

# Your Crowdfunding Toolkit



If you have a legal case or project that you're passionate about, you can use CrowdJustice to raise the funds you need from friends, family and your wider community.

# How CrowdJustice works

1



## Create

Create your case page to tell the story of your legal case and explain why you need funds. This can take as little as 15 minutes! The key to an effective case page is using your own voice. People want to support efforts they can relate to and that feel authentic.

2



## Review

Please submit your page for review at least one business day before you want to go live to ensure we have time to make sure everything is in order. Preparation is key! Start planning how you'll spread the word by reaching out to friends, family, colleagues and other potential supporters.

3



## Raise

As soon as your crowdfunding page is live, you need to share, share, share! Don't be shy about emailing people directly and posting on social media every day (yes, every day!) Keep your supporters updated on your progress, especially any good news.

**How long can I crowdfund?** All CrowdJustice cases have 30 days to hit their target. Your first target is "all-or-nothing" – after you exceed your initial target every pledge is banked immediately!



**Where does the money go?** If you're crowdfunding for a legal case, funds raised go directly to your attorney's client trust account. If you're a charity, funds raised will go directly to your charity account.

If you don't hit your all-or-nothing target, cards are not charged and you won't receive any funds. Read on to find out how to plan and promote to make sure you have the best chance of success.

# How to create a compelling crowdfunding page

Most people won't read your entire crowdfunding page, so it's important to grab the reader's attention quickly.

## 1. Choose a meaningful image

The best images capture the emotion behind a case. Highly colourful images or those featuring faces typically perform better.

## 2. Keep the title short

The title you give your crowdfunding page should be short (Ideally 5 words or less) and convey one key message.

## 3. Set a realistic target

Choose the lowest amount that allows you to proceed with this stage of your case or project (you can always raise again if you need to). Good preparation and early momentum will help you hit your target early, and then you can focus on your stretch target.


## 4. Summarize your case

The bio on your page should sum up (1) who you are, (2) what you're crowdfunding for and (3) why your legal case or project matters.

## 5. Tell your story

Your story should grab people's attention while providing specific details about your particular situation. What would make you take the time out of your day to read this story?

**crowdjustice**



### Save our historic coastal town from development

by Sam Jenkins

6 days to go

£23,085

pledged of £30,000 stretch goal by 119 people

**Pledge now**

I'm a local resident who is raising money to save Brigstock from commercial development that will ruin the unique character of the town.

About

Updates

I'm a local Brigstock resident who has been fighting to preserve the historic character of our town for thirty years. This is the most serious fight we've had on our hands yet.

# Telling the story of your case

1

## Who?



### Who are you and what are you raising funds to do?

The most important thing you can do is to be authentic.

Convincing potential backers to support your case is often as simple as effectively showing that you're a real person.

2

## Why?



### Why should a reader pledge?

Your case page should describe the impact your case has on you – and should also make potential backers feel as though it impacts them.

What would happen if you win? What would happen if you lose? Help readers put themselves in your shoes by showing them what's at stake.

3

## What?



### What's the next step for your legal case?

People give more when they understand more about where their money is going.

Providing details about an upcoming hearing or the need to hire an expert witness makes the request for funds more concrete.

4

## How?



### How much do you need to raise?

Sharing the specific legal expenses you're facing helps ensure readers understand why you're raising funds.

What is the significance of your initial target? What other expenses are you facing? Transparency about legal costs can be an effective way to ensure people relate to your situation.

# Promoting your CrowdJustice campaign

## Outreach planning is essential

Have 10 people (friends, family, colleagues) agree to pledge and share your page link in the first 30 minutes after your case launches. Early momentum is key – people don't like to give to an empty pot and getting commitments from 10 people ensures your case doesn't sit at \$0 after it launches!

Spend time constructing a large list of potential supporters. Email is the most effective channel in terms of converting readers into supporters - make sure your contact list is as large as possible!



Pre-draft your emails so you don't have to worry about them as your launch approaches.

- 48 hours ahead of your launch, contact as many people as you can (email! call! text!) telling them why you're crowdfunding and when your case launches. Ask them to put time aside on the day of launch to pledge and share your link.
- As your crowdfunding page is live, contact everyone again to share the link to your case page. Make your "call to action" clear: Please pledge and please share the link with your network.

Practice your approach directly asking contacts for money. While this may feel uncomfortable to some people, practicing with friends can help build your confidence. Remember: if you don't ask people won't give.

## Be active on social media

Draft launch messages for every social network you're part of and ask your friends and contacts to do the same (Facebook accounts for 40% of traffic to successful crowdfunding pages).



- Be clear about what you're asking people to do: pledge and share your post!
- Plan to post at least one update to social media every day. Updates can include hitting new funding milestones, new information about your case or whatever you think might spark new interest (don't forget to make time to "like" and respond to comments and share mentions of your CrowdJustice campaign). If you're on Twitter, search for relevant hashtags and use them in your tweets. If you're on Facebook, search for relevant groups whose members you think might be interested in supporting you.

## Reach out to press



Tweet or email local journalists and bloggers about your CrowdJustice campaign to see if they might write about your story. Are there any national journalists who have covered similar cases before? It may also be worth emailing or tweeting them in advance of going live.

## Look for support in your wider community



Often there are community groups, charities and national campaigns that might want to support your CrowdJustice campaign (if the right organizations share the link with their members, that can be worth more than financial support!). Don't be afraid to email, tweet or call these organizations before your page launches to see if they'd be willing to help.



# Get inspiration from some past campaigns!



## NHS Judicial Review

Junior Doctors challenging the Health Secretary

[crowdjustice.com/case/nhs-round-1](https://crowdjustice.com/case/nhs-round-1)



## Save Warren Farm

Local campaign group fighting a council decision

[crowdjustice.com/case/save-warren-farm](https://crowdjustice.com/case/save-warren-farm)



## Judicial Review of the DfT

Challenging the Government on Southern Rail

[crowdjustice.com/case/southernfail](https://crowdjustice.com/case/southernfail)



## IWGB Couriers vs. eCourier

Fighting for employment rights for couriers

[crowdjustice.com/case/iwgbcouriers](https://crowdjustice.com/case/iwgbcouriers)



## STOP HDV - Haringey Development Vehicle

Demanding local resident consultation on development

[crowdjustice.com/case/stop-hdv](https://crowdjustice.com/case/stop-hdv)



## Let me stay and live in the UK

Stopping the deportation of a child trafficking victim

[crowdjustice.com/case/justice-to-stay](https://crowdjustice.com/case/justice-to-stay)

# Pre-launch checklist

Print this out so you can check it off as you go!

## Your crowdfunding page

- ☐ The page clearly describes the importance of your legal case and why they should pledge
- ☐ A friend or family member who didn't know much about the case has seen it and says it would persuade them to pledge
- ☐ Your attorney has checked the text of the page (strongly recommended)
- ☐ The page has a powerful cover image (and other relevant images in the body as well)

## Emailing family, friends and contacts

- ☐ 10 people have committed to pledge in the first hour after launch
- ☐ You've made a list of contacts you think will give to your campaign or share the link
- ☐ You've drafted two emails: (1) an introductory email to send to your list 48 hours before launch; (2) a launch email to send immediately following launch (personalized emails are best)
- ☐ A link to the crowdfunding page has been added to your email signature

## Sharing on social media

- ☐ You've planned updates for every social media network that you're part of (Facebook, Twitter, LinkedIn, Instagram, etc.)
- ☐ You've put aside time to post updates to every social media network every day following launch (don't forget to share mentions of your campaign and reply to comments)
- ☐ You've identified Twitter hashtags relevant to your case
- ☐ You've identified relevant Facebook groups and personal contacts with large social followings who can share the link

## Winning press coverage

- ☐ You've reached out to local and national journalists and bloggers who might want to write about your campaign (don't forget to make sure any press pieces include a link to your case page)

## Submitting your page and going live

- ☐ You've set a launch date for your crowdfunding page. We suggest launching early in the day (7am or 8am) so you can build momentum throughout the day
- ☐ You've clicked submit at least 24 hours before you want to go live!

Start your  
campaign today  
**crowdjustice.com**

Need more help?

Email our campaign success team:  
**support@crowdjustice.com**