Guide for Project Managers to market their project with images and words on RAWCS Crowdfunding facility

Photography can tell your project's story:

RAWCS projects are well suited for visual storytelling content. Make authentic images that represent the values and personality of Rotary and RAWCS. Create appealing images that tell a bigger story. Images that reflect the projects and people who make the world a better place.

Your photographs need to focus on the connections you make in the project community. Your images should tell a genuine visual story. Capturing compelling images is one of the most important and universal ways to tell your story.

Use the photography section of the People of Action Style Guide (available at the Rotary International Brand Centre) for help taking pictures for your projects crowdfunding appeal promotional materials. Becoming familiar with and applying these guidelines will set your project up for greater success and create continuity for our RAWCS and Rotary brand, no matter what part of the world our campaign is seen.

Whether you take the pictures yourself or hire a photographer, this guide will help you take and select photos that are ideal for creating an effective, memorable image or ad.

Some helpful Guidelines are below:

- If you see a great moment happening naturally don't be afraid to ask people to continue doing the action that caught your eye in the first place. Don't be afraid to get people to repeat an action so that you can get multiple images to choose from. Ensure the background has empty space that allows your subject to dominate the picture. The empty space allows for cropping the final image to get the best possible image to market your project.

- When people are wearing hats, especially baseball caps, it is important that you capture their face in the photo. This image would not have been successful if the man in the white shirt was looking down and his face was covered by the brim of his hat. When people wear caps, ask them to tip it up a little or take it off entirely if you can't get their face in the shot. This image ended up being cropped to a vertical image for the final ad. That worked because there is enough room around the image to crop it to a different orientation. We can't stress enough the importance of having empty space!

- Capture volunteers having a good time. Often, people who are working and focused have a serious look on their face. A serious look can be mistaken for anger or not enjoying what they are doing. A few things I do to lighten the mood is talk to people while I am photographing. I might say things to get them to laugh, look at each other, or engage in a conversation.

- Words and logos on clothing and hats can be challenging! Make sure people in your images only wear Rotary and RAWCS branded clothing and not that of any other company or organization. Don't have everyone at the project wear the exact same branded shirt either. Everyone doesn't have to match. Mix it up with neutral colour clothing, small pops of colour and shirts with small patterns, along with some Rotary or RAWCS shirts and caps.

- Often, volunteers are working outside in bright sunlight, wearing sunglasses for protection. Ask your subjects to take off their sunglasses for a few minutes while you photograph them. If someone is very sensitive to light, have the main person in action take off their sunglasses. We want to be able to see the eyes of the main subjects when we look at images, not have them hidden behind sunglasses or under hats.

Use words to tell your story

- **Focus your story on a single Character**
  Does your story contain a compelling character who relates to your viewer? This approach is more likely to inspire support. Try focusing your story on someone your project has assisted and avoid making RAWCS the hero.

- **Hook your viewers as soon as possible.**
  Does your story capture the viewer's attention as quickly as possible? Give your viewer a sense of what's at stake right away.

- **Document a change that your character or project has achieved.**

  Does your story document something that has happened? The most memorable stories explain a character's or project's experience, journey, transformation, or discovery. Document what this change has done for that community.

- **Show - don't tell.**

  Does your story show—rather than tell—the audience about your character's or project's change? Use rich details, eliminate jargon, and feature the character's own voice whenever possible. Do not use acronyms.

- **Convey your character's emotions.**

  Does your story explain the emotions associated with your character's or project's changes? Remember, emotions move people to action. Be it donating or volunteering.

- **Include a clear call to action.**
  Does your story include a clear pathway to action—to volunteer, to make a donation, share on social media, contact the Project Manager or visit a web page for example?

INTRODUCTION (taken from Crowdfunding website)

What is Crowdfunding?

Merriam-Webster defines crowdfunding as *"the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet."* This modern crowdfunding model is generally based on three types of actors: the project initiator who proposes the idea or project to be funded, individuals or groups who support the idea, and a moderating organisation (the "platform") that brings the parties together to sponsor the idea.

RAWCS Crowdfunding

For RAWCS, the three actors are our projects, project donors and the RAWCS website (donations in partricular).

RAWCS has developed a new landing page for its website - rawcs.org.au - which will become live in September 2019. This new landing page will showcase our projects using photos, text and other information supplied by project managers. The aim is to make our website as attractive to potential donors as other crowdfunding sites such as GoFundMe.

Project Managers - we need your help!

We need you to help us help you. Use this page, by clicking on **Next Step** below, to revise the description of your project to make it interesting to potential donors, add some photos and perhaps suggest donation amounts and set up an appeal. Each step of the process contains some helpful hints to guide you along the way.

PROJECT

Which project are you setting up / amending the crowdfunding details of? The fields of this page are:

1. The project's number, which is in the format n-yyyy-yy where N is the number and Y is the year (56-2018-19, for example).
2. The project's name will be displayed automatically once its number has been entered.
3. Enter your email address to let us know who you are. Project managers, their deputies, regional project coordinators and regional communications supervisors have access to the following steps.
4. We also need your password. Your password was originally sent to you when you registered your first project. If you've forgotten it, you can click on **Reset Password** below to have a new password emailed to you.

DESCRIPTION

Hints for your project's description:

1. Successful fundraising requires being open about your financial need. Tell your story in honest and heartfelt words you'd use to explain your cause to a friend.
2. Highlight details that paint a personal and compelling picture.
3. Answer basic questions, such as who the fundraiser is for; what happened; where, when, and why it's important to you; and how the funds will be used.
4. Break down the costs that make up your fundraising goal. For example, "How the funds will be used: $1,000 will be used for medical transportation and $9,000 will cover Jennifer's unpaid leave from work to care for her children."
5. Read your story aloud, considering how it might sound to potential donors. Which details will inspire empathy and compel readers to care enough to make a donation?
6. The '**summary**' describes what the project is about. It must be entered.
7. The '**challenge**' describes what the project aims to fix or address. It is optional.
8. The '**solution**' describes what your project will do to address the challenge. It is optional.
9. The '**long term impact**' describes what the long-term impact of the project will be. Is your project sustainable. How and when will it become self-funding and be self-sustaining. It is optional.

All changes proposed will be reviewed by RAWCS before appearing on the crowdfunding platform.

MEDIA

Hints for your project's photos and videos:

1. We suggest five to eight photos will suffice.
2. High-quality images can instantly evoke empathy in your beneficiaries and have a dramatic impact on fundraising success.
3. Choose clear, high-resolution feature photos that will attract donors and help persuade them to lend support.
4. Fundraisers with five or more photos raise more than those with fewer. Add more images to broaden your appeal or show different aspects of your cause. Re-visit this site to update the photos as your project progresses.
5. Use videos - fundraising projects with videos raise more than those without. Videos are a great way to communicate with supporters and potential donors.

Photo technical requirements:

1. Photos must have a 4:3 aspect ratio, in landscape orientation. EG 4032x3024, 3968x2976, 2560x1920, 1920x1440 and 800x600 all have a 4:3 aspect ratio. We have prepared these instructions to assist with cropping and re-sizing photos.
2. PNG and JPEG files are acceptable.
3. Each file must be 6MB, or less, in size.

See separate PDF on how to resize photos under "these instructions" above.

Video
Just upload your link to a video that you have designed to market your appeal and your project. A typical YouTube URL will look similar to:

https://youtu.be/NAvW3kp48HY   or
https://www.youtube.com/watch?v=NAvW3kp48HY

A Vimeo URL will look similar to: https://vimeo.com/256892640

AMOUNTS

Research shows that suggesting amounts to donate, together with what such a donation is likely to achieve increases both the likelihood of donation and the quantum of that donation. For example, a donor who had planned on donating $20 will often select the $25 suggestion where they can visualise what it can achieve.

Examples include 'buy a school desk', 'hire a maternal nurse for a day', 'purchase a classroom set', 'supply medical equipment for one person', etc.

Example of Suggested Amounts

Suggest amounts your donors may like to donate and what such a donation would achieve.

Amount	Equates To	Action
$20.00	Personal sanitary kits for 5 people	✏️✖️
$50.00	Cloth for making feminine sanitary pads	✏️✖️
$100.00	Box of books for school library	✏️✖️
$1,000.00	Contribution to community leadership training	✏️✖️
$5,000.00	Contribution to building a school sanitation block	✏️✖️
		➕

SPECIFIC APPEAL

Do you have a specific funding target in mind? Providing a specific target allows us to display a funding thermometer for you:
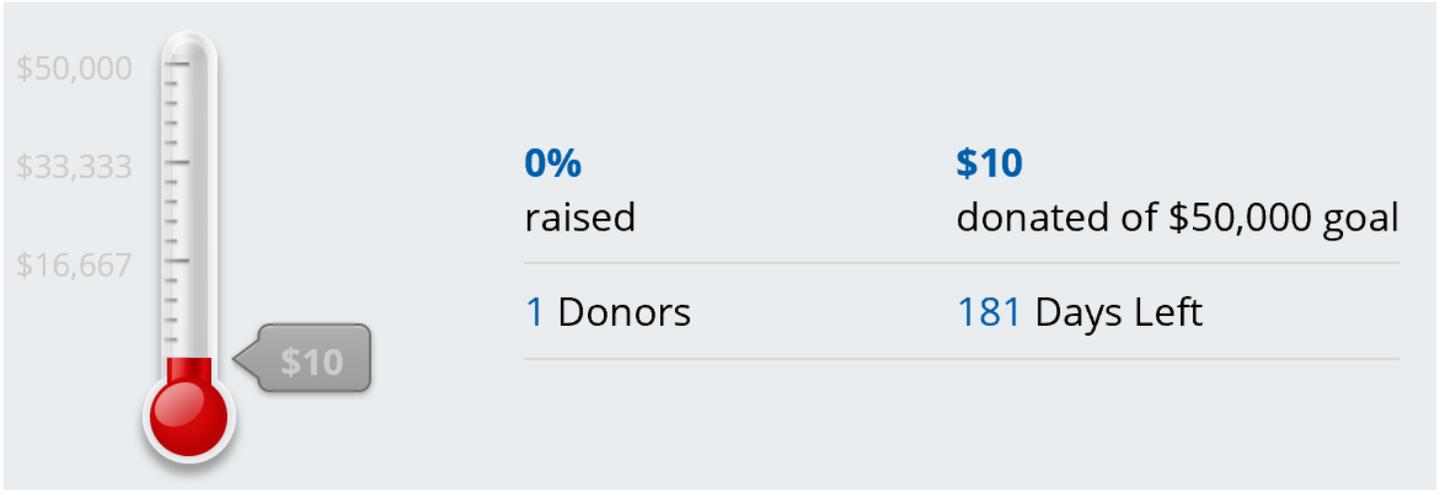
Other information we need on this page:

1. The dollar target of your appeal.
2. The date that the appeal began (or begins).
3. The date on which the appeal will finish. This allows us to show messages like 'only XX days remain'.

Ideally, each project will have an appeal in place. As one appeal draws to a close, another can be initiated to replace it. This keeps donors engaged as it informs them as to what your project is trying to achieve and by when, as well as what funds are needed to achieve it.

DONE

Summary

Project:	9-2010-11
Project Name:	Community Development & Education Assistance, Santa Isabel, Solomon Islands
Summary:	Raising funds to improve educational resources, supporting trainers and building better sanitation facilities in the Province of Santa Isabel.
Challenge:	Helping young members of the community gain an education and skills in their chosen vocations. Community leaders have asked for training in leadership skills for themselves and their youth leaders. There is need to provide training in reproductive health education and personal development, health and physical education. Improving sanitation particularly in their large secondary boarding schools.
Solution:	Provide dignity, through skill development, gender equality advocacy, reproductive health education & training in production of sustainable feminine hygiene products to women and girls. Contribute to funding and building a sanitation block at a major boarding high school which currently has over 60
Impact:	By providing dignity, through skill development gender equality advocacy, reproductive health education & training in production of sustainable feminine hygiene products to women and girls. Improved health and sanitation will assist in reducing epidemics and disease through the entire community.
Photos:	

Videos: No videos linked.

Videos: No documents uploaded.

Suggested Donations: $20.00 = Personal sanitary kits for 5 people
                            $50.00 = Cloth for making feminine sanitary pads
                            $100.00 = Box of books for school library
                            $1,000.00 = Contribution to community leadership training
                            $5,000.00 = Contribution to building a school sanitation block

Appeal: Target of $40,000.00
                            From 29-Jun-2019 to 29-Dec-2019

Where to from here?

These changes will now be reviewed by RAWCS. Once approved, the updated project details will appear on the RAWCS crowdfunding platform.

Will my project be on the landing page?

Projects are randomly selected for display on the RAWCS landing page. This random selection takes place for each and every visitor to the website. So, yes, your project will appear, but it may not appear every time.

It will, however, always appear in the 'search for a project' section of the RAWCS website.

PLEASE NOTE:

All changes proposed will be reviewed by RAWCS before appearing on the crowdfunding platform.

You might notify your Regional Communicators Supervisor that you are waiting for your project to be reviewed to get it on the website sooner