thank You – We'll give you a personal thank you on Facebook/Twitter

£15

Unique handwritten thank you postcard signed by the people benefiting 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

Invitation to the event

£500

Book signed by the entire team – our story and how you've helped

SAINTS
VOLUNTEER

Film project:

Example rewards

£5	Personal handwritten thank you
£15	Virtual hugs, thanks, tweets and Facebook tributes about your generosity posted by us all
£25	Name check in the programme
£50	Your name in lights! Credits in the film
£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:

12

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

£50

Feature on our album cover and tour T-shirts

£100

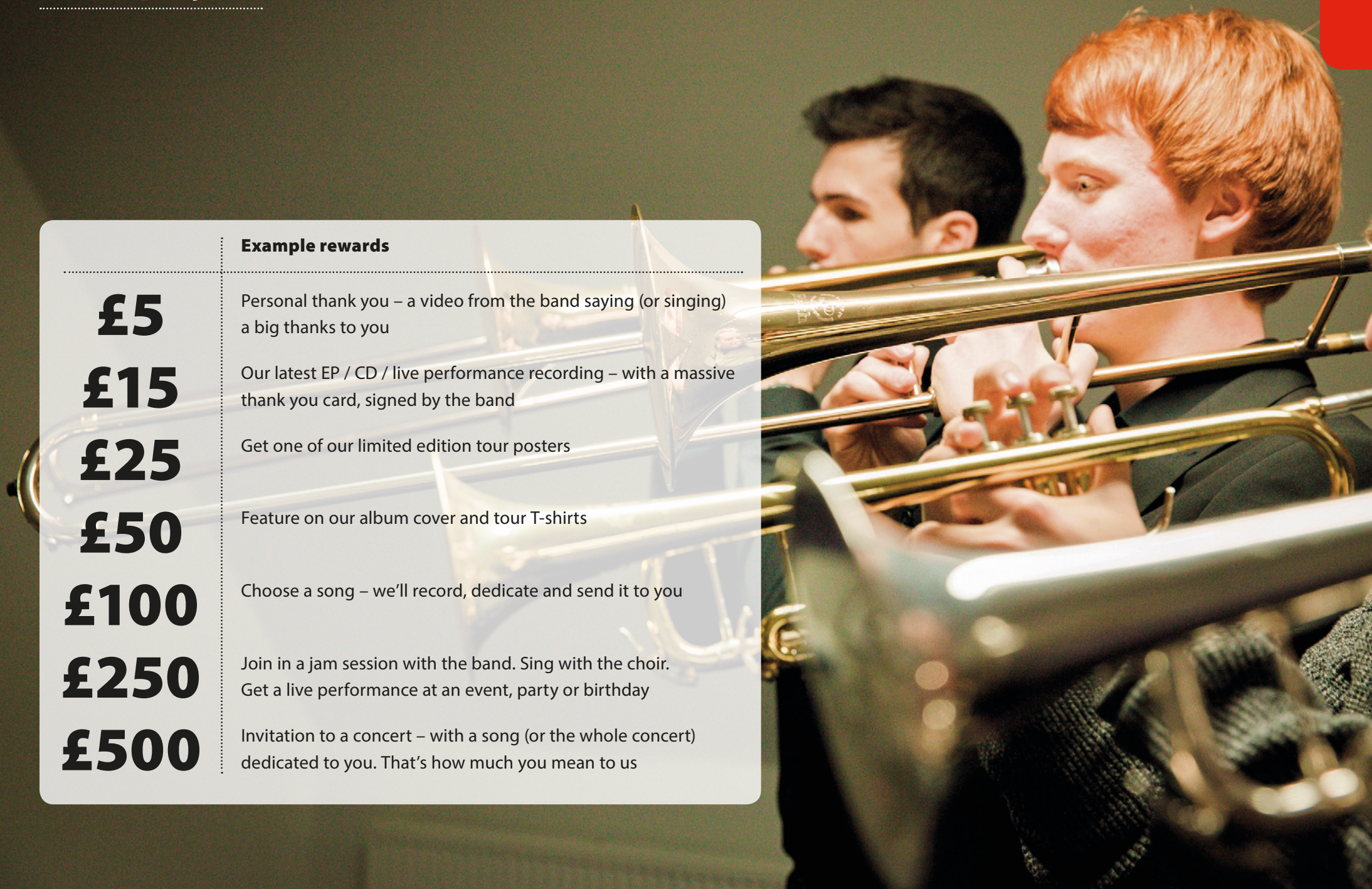
Choose a song – we'll record, dedicate and send it to you

£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



Theatre project:

Example rewards

£5

Surprise thank you – it might be by Twitter, Facebook, Vine, Instagram or even (gasp!) by Royal Mail

£15

Virtual hugs, thanks, tweets and Facebook tributes about your generosity posted by us all

£25

Two tickets to the dress rehearsal – and great seats at that

£50

Get one of our promotional posters, designed by a talented graphic artist. You can't buy this piece of artwork anywhere!

£100

Get behind the scenes! Join us for an acting and dance class

£250

Two tickets to the show, with backstage passes to meet the cast

£500

We'll sing or perform a short dance/drama at your event, party or birthday



Research project:

Example rewards

£5

Personal thank you to you from the team

£15

A video from the team thanking you and talking about the project

£25

A photobook of the research team in action

£50

Come to our research event

£100

Attendance at a special lecture on the topic of research

£250

A tour of the school

£500

A VIP dinner featuring experts in the field

Sports project:

Example tiered rewards	
£5	Social high five
£15	Handwritten postcard
£25	Thank you video
£50	Handwritten postcard and club pin badge
£100	Handwritten postcard and club tie
£250	Handwritten postcard, club pin badge and admission at sporting event
£500	Handwritten postcard, club tie, badge, admission to our sporting event and meet the club

