POWERPOOR

Empowering Energy Poor Citizens through Joint Energy Initiatives

# POWER FUND Guide

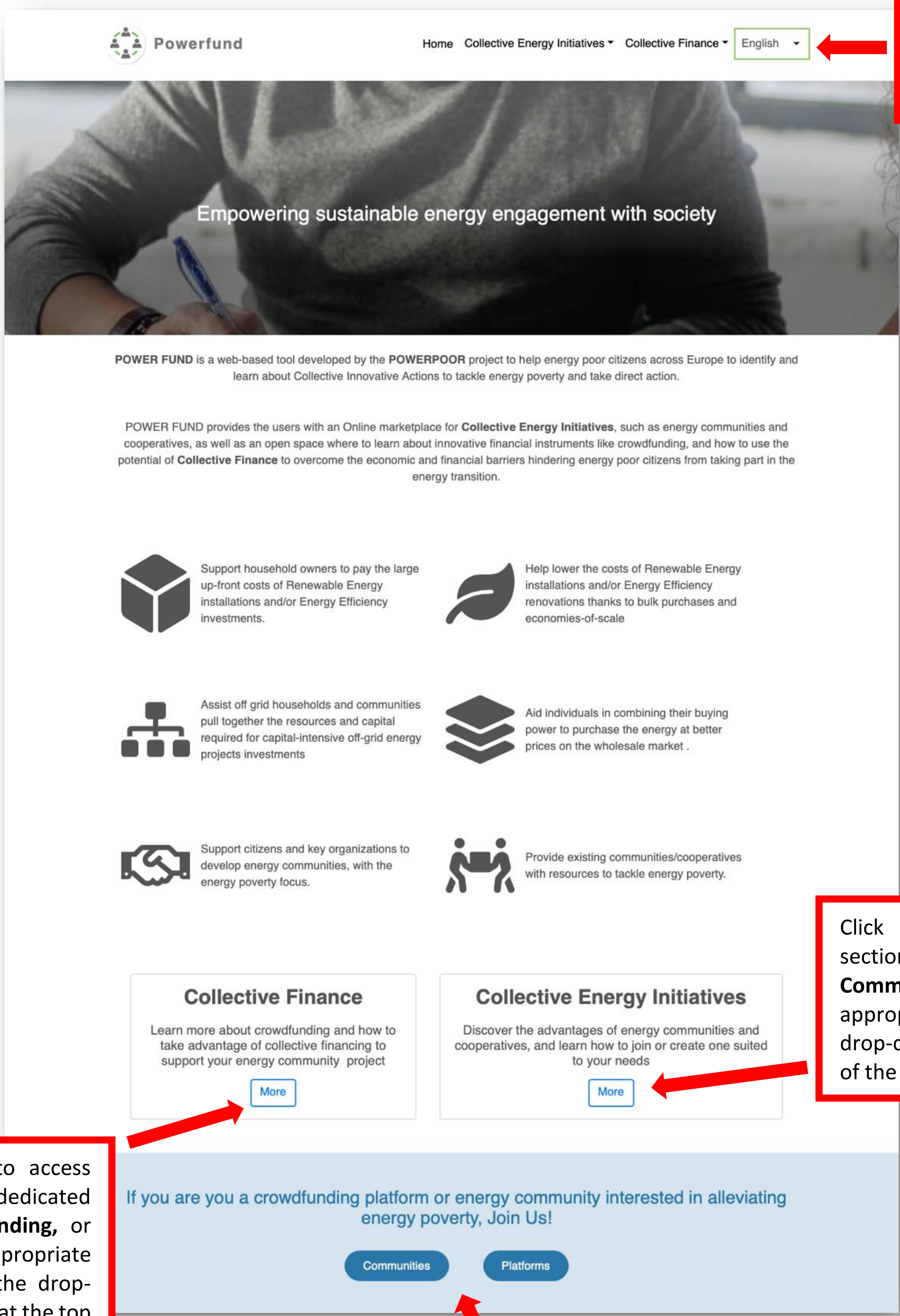
Working on the ground with energy-poor households and policymakers on mitigating energy poverty levels.

December 2021

www.powerpoor.eu

# POWER FUND

Select your language from the drop-down menu

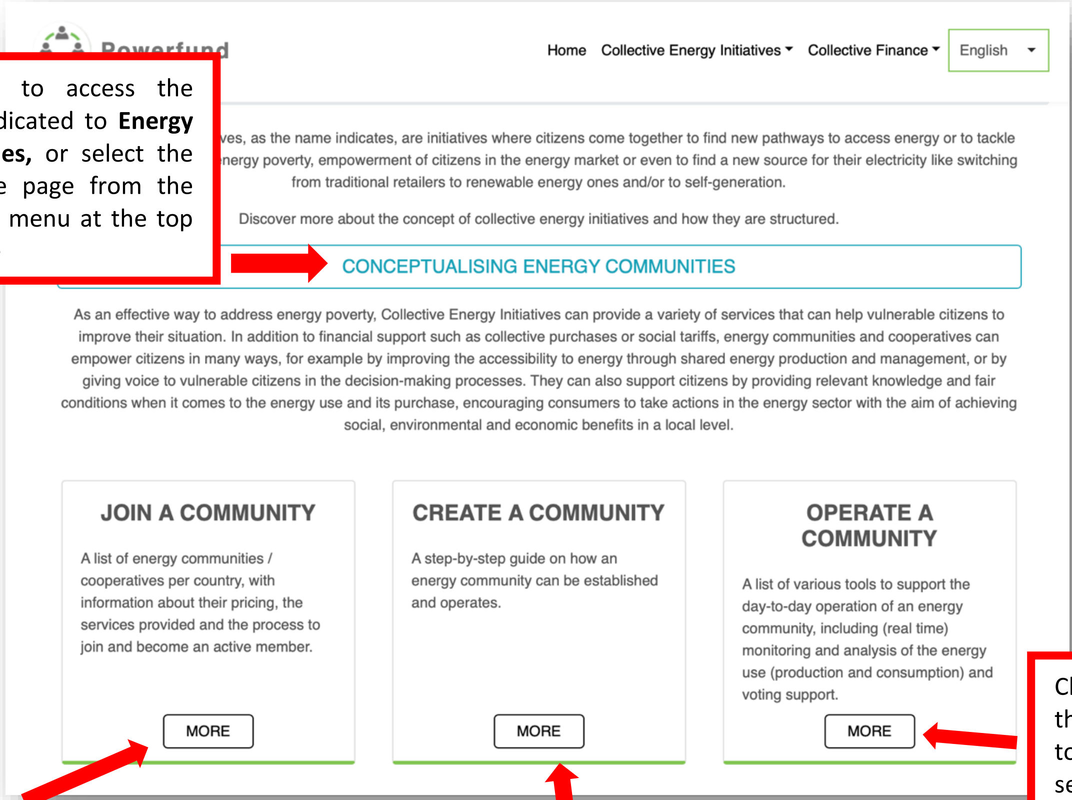



Click here to access the section dedicated to **Energy Communities,** or select the appropriate page from the drop-down menu at the top of the page

Click here to access the section dedicated to **Crowdfunding,** or select the appropriate page from the drop-down menu at the top of the page

Select one of the two option to access the registration forms to add a **Crowdfunding Platform** or an **Energy Community** to Power Fund

## Home / Collective Energy Initiatives

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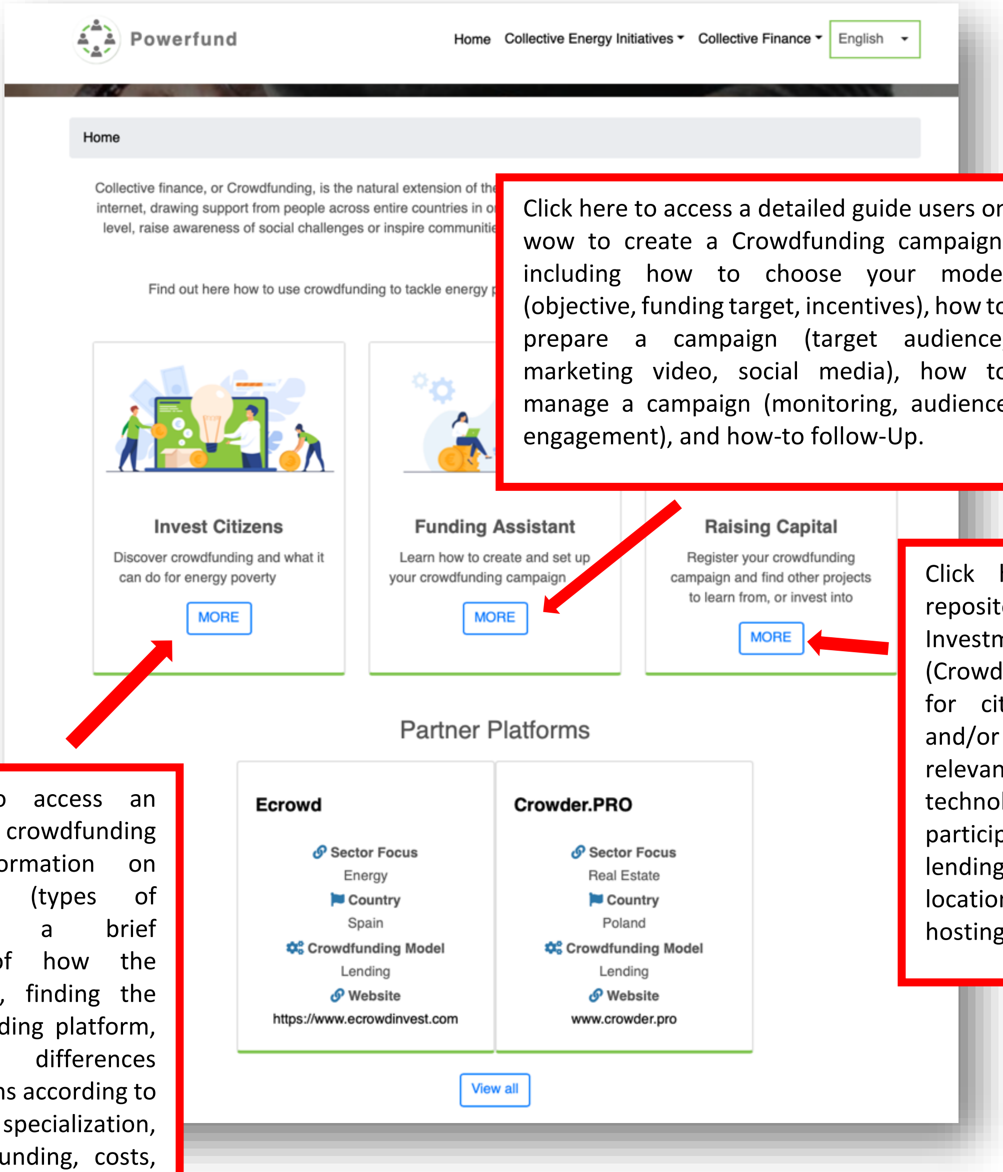
**Home / Collective Energy Initiatives / Create a Community**

## Home / Collective Finance




Click here to access a detailed guide users on wow to create a Crowdfunding campaign, including how to choose your model (objective, funding target, incentives), how to prepare a campaign (target audience, marketing video, social media), how to manage a campaign (monitoring, audience engagement), and how-to follow-Up.

Click here to access a repository of relevant Investment opportunities (Crowdfunding campaigns) for citizens to examine and/or invest in, with all relevant info such as technology deployed, participation type (reward, lending and equity-based), location, and link to the hosting platform.

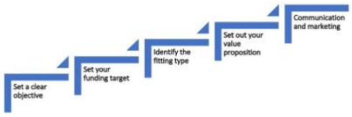
Click here to access an introduction to crowdfunding providing information on what it is (types of crowdfunding, a brief explanation of how the process works, finding the right crowdfunding platform, namely the differences among platforms according to field of specialization, allocation of funding, costs, etc.).

## Home / Collective Finance / Funding Assistant

*Learn how to set up and create your own crowdfunding campaign!*

0. Setting the stage

To successfully prepare a crowdfunding campaign there are a number of steps that must be considered, from setting the objective up to the marketing and communication strategy, each one requiring careful planning and attention to details.




**Set a clear objective:** To create a crowdfunding campaign you have to set a clear objective and make sure that this goal is shared by funders, staff and partners. The clearer, more concise and specific you are, the better the chances that the crowdfunding campaign will live up to the funding goals you have set. The key to running a successful campaign is to focus on one prioritized objective and seek finance for that. You have also to consider that smart planning can and should involve asking experts for assistance, as to make your objective smart!

**Set your funding target:** To set your funding target you have to begin with your financial plan. To define the right amount you would like to raise with your campaign, you have to specify all costs and outlays of the project and account for the platform's fees and other campaign related costs

**Identify the fitting type:** It is important that your project's characteristics match the crowdfunding type that you will choose. Each type of crowdfunding has its own funding limits, so after setting your financial needs you can move on to identify the types of crowdfunding that best suit your project. Be also aware of the risk regarding crowdfunding campaigns set on all-or-nothing terms. Keeping in mind all these factors, you have to choose the most suitable type of crowdfunding for your project or you can combine various types using the mixed model.

**Set out your value proposition:** To set out your value proposition you have to find out your target group's preferences and create attractive rewards and perks to capture your funders' attention. It is also important to prepare a convincing story where you explain your backers why you are running the campaign, what's the project about and why and how they should support you. It is also very effective to present yourself, the organization and the current status of the project.

**Communication and marketing:** Before you launch the campaign, you have to conduct a thorough research to find benchmarks for your project, to try to relate your campaign to relevant news, topics and events and to find the best channels and multipliers for your communication actions. You also have to prepare usable information for your funders and followers not only in a digital way, but as well, depending on the situation, via traditional marketing media that could complement your digital efforts. The more you keep your community informed, the better chances you have to gain support. Finally, focus on your inner circle and existing networks first, then try to reach new communities by leveraging influencers and various communication channels that you will have identified before. Recent research, in fact, shows that the so-called "third circle" may be even more important for the campaign's success, as it enjoys wide following.

Once the groundwork is done, the time has come to put your campaign online. You may set up your own campaign site with DIY ("do it yourself") crowdfunding and payment tools or you can register on an existing platform. The opted-for type of crowdfunding determines which selection of platforms may suit your needs best. Just remember:


Click on each STEP to open the respective tabs with the info.

1. How to engage your network and go beyond

2. How to create compelling incentives for your backers

3. How to set your crowdfunding campaign's goal