



**The Cheetah Fund**  
SUPPORTING PIONEERS IN AFRICA

# THE CHEETAH FUND CROWDFUNDING TOOLKIT

*A guide to successful crowdfunding*

1%Club and the Dutch National Postcode Lottery present The Cheetah Fund:  
A matching fund of €400,000 that aims to support 100 African pioneers with seed money  
to kick-start or boost their world-changing projects.

**If you manage to crowdfund 30% of your target amount in 30 days,  
the Cheetah Fund will match the rest!**

To help you run a successful crowdfunding campaign, we've created this toolkit with all the  
tips & tricks you need. Crowdfunding is not easy, but if you work hard and persist you will  
get to that 30% and have a lot of fun along the way too!

## How does it work?



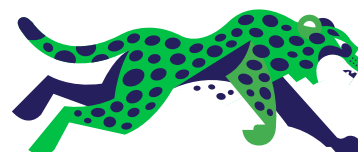
### 1 Preparation is key

Well begun is half done! The more you prepare for your campaign, the more you will get out of it. Think of who'd you like in your fundraising team, develop a campaign strategy, make a list of possible supporters (family, friends, fools, affiliated organisations, colleagues etc), all the creative fundraising activities that you can set up to reach as many people as possible and so on.



### 4 Crowdfund 30% in 30 days. Run cheetah run!

The next 30 days will be filled with actively promoting your campaign via e-mail, phone calls, social media and setting up fundraising activities. Have a look at 1%Club's end of the year campaign for some inspiration. Be creative in your ways of motivating people to support your campaign and don't forget to thank them once they do. Also, time your activities. You don't need to do everything in the first week but you shouldn't wait until the last week either. Try to create a flow to keep the momentum going.



### 2 Team up and create a ripple effect

Not only is it good to share the workload of your campaign, it's also a lot more fun to campaign together! Team up with friends and get them to spread the word. Their help is like the ripple effect: you motivate your team, they engage their network, and those networks then engage more people and so on. Also, think of creative fundraising activities you can organise together. One fundraiser organised a garage sale for example.



### 3 Set up a campaign and share your story

Once you're prepped, go to [www.cheetah-fund.org](http://www.cheetah-fund.org) and create your campaign. Tell your story, share your passion and explain the urgency of this project. Always think of the incentives for people to support your campaign, this could either be:

**person**

People like you and will support you simply because you ask them

**project**

People are interested in what the project is about... maybe their passion is to improve healthcare in East Africa as well or they have family in the village that your project is located.

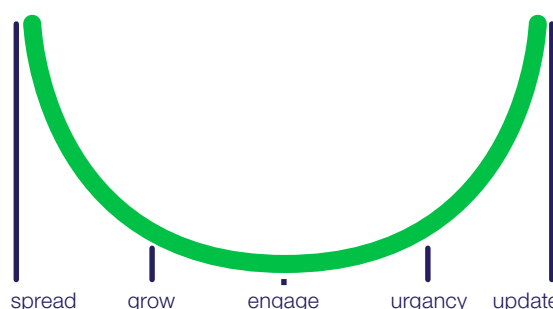
**reward**

People want to support you because they like to be part of the success of your innovative project or they get a kick out of earning a gazillion karma points!

The main question you need to answer is "why should people support my campaign?". Add a specified budget, photos or videos and get ready to start crowdfunding.

### 5 Never give up because you can do it! Yes you can

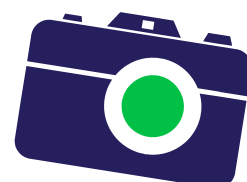
When the going gets tough, the tough get going. The bathtub model says it's not uncommon to have a little dip during the campaign, but that doesn't need to happen if you plan well and never give up! Keep thinking of original ways to motivate people and change your plans when needed. Introduce a Video Fridays item in which you update your supporters, or organise a Google Hangout to answer some questions. Try new things to see what works and don't stop 'til you get enough!



### 6 Celebrate and get funded

Congratulations, you've crowdfunded 30% in 30 days! The Cheetah Fund will match your target amount and you're now on your way to change the world with your awesome project.

P.S. Don't forget to stay in touch with your supporters. They helped you to kick-off your project and would love to know how the project's doing. Just send them an update every once in a while!





## The definite Do's & absolute Don'ts of crowdfunding

To keep you in the know, here are some of our definite Do's and absolute Don'ts of crowdfunding.

### **Make it personal**

Show us why YOU care. There are so many good causes to support, thus you need to show why this particular project is so important and special. Show people how passionate you are, how much belief you have for this project and convince them that you're the right person to make it happen.

### **Start on time**

30 days might seem like a long time, but it'll fly right by if you don't pay attention! Make sure that you're in it from the start and don't wait until the end to promote your campaign. Time management is your friend.

### **Be active**

Crowdfunding is about motivating others so show some effort. Really push yourself to follow the plan you've set out at the beginning and don't be afraid to call in reinforcements from your team. The more the merrier!

### **Be creative**

Mix it up a little and try new things. Add a short video pitch in an e-mail or use Photoshop to brighten up your photos. Organise a bake sale, run a marathon, anything is possible. Challenge yourself and come up with original activities.

### **Keep it on repeat**

People sometimes take a little while before they actually support you so there's no harm in reminding them of your campaign. A friendly reminder will get your campaign top of mind with your supporters and might be the boost they need to support you.

### **The absolute Don'ts**

In crowdfunding, there are two absolute Don'ts:

- × Don't sit back in your chair waiting for the money to come, you'll just be bruised and broke;
- × Don't beg for money because nobody likes a pity party.



## Tools

Next to our tips & tricks, we also have some tools available to support your campaign.

### Crowdfunding canvas

The crowdfunding canvas is designed to help you set out your crowdfunding campaign. Each block will help you frame a particular aspect.

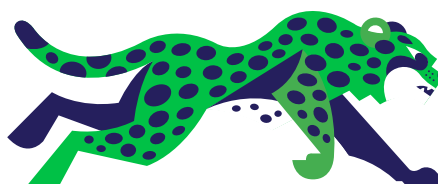
Block	Description
<b>Initiator &amp; why</b>	Introduce yourself and explain why this project is so important to you.
<b>Team</b>	A list of the people you'll be working with.
<b>Pitch</b>	The 'why' of your campaign in three sentences.
<b>Plan</b>	The important details: a specified budget and important content of your project.
<b>Family, friends, fools</b>	Your initial supporters. Make a list of who you can count on and write down an estimate of their (financial) support.
<b>Your network</b>	Your colleagues, neighbours and anyone else you know or might be interested through social media.
<b>General public</b>	Contact the (local) media to spread the word of your campaign. Don't focus on this group when you first start campaigning, contact them in a later stage.
<b>Pre</b>	All the arrangements you'd like to get done before you start your campaign.
<b>During</b>	A list of the activities to undertake in those 30 days.
<b>Post</b>	A list of the activities to keep your supporters up to date.

### Mini brand guide

To help you promote your Cheetah Fund campaign, we have a mini brand guide available with the logo, fonts, and colours. We've also attached the logo itself for you to use.

Now that you know everything there is to know about crowdfunding, it's time to

## RUN CHEETAH RUN!



Campaign Plan		Campaign Lifecycle			Campaign Community	
<div><div>?</div>Initiator &amp; why</div>		<div><div>➔</div>Pre-campaign</div>	<div><div>➔</div>During-campaign</div>	<div><div>➔</div>Post-campaign</div>	<div><div>👤</div>Family, friends, fools</div>	<div><div>Goal/</div></div>
<div><div>👥</div>Team</div>					<div><div>👥</div>Your network</div>	<div><div>Goal/</div></div>
<div><div>🗣️</div>Pitch</div>					<div><div>👥</div>General Public</div>	<div><div>Goal/</div></div>

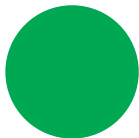
Logo



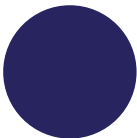
Logo in greyscale



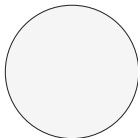
Colour



Green  
#00C051  
RGB: 0 192 81



Blue  
#28245C  
RGB: 40 36 92



Grey  
#F8F7F8  
RGB: 248 247 248



Dark grey  
#999999  
RGB: 153 153 153

Typefaces

GarageGothic-Bold

1234567890!@£\$€%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Do not use Garage Gothic Bold under 12pt

ITC Avant Garde Gothic Pro Bold

1234567890!@£\$€%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Light

1234567890!@£\$€%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



**The Cheetah Fund**  
SUPPORTING PIONEERS IN AFRICA



**1%club**

**1%Club and the Dutch National Postcode Lottery present The Cheetah Fund: a fund for African pioneers who want to kick-start or boost their world-changing projects. The Cheetah Fund will launch in September 2014.**

## ABOUT THE CHEETAH FUND

There are many African pioneers who have great ideas to change the world. An idea that creates social or environmental impact... An idea that leads to a cleaner, safer or friendlier world. These changemakers have a fresh perspective and are eager to contribute to a better world.

They are the *CHEETAHS* of this world. They have the drive and like to go off the beaten path. What they often don't have is the financial means to achieve this.

The Cheetah Fund of €400.000 aims to support these African pioneers with seed money to kick-start or boost their world changing projects. If pioneers manage to crowdfund at least 30% of their target amount via 1%Club within 30 days, The Cheetah Fund will grant them the remaining amount.

It is our dream to empower 100 African changemakers and ignite a big wave of social change throughout Africa!

## WHO CAN JOIN?

In order to join The Cheetah Fund opportunity you need to:

- **Be an African pioneer with a project based in Africa**
- **Have a project that will bring about social or environmental change**
- **Be in search of funding to kick-start or boost your project (max. €15.000)**

## HOW TO GET FUNDED?

Joining the Fund is easy, just follow these three steps.

### 1. Get ready and start a crowdfunding campaign

Create a cheetah campaign with a catchy title, explain what your project is all about, upload a photo or video and get ready to start campaigning!

### 2. Crowdfund 30% in 30 days, Run Cheetah Run...

Get as many people as possible to support your campaign. Organise creative fundraise activities to mobilise your family, friends, your friends' friends and everybody else in your network.

### 3. Celebrate your success and get funded!

Did you make the deadline? Congratulations! It's time to celebrate because The Cheetah Fund will grant you the remaining amount! You're now on your way to change the world with your awesome project.

## LIKE TO KNOW MORE?

At the moment, our website [www.cheetah-fund.org](http://www.cheetah-fund.org) is still under construction but we're expecting to go live soon. If you think you're a perfect fit to join The Cheetah Fund, work together with African pioneers and would like to team up or just like to learn more about the fund, please feel free to contact us at [run@cheetah-fund.org](mailto:run@cheetah-fund.org). We would love to hear from you!