

Is your crowdfunding project ready for success?

donate.scout.org

You have found an issue in your community and decided to take action, gathered your Scouts friends, drafted a project and now you are one click away to submit your crowdfunding project on the Scout Donation Platform.

One key element for crowdfunding success is the **quality of your project**: Is your narrative the right one? Are the photos you chose of high quality? Is the name of your project clear enough? Take the quiz below or ask someone to mark down the points for you and find out!



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Be objective while grading your own project, it will help you get a better idea of what to improve or ask someone around you to grade it and give you honest feedback.

	1 Point	3 Points	5 Points	Score
Video Pitch as the main project image	The video fails to explain what the project is about and how the funds would be used	The video briefly explains what the project is about and how would the funds be used	The video is clear and concise, no questions left on what, how and why they want to raise funds and with a clear call to action.	
Project title	The title is really long, and it fails to explain what the project is about	The title is short but it's not clear what the project is about	The title is short, creative and it describes what the project is about	
Timeline	The timeline is not realistic for the activities nor for the amount to fundraise, more time is clearly needed	The timeline is realistic for both the crowdfunding period and the execution of the project, but no detailed information is provided.	There's detailed and realistic information about when and how the activities will happen, including enough time for the fundraising period	
Narrative	It is not clear what does the project aims to do or what the problem is trying to address	There is some information about the problem and how the project aims to improve the current situation with space for improvement	Strong background information explaining the current situation, clear explaining on how the project would improve the problem with defined dates and actions	
Impact	Weak explanation of the projects expected outcomes	The project mentions the expected outcomes of the projects	The project explains in a quantifiable way how the situation improves by the end of the project	
Budget (Amount)	The project has an unrealistic budget	The project budget is just enough or its slightly over a realistic budget	Realistic budget for the type of projects and activities planned	
Budget (Detail)	Little or no feasible plan on how the funds would be used.	The team explains how the funds would be used	Solid plan on the effective usage of the resources	
Donation Packages (Perks)	No donation packages	There is at least one donation package	There are multiple donation packages with a reasonable amount and a clear description of what will they be used for	
Viability	The scope is not doable	Some challenges are identified but overall the project is doable	The scope of the project is realistic and doable.	
Skills	No explanation on what the current owner or team members capabilities are to run the project	The owner/team demonstrates skills to implement the project	The owner/team show strong skills to implement the project	
Gallery	No photos / The photos are not related to the narrative	The photos complement the narrative	The project has high quality and impactful photos to complement the narrative	
Social Strategy Media	No social media campaign planned for the launching of the project	There is something planned to promote the project after is launched	A strong social media campaign is planned to promote the project after the launch and during the fundraising period	
Final Score				



Sum up all your points and let's find out how ready your project is for crowdfunding success

12 – 29

Looks like your project is not ready yet, have a look at the categories with low score points, what can you improve to make it better?

30 - 49

Your project could be published now but there is still space for improvement which means higher chances for your donors to engage with you

50 – 60

Your project is clear and ready to be published! Make sure that you have a strong social media campaign to promote your project and you are all set for crowdfunding success!

To improve your project here are a couple of videos that will help you get a higher score, if you ever need more help feel free to reach out to donate@scout.org!

Perceived obstacles in telling a good story

Here are a couple of examples of common obstacles you might face too.

Why Story Telling?

What is storytelling? Can I get better at it? Why is it a fundamental part of your campaign?

Make your mess your message

Learn how to take control of your narrative, build trust and credibility for your project.

Writing rules for the internet

Internet + Crowdfunding, check these tips on how to improve your writing!

Stand out in your donor's mind

How are you going to get people to keep talking about your campaign?

How to construct your project page

You can't forget these elements if you want an engaging campaign page.

What is the role of Social Media?

Social Media is not only about twittering, is about branding through engagement