



**CROWDFUNDING CASE STUDY:**

# Summer Adventures Project



The Summer Adventures Project was set up by group of students from the University who were organising the 10th annual Summer Adventures – a two week Summer Camp for Young Carers in the Exeter area. Money raised through the crowdfunding project helped to fund accommodation, activities, transport, food and clothing for the whole of the two weeks.

## HOW DID YOU PROMOTE YOUR FUNDRAISING PROJECT?

Promoting the project was mostly done through social media: we tweeted numerous local charities, councillors and businesses asking them to spread the word (one councillor even got in touch as a result to let us know about other sources of funding), we asked our volunteers to share on Facebook, through email, twitter and so on – with a team of 25 all sharing we were able to reach quite a few people.

## WHAT WORKED WELL?

We had a video up on the crowdfunding page showing what the project does, which I think was quite effective. Throughout the project we took individual pictures of the volunteers for them to update as their profile pictures

to increase publicity and then link to the crowdfunding page. In particular getting them to share their own experiences/memories of the project seemed to work well.

## ANY TOP TIPS FOR OTHER STUDENTS WANTING TO CROWDFUND?

Tips for other students: start early, it can take a while to build up momentum on a campaign, don't be afraid to ask people for help, people are often extremely kind and generous, especially if they already have links/interest in the cause. The worst they can say is no!

Ellie Wood and Hannah Parry, Summer Adventures Project Managers

For more information please contact [annalfund@exeter.ac.uk](mailto:annalfund@exeter.ac.uk)

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