



Essentially, Crowdfunder sent an email to the club email address early this year. I signed up to watch a webinar and saw how a lady, very similar to me, had used a Crowdfunder campaign to refurb a cricket club clubhouse. She explained how the rewards got the whole community involved, and I thought it sounded like a great idea.

We were coming up to membership renewals time so I asked every member if they were likely to sign up to a 2- or 5-year membership so Sport England would fund match the cost. Members benefitted by securing this year's membership fee for a few years. I

We created a spreadsheet and used it to guestimate how much to set the fundraising target at. This was the tricky bit as if we didn't hit target we wouldn't get a penny from Sport England, but if we went to low, Sport England would only match up to that target!

Once we had decided on a suitable target, we then set up the Crowdfunder via their website, which links to the Sport England grant application. Once approved by Sport England, we launched it just before our membership renewal date. In the meantime, we had contacted the local pubs, village shop, local trades people, caterers, golf club, vineyard etc and asked them to donate 'rewards' to be purchased (a bit like a raffle but Sport England fund matched the purchase cost). We launched the crowdfunder on 28<sup>th</sup> March 2025 and hit target on 8<sup>th</sup> April 2025

Sarah Bagnall (Chair) worked on it fairly solidly for a few months, but was able to fit it in around a full-time job and parenting a 6-year-old...just!

Here is the link to our Crowdfunder if people want to see it.

[Blagdon Tennis Club Refurbishment Fundraiser - a Community crowdfunding project in Bristol by Sarah Bagnall](#)

The 2- and 5-year memberships brought in the majority of the money; £6,500 which was fund matched by Sport England to make it £13,000. And the rewards donated by local businesses (including tennis sessions) and donations brought in the rest (£3,700). So ~£16,700 in total.



**Mobile:** 07479-260615

**Email:** [tennis@avontennis.org.uk](mailto:tennis@avontennis.org.uk)

Coombe Dingle Sports Centre, Coombe Dingle, Bristol, BS9 2BJ

<https://www.avontennis.org.uk/>