

Crowdfunding | Electoral Commission                      donations and loans in Great Britain      You are in the donations and loans in Great Britain section

Home   donations and loans in Great Britain View the navigation tree Go to main guidance section:   donations and loans in Great Britain Terms we use in this guidance Which donations are covered by the rules? What do you need to do when you receive a donation? How do you work out the value of a donation? Crowdfunding Permissibility Case study Auction prizes Sponsorship What must you record when you accept a donation? What do you do if you receive a donation from an impermissible or unidentifiable source? Which loans are covered by the rules? What do you need to do before you enter into a loan? How do you work out the value of a loan? What must you record when you enter into a loan? What do you do if you have a loan from an impermissible source? Who can you accept donations and loans from? Which donations and loans do you need to report? How to report donations and loans Crowdfunding What is crowdfunding? Crowdfunding is the use of a web based platform to collect donations. The platform is generally managed by a third party provider and each individual fundraising campaign has a page on the site. Campaigns usually run for a set period of time. At the end of that time, the funds raised, minus a fee paid to the provider, are passed to the donee. Transparency You should ensure that it is clear on the crowdfunding web page who the money is being donated to and what the money is being donated for. For example, whether the fund is going towards to your political party or to meet your candidate's election campaign expenditure. This is because there are different recording and reporting thresholds for candidate donations. This guidance explains the rules for crowdfunding donations to the party. You should ensure that the webpage contains information that explains that permissibility checks will be undertaken in compliance with the rules and that information about donations, including donor details may be published. We also recommend that you include an imprint on your crowdfunding page. There is separate imprints guidance for parties standing in England, Wales and Northern Ireland, and for parties standing in Scotland.   imprints factsheet: UK Parliamentary elections, and elections in England Wales and Northern Ireland Party Imprints at Scottish Parliamentary Elections and council elections in Scotland Last updated: 31 March 2022 Book traversal links for Crowdfunding Valuing goods and services: examples Permissibility