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# How to raise funds for your tennis club

Welcome, we'll be starting in a minute...

# Crowdfunding in a nutshell

1

## Set up your page

Create your page in minutes - tell your story, explain your plans and set your fundraising target

2

## Spread the word

Tell everyone you know about your project or prize draw - friends, colleagues and your community

3

## Help and support

We offer expert guidance to help you get the absolute best out of your crowdfunding journey

4

## Get funded

Your supporters can donate or pledge money in return for tempting rewards or be in with a chance to win prizes

# Crowdfunding is more than raising money

## Awareness

Crowdfunding extends your reach beyond your existing network, attracting new audiences and support

**86**

% backers were new financial supporters, with many donating to arts or heritage projects for the first time

## Partnerships

Crowdfunding fosters relationships and strengthens partnerships by mobilising community support beyond funding

**82**

% projects received non-financial support, including volunteers, feedback, and new collaborations and partnerships

## Match funding

We have over £10m in match funding from our partners to help boost your campaign. You can also add your own fund to your project

**32**

% projects received additional financial support as a result of running a successful crowdfunding campaign

# Our combined impact

£503,000+

raised for tennis projects



£18k

Average raised



73

Supporters

27

Successful tennis clubs





Match funding from Sport England

# Sport England Movement Fund

- **Funding:** Up to £15,000
- **Eligible:** Not-for-profit organisations
- **Aim:** Get more people active, reduce the number of inactive people and tackle inequalities
- **Unlock match funding:** Raise 25% of your target from a minimum on 25 supporters
- **Timescales:** Decisions for this fund can take up to 8 weeks
- Visit [www.crowdfunder.co.uk/funds/movement-fund](https://www.crowdfunder.co.uk/funds/movement-fund) for full details



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# How to apply for match funding

## 1 Create your project

Create your project on Crowdfunder and share your story.

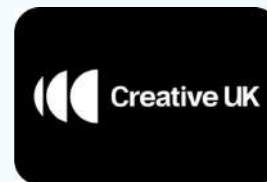
## 2 See if you're eligible

We'll show you which match funds you may be eligible for.

## 3 Apply for funding

Apply, and our partner match funds could boost your fundraising.

Available funding includes themes of **sports, well being, climate, local funding** and you can even [add your own fund.](#)



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# Connecting with your crowd

- **Segment your audiences:** Split your crowd into groups (close family and friends, media, business etc)
- **Vary communication:** How will you contact each group? (Social media, email, in person etc)
- **How you tell your story matters:** What is the message that best resonates with each group?
- **Keep supporters in the loop:** Post regular updates and reach back out to members of your network map



# Your network spreadsheet

Audience	Method	Status
<i>Local residents</i>	<i>Facebook and press</i>	<i>Joined Facebook group and sent press release</i>
<i>Local Leisure Centre</i>	<i>Word of mouth, print</i>	<i>Spoken to manager and dropped off flyers</i>
<i>St Johns Primary School</i>	<i>Word of mouth, event, PTA whatsapp group and email</i>	<i>Arranging a school fundraising day</i>

# Project page and rewards

Offering rewards is a powerful strategy in crowdfunding, typically **boosting average pledge amounts by 30%.**



**£15 or more**

5 of 5 claimed

## Make a macrame hanging basket

A class for 5 people, guiding them through making a macrame hanging basket. All materials and a plant will be provided

**£40 or more**

3 of 3 claimed

## Padel for 4 at Hallamshire (worth £54)

1-hour court booking for 4 people to play padel at Hallamshire Tennis & Squash Club.

**£500 or more**

4 of 5 claimed

## Lifetime membership of Bamford Tennis Club

For current members of the club who will be aged 70 or more on 01/05/26.

## Crowdfunding success story

# Introducing Tennis and pickleball in the Hope Valley

*We're raising money to revive our 4th court so current players, young women and older folk can all benefit from playing tennis or pickleball*

💰 Raised: **£21,937**

❤️ Supporters: **87**

👏 Match funding: **£10,314**



**Bamford Tennis Club**

Successfully raised from 87 supporters

**£21,937**



Sport England matched **£10,314**



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# Our 5 top tips to getting started

1

## Start strong

The first 48 hours of crowdfunding are crucial. Try to secure 10% of your target before going live.

2

## Set realistic goals

The more realistic your goals, the easier they will be to achieve. Can you reach enough people? Is your target achievable?

3

## Tell your story

A strong story, incorporating visuals builds connection, trust, and interest with supporters

4

## Be authentic

Show your personality in every aspect of your campaign. Your supporters will resonate with you “keeping it real”

5

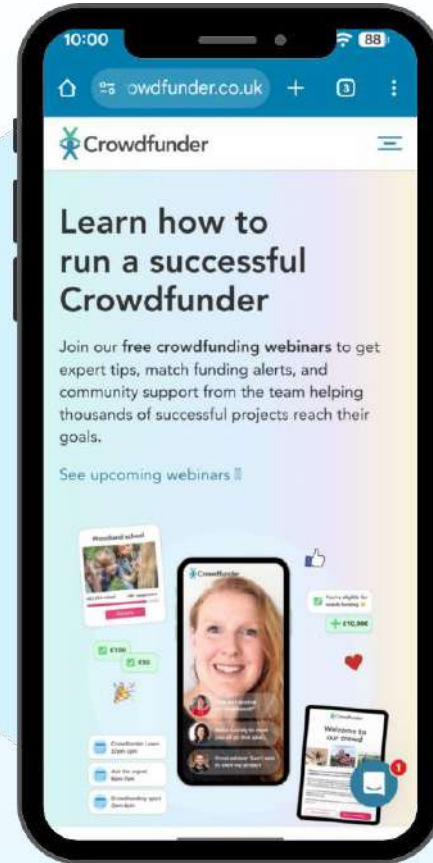
## Stay connected

Your supporters are on this journey with you - keep them in the loop through regular updates and posts.

# We're here to help at every stage

## We provide help via:

- ✓ Webinars
- ✓ Drop-in Q&A sessions
- ✓ Knowledge Hub
- ✓ Tailored email advice
- ✓ Customer support team
- ✓ Help centre
- ✓ Live project dashboard



# What's next?

- ❑ Add your project on Crowdfunder
- ❑ Launch your project
- ❑ Tell your crowd and start raising funds!

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## Need help?

Crowdfunder: [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk)

Sport England: [movementfund@sportengland.org](mailto:movementfund@sportengland.org)

Call Sport England: [0345 8508 508](tel:03458508508)

## Connect with us

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