



Our 10 top tips to successfully crowdfund on Ethex

At Ethex we are experts in crowdfunding. That's why we're sharing our 10 top tips that you should think about before, during and after your crowdfunding raise to help you reach the target you need to make extraordinary things happen.

Prepare for success

Ahead of any crowdfunding raise you need to energise your base and let them know what you're planning. Think about the people who interact with your organisation and benefit directly or indirectly from what you do. Let them know you'll be raising funds and give them the opportunity to pledge their investment first. These people will give you the critical mass you need for a successful campaign.

When you crowdfund, the hardest bit is often getting off zero. This is why early mobilization of your supporter base is crucial, putting in their money when the offer opens and encouraging other people to invest.



Put together an awesome offer document and compelling business plan

People invest with their heads and their hearts! So your offer document and business plan needs to show you have a great business that can pay a return, the skills and experience of your management team and the positive impact this investment raise will deliver.

It's important to remember that although impact is a great motivator, so too is a financial return. Think about the % target annual interest rate you can pay, what financial product you want to issue (bonds or shares) and how long before investors get their money back. The better the return, the quicker your offer will fill.

Timing is key

It's important to think about when you want your investment raise to go live and for how long. If you're going for a small raise then you could be looking at reaching your target in 30 - 45 days. However, if you are looking for a much larger raise 60 - 90 days would be much more feasible. Are there key events that you want to align your offer to such as planning permission or an asset transfer?

Develop a campaign strategy

Any investment raise should have a campaign strategy. We work closely with each and every organisation to develop key messages, compelling content and target potential investors with values that align with your organisation. Think carefully about the kind of investors that your offer will resonate with and remember your campaign will go through several different phases - a launch when everything is new and shiny, a middle when initial interest can lag and where you might need to give your offer more of a push and an end where activity picks up again as people look to invest ahead of the deadline.



Communicate in a way that engages hearts and minds

Although a good financial return is a motivator for potential investors, equally so is the social and environmental impact you can deliver. However, besides being able to quantify what this is, it's really important to try and communicate this in a relatable way via human stories. Speak to your beneficiaries, get them to tell their stories in their own words. In our experience, human stories are a great way of engaging the hearts and minds of investors in your raise.

Demonstrating impact!

Visual marketing assets are a powerful way of conveying impact in a very tangible way. Whether it's high-quality photos of renewable energy projects, families working the land in ecologically considerate ways, architects drawings for a sustainable and affordable housing development or people using new low-carbon forms of transport - these are all great ways of engaging with potential investors. Videos too are a great medium and can communicate stories in a much engaging way. So get ahead of the game and make sure you've got a ready to go library of photos, testimonials, infographics and videos.

It's all about multi-channel marketing

People may need to see and hear about your investment opportunity around 5 or 6 times before they make a decision to invest. So, developing an effective multi-channel communications strategy is the best way forward. We'll work with you to develop social media packs, engage with the media, pitch to investors (virtually or face to face), promote your offer digitally and engage directly with our 20,000 ethically minded investors to ensure your investment raise is a great success.



Amplify, amplify, amplify

Success is all about utilising your network and ours! Working with trade associations, NGOs, green and socially focused groups is critical to a successful raise. Whether it's Community Energy England, Social Enterprise UK, the National CLT network or your local Friends of the Earth group – working with likeminded organisations can help spread your message far and wide.

Maintain the momentum

It's important to show momentum in your offer. Critical milestones should be communicated to prospective investors. So, if you've hit your target minimum investment raise, you've managed to engage co-investment from an organisational investor or you've secured tax relief on your investment (ISA, SEIS, EIS or SITR) then shout about it from the rooftops. The same goes for project milestones like purchasing a property or getting planning permission.

Closing out your offer

Remember your new investors are a valuable community of supporters for your organisation who can really help to propel you forward in achieving your goals. Make sure you take them with you on your journey. We'll work with you to make this happen, ensuring that the whole investor management process is straightforward with our online registry.