



Dull Title Slide

**UNIVERSITY
OF THE YEAR**
2020 The
Guardian

The Development Team

1. Raises money for Aston students
2. Helps Aston students raise money themselves

Crowdfunding



Love is in the Heir - A Murder Mystery

By Aston Drama Society

Stop! Murder Time.

 Cultural

SUCCESSFUL
WE RAISED £295



Badminton Shuttlecock Fundraising

By Aston Hawks

Badminton shuttlecock fundraising

 Sport

SUCCESSFUL
WE RAISED £1,196



New Uniform for Aston Ravens

By Aston Ravens

Aston Ravens, the Official Cheerleading Team at Aston University are crowdfunding for new uniforms

 Sport

SUCCESSFUL
WE RAISED £733

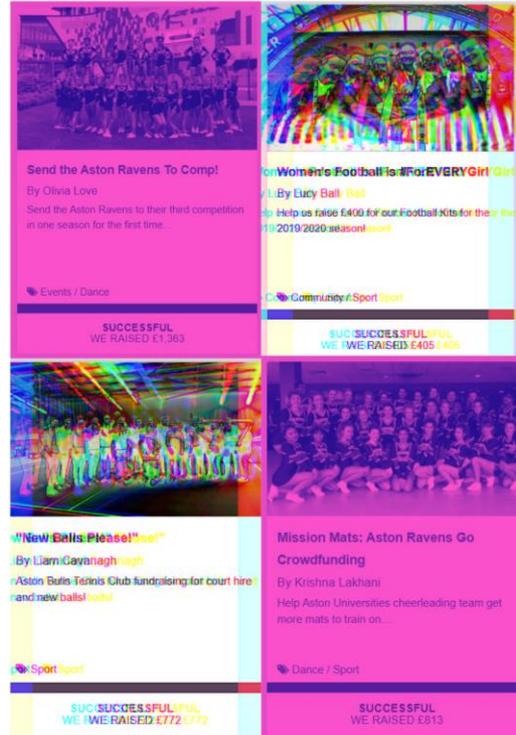
Easy to Use

The image shows a browser window displaying the Aston University website. The address bar shows `go.aston.ac.uk`, which is circled in red. The website header includes the Aston University logo, navigation links for **CREATE**, **EXPLORE**, **LEARN**, and **BLOG**, a search bar, and social media icons for Twitter, LinkedIn, Facebook, and Instagram. The main content area features a large purple banner with the text **FUNDING AND ADVICE FOR ALL YOUR BRIGHT IDEAS** and a white button that says **LET'S GO! - GET STARTED** with a right-pointing arrow. A large red arrow points from the button towards the right. To the right of the banner is an image of a black open-wheel race car with the number 91 and the Aston logo. To the far right is a photograph of two young women smiling.

You set your target and your deadline



Reach your target in time and the money is yours



The image displays four crowdfunding campaign cards for the Aston Ravens, arranged in a 2x2 grid. Each card features a photograph of the team, a title, a description, a category, and a 'SUCCESSFUL' status with the amount raised.

- Top Left Card:**
 - Title:** Send the Aston Ravens To Comp!
 - By:** Olivia Love
 - Description:** Send the Aston Ravens to their third competition in one season for the first time.
 - Category:** Events / Dance
 - Status:** SUCCESSFUL WE RAISED £1,363
- Top Right Card:**
 - Title:** Women's Football For EVERY Girl!
 - By:** Lucy Ball
 - Description:** Help us raise £400 for our Football Kits for the 19/2019/2020 season!
 - Category:** Community / Sport
 - Status:** SUCCESSFUL WE RAISED £405
- Bottom Left Card:**
 - Title:** New Balls Please!
 - By:** Liam Gayneagh
 - Description:** Aston Bulls Tennis Club fundraising for court hire and new balls!
 - Category:** Sport
 - Status:** SUCCESSFUL WE RAISED £772
- Bottom Right Card:**
 - Title:** Mission Mats: Aston Ravens Go Crowdfunding
 - By:** Krishna Lakhani
 - Description:** Help Aston Universities cheerleading team get more mats to train on...
 - Category:** Dance / Sport
 - Status:** SUCCESSFUL WE RAISED £813



Aston University

BIRMINGHAM UK

How does crowdfunding actually work



The surprising truth...

...is that crowdfunding is very simple

But...

...simple only works when you have the right ingredients

Why do people give other people money when they get nothing?

- Helping others feels good
- Empathy and sympathy motivate them
- They believe it will make a difference
- They care about a particular subject/issue
- They want to feel part of a movement
- They like the person asking them to give

Simple Magic 1

- Facts make people think
- Feelings make people act

Make your page authentically “you”

"NEW BALLS PLEASE!"

A project by: [Liam Cavanagh](#)



[Astons University](#) [Sport](#)

SUCCESSFUL

WE RAISED £772

from 35 donors

COMPLETED

This project received pledges on Fri 21 Dec 2018

Your page should...

...make it as easy as possible for people to give you money

It's easy to donate if...

- You understand what you are donating towards
- You understand how much they want from you
- You feel you know the people asking even if you have never met them
- You agree with what they are doing
- You feel that they are passionate about it

Use Social Media to...

- Engage people in the story
- Get them spreading the story
- Drive traffic to your page and any events you are running alongside it

Use personal networks to...

- spread your message for you
- be your core support

Use the platform features well

- Adding an update to your page automatically sends an email to everyone who has already given
- Using individual URL links for social media lets you track who is promoting you hardest
- Adding good rewards makes the process even more engaging for donors, increasing the chance of them telling others

GO!