



Everything  
you need  
to know

# +Extra funding for cricket clubs on Crowdfunder





# Active Together

Match funding to help cricket clubs and organisations to recover, reinvent and build resilience.

**There is up to £10,000 available for cricket clubs and organisations turning to crowdfunding to raise money.**

It's designed for clubs experiencing financial difficulty due to Covid-19 or the emerging energy, cost of living or other local crises.

To date, more than £2 million has been invested into the game with £1 million of extra funding from Sport England.

Match funding aims to help clubs to move forward with priority projects and running costs that they might still be struggling with such as:

- facility refurbishments, maintenance and improvements, or adapting a facility to ensure a safe return to play.
- running new activity to meet demand, helping a community to recover.
- unforeseen events such as fire, theft, vandalism or adverse weather.
- changing a facility to lower their energy consumption.



# Howzat?

## We're making an impact together



**Sunderland CC** – formed in 1808 – turned to its community to purchase new nets, raising £20,167 including £10,000 of extra funding by Sport England for a new two-lane training facility to increase participation.



**Barrow CC** like others had been hit financially by the pandemic. In the end they raised £12,615 – including £2,000 from Sport England – to upgrade their nets, install an artificial wicket and replace junior equipment.



**Atherton CC**, a family-oriented club of more than 150 years, needed a new roller. Their community rallied behind their campaign, raising £13,085 including a £4,000 pledge from Sport England.

### How we work together to help you every step of the way



Each month we host a **FREE [online webinar](#)** with crowdfunding experts, Sport England and successful project owners. It would be great if you could help us promote these useful sessions.



Crowdfunder's **[Knowledge Hub](#)** is packed full of hints, tips and useful advice about successful crowdfunding, regardless of experience.



The **[Help Centre](#)** is full of answers to any questions about the fundraising journey, created by the support team at Crowdfunder.



Download a **series of guides**, designed to guide you through every step of the [planning](#), [page creation](#) and [fundraising](#) stages.



# Some quick links

More tools to help clubs and organisations



Our Video Ask tool is an **interactive video help service**, offering face-to-face questions and answers to guide you through the process of crowdfunding.

[Ask Chloe a question!](#)



## How to crowd fund for your sports club or organisation

We've created a **useful guide, packed full of crowdfunding tips and tricks** to help your clubs and organisations be successful.

[Download our guide for sports clubs](#)



# How you can help

Here's how you can help us make a difference to clubs and organisations

## Here are a few suggestions to promote the extra funding

You could send a **single-subject email** to clubs and organisations that are opted into your marketing communications. We know that this is a very effective way of promoting the initiative to the right people.

Do you **create a newsletter** for your audience? Why not include the extra funding details, directing people to [Crowdfunder.co.uk/sports](https://crowdfunder.co.uk/sports) for more info.

How about **writing a blog or article** for your website?

Another idea is to **add a permanent link on your website**, directing people to the partnership at [Crowdfunder.co.uk/sports](https://crowdfunder.co.uk/sports)

**Use your social media channels** to talk about the extra funding available and the impact it's having. We'd be happy to share more stories and content with you.

Nothing beats word-of-mouth. **Tell people about what we're doing** and how they can get involved. Together we can support clubs through this partnership.

## Sharing's caring! Remember to loop us into your social media posts

### Crowdfunder UK

[LinkedIn](#) @Crowdfunder UK

[Twitter](#) @Crowdfunderuk

[Facebook](#) @Crowdfunder

[Instagram](#) @Crowdfunderuk

### Sport England

[LinkedIn](#) @sport-england

[Twitter](#) @sport\_England

[Facebook](#) @sportengland

[Instagram](#) @officialsportengland

## Suggested social media posts

Did you know that there is up to £10,000 available from @Sport\_England for cricket clubs and organisations on @CrowdfunderUK, tackling rising costs or improving your facilities?

Find out more: <https://www.crowdfunder.co.uk/funds/sports/extra-funding>

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Did you know that 84% of sports clubs and organisations say they feel better connected to their communities after their @CrowdfunderUK campaign?

Find out more: <https://www.crowdfunder.co.uk/sports>

## Suggested email and newsletter messaging

### **Subject line: Crowdfunding? Unlock up to £10,000 of extra funding from Sport England**

Did you know that Sport England and Crowdfunder UK are working together, helping cricket clubs and organisations just like yours with crowdfunding campaigns? Thousands have already raised more than £2 million for a variety of projects around the country, building stronger connections with their communities in the process.

There is more than £8 million of extra funding available from Sport England for ideas that will tackle rising costs and overheads or facility improvements. Up to £10,000 can be accessed by eligible clubs and organisations that turn to crowdfunding.

And the support team at Crowdfunder are on hand to help you every step of the way with free monthly webinars, help guides, online learning and help centre. Here are just a few examples of clubs that have successfully unlocked extra funding:

- **Liverpool CC** set out to fix their outdoor nets, raising £22,384 which included a £10,000 pledge by Sport England. They went on to add new storage facilities, improve the external fencing and purchase a professional bowling machine.
- **Chesham CC** wanted to create new outdoor seating, buy furniture for the social club, provide more car parking spaces, improve the disabled access and upgrade the changing facilities. They raised £26,736 with £8,000 of extra funding.
- The bowling machine at **Beacon CC** was 15 years old when it packed in. They turned to their community to purchase a new one, raising £3,300 to buy a new one including a £1,600 pledge by Sport England.

See other examples and find out all the details at [Crowdfunder.co.uk/cricket](https://www.crowdfunder.co.uk/cricket)



# It's more than just giving

We're making a real impact in sports communities by working together

- 92%** of successful project owners told us their organisation's **feeling more financially stable** after their campaign.
- 92%** of people say they have a large group of committed volunteers with **38% indicating an increase in numbers**.
- 84%** of people feel **better connected to their communities** following their crowdfunding campaign.
- 72%** of people feel **a significant or somewhat improved level of skill** when it comes to using social media.
- 46%** of people indicate that they have **found new partners or collaborators** after running their campaigns.
- 34%** of pledges to campaigns are felt to be from **supporters with no prior connection** to the organisation running it.

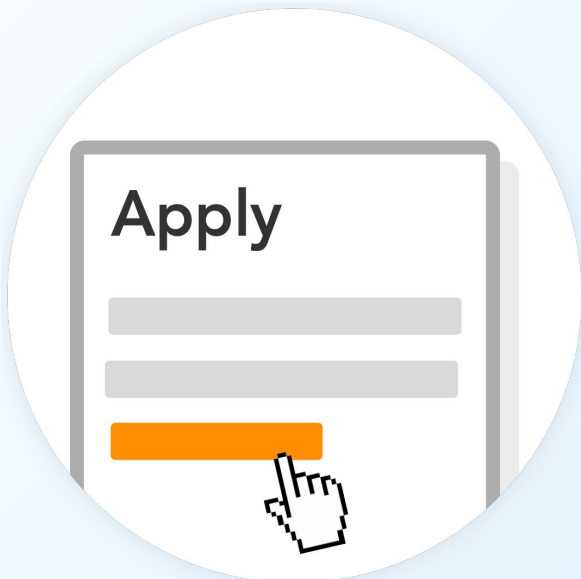
This insight from our project owners is really useful for clubs and organisations, considering a new crowdfunding project. **Crowdfunder UK is a community engagement tool** as well as an effective fundraising platform and that helps build resilience for the future.

You can also share these messages on your social media channels.

[Source: Sport England Active Together](#)



# A great partnership



You can see the full details of all our extra funding, plus the thousands of cricket clubs we've supported over at [crowdfunder.co.uk/cricket](https://crowdfunder.co.uk/cricket)

## Any questions?

Get in touch

### At Local CCB:

Contact your local County Cricket Board's Crowdfunding Champion for more information.

### At ECB:

[justin.preston@ecb.co.uk](mailto:justin.preston@ecb.co.uk)

### At Crowdfunder UK:

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

