

Crowdfunding | Electoral Commission

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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 Northern Ireland, England and Wales, and for parties standing in Scotland.

imprints factsheet: UK Parliamentary elections, and elections in England Wales and Northern Ireland

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Book traversal links for Crowdfunding

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