

Project Refurb & Crowdfunder

Financing Challenges

- Budgeted planned installation program for new courts brought forward 12 months, due to accelerating deterioration of the astro courts. Current year deficit of £18k to complete this project
- Added project costs of circa £17k for new floodlight installation
- No LTA or B&NES project funding available

Funding the deficit

- Offering 2, 3 & 4 year membership offers to current members, fixing in the price to 2024-25 rates; payable in 2 parts (April & August); added security to members of a reimbursement of unused contribution, if there is a change in their circumstances.

Astro Court & Floodlight Plan

The Crowdfunder Option

Supportive and well guided platform, with a rich array of helpful tips and suggestions

- Create a compelling video / backed up with photos
- Set out the community focused aim
- Introduced the Club & the Mission
- Highlight the Community Impact, Supporting Underrepresented Groups
- Spread the Word – Social media promoting the rewards on offer
- Motivate Fundraising Initiatives – Pool Party, Cake & Coffee Morning

The Offer

- Make a pledge to buy a reward. (Rewards were both tennis and non-tennis (donations from local businesses)
- Non tennis rewards – hampers, afternoon teas, local brewery, dine outs - Encouraged non tennis enthusiasts to engage and support the community initiative

Visit our Crowdfunder Page for Inspiration

https://www.crowdfunder.co.uk/p/qr/vn9LLPBW?utm_campaign=sharemodal&utm_medium=referral&utm_source=shortlink

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The Result

- In under 30 days the Project Refurb Crowdfunder raised £33,402 from pledges and donations
- Having reached and surpassed our initial target of £25,000 with 126 unique supporters triggered a further £10,000 in extra funding from Sport England bringing our total to **£43,402**

Mission Accomplished