

# Guide for the project launch

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**This guide will help you design and plan your project.**

**Get inspired during the process – check out the projects on the platform.**

[climate  
protection](#)

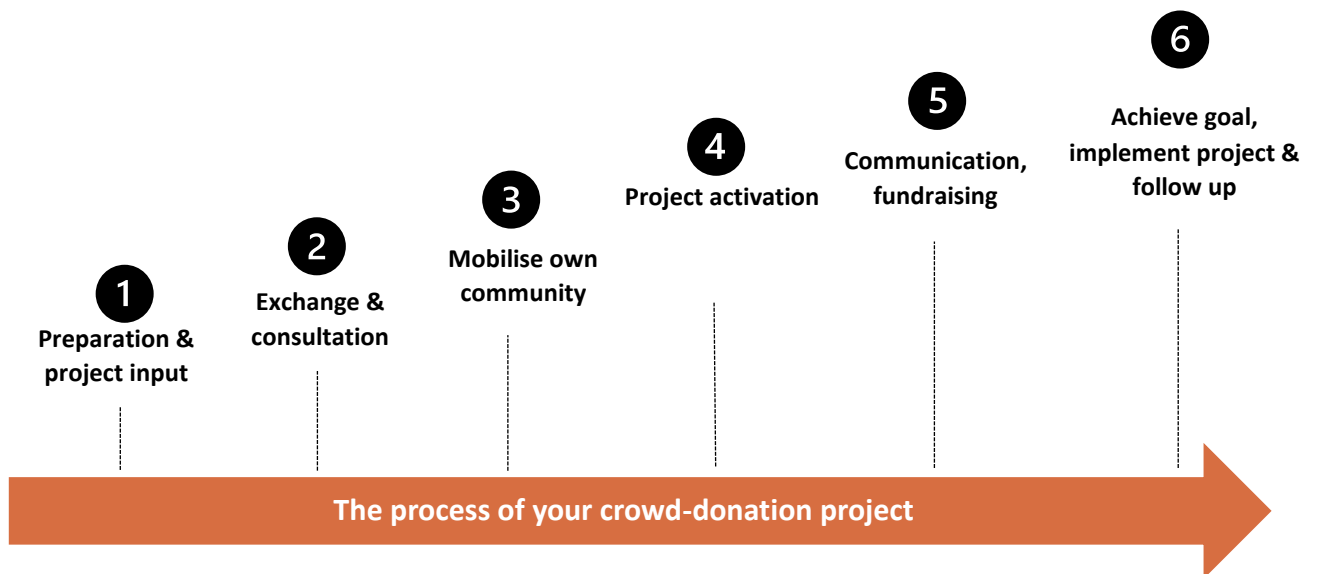
[animal welfare](#)

[child aid](#)

[humanitarian  
aid](#)

there for you.

## The process of a crowd-donation project at a glance



### Planning overview

**NB:** Once the entry form is submitted, you cannot edit the data at a later stage. However, we can make necessary changes for you.

The following is required for submitting your project. You need this content to successfully promote a project. Prepare everything well and go over the form once more before you finally submit it. Of course, you can also contact us at any time and we can adjust your entries.

- ✓ Project title
- ✓ Text
- ✓ Images
- ✓ Video (can be added in a second step)
- ✓ Duration
- ✓ Donation goal

Other important points for your project:

- ✓ Communication
- ✓ Follow-up

## Preparation

The following serves as a guide for project design. We are also happy to help during a personal conversation and support the work. Don't hesitate to contact us if you have any questions or are unsure.

### Important – Keep in mind every step along the way:

Your project needs to captivate people and convince them of its purpose, convey the meaning clearly and evoke emotions in potential donors. **The following rule applies: as short as possible and as long as necessary. Stay positive – focus on the solution, not the problem!**

## Project title

The title must captivate people and at the same time explain the work of the project. Take your time here and develop different versions. The title (along with the project image) is the first thing donors will notice about your project.

- Be specific in the title and don't be too general.
- Explain what it's about.
- Word it in an active voice.



Help for street animals in Moscow  
Solar energy for a village in Namibia  
Help people to help themselves:  
education in Pakistan  
Earthquake in Sumatra – we are providing  
emergency aid!



Simply a name or term  
Promote education  
Helping people to help themselves  
Promote climate protection

## Target amount

The target amount should always be defined, taking into account the factors listed below. Be ambitious, but realistic.

- How much money do you need to implement your project?
- How big is your network and how much time and effort do you want to invest in the campaign?
- Can you achieve a wide reach?

**NB:** If the project reaches its target amount, 90% will be paid to you and 10% will be deducted for administration and financial transaction fees. So include this 10% in the calculation!

The projects run based on an **all-or-nothing principle**. Take this into account as well: the money is paid out only if the entire target amount is reached within the specified timeframe. If more is donated, you will of course receive the additional donations as well.

## Duration

Choose a timeframe of at least 30 days; there are no other specifications for the duration. For

**NB:** You need to build momentum around the project throughout its lifecycle.

projects over 10,000 CHF, we recommend a duration of at least 60 days.

## Text

Be as positive, emotional, authentic and personal as possible. Tell your story in your very own words. Spark interest in the project and show users how they can help to make the world a little bit better.

**NB:** Overall, your text should be no longer than one DIN A4 page. Around three-quarters of users view your project on a smartphone, and shorter texts are better received.

You will need the following text when submitting the project online:

**Short description:** This is displayed in the project overview below your project image and title. Describe the project in around 130 characters (including spaces) and generate interest among users.

**Background:** What is the problem? What do you want to change? Who or what is suffering? In this section, explain why the project is being launched and what challenges and issues it addresses. You can also include your personal reference or that of your organisation.

**Idea:** What needs to be done? What will be changed? How will the situation improve for those affected? How do you ensure long-term impact? Where does the project become active?

**Implementation:** How is the idea translated into reality? What steps are planned? Where and how will the project be started and the donations used?

Outline how the project will be implemented and how donations will be used. Also create an appeal to donors and show how they will help with a donation. Transparency is very important for the trust of the users.

**Initiators:** Who are you? Who is carrying out the project? Here, you can simply mention the names of the people/organisation or also add a short description.

## Images

Choose expressive images that give users a good impression of the project. The project image is especially important so that your project appeals to potential donors and attracts clicks. Images help people visualise your project and bring it closer to potential donors.

In total, you should select **at least four images**; in addition to the project image, a maximum of five images will be displayed on the project page. Super high-resolution images aren't required, but a certain level of quality will contribute to the positive impression of your project.

## Video

A project video significantly increases the chances of success! With a video, you can give users a variety of insights into the project and convince them. There are certain points to keep in mind:

- Die ersten Sekunden (10s) sind entscheidend – überzeuge die Zuschauer\*innen dranzubleiben, mit Witz und/oder Emotionalität.
- Halte dich kurz, idealerweise zwischen 60 und 120 Sekunden.
- Es kommt nicht auf das Equipment und eine überragende Auflösung an, der Inhalt zählt. Auch mit dem Smartphone können super Videos produziert werden.
- Filme immer in Querformat.

Even if you don't have any experience with video production, there are helpful apps and tutorials. We've put together another detailed video production guide for you here. We are happy to give advice, support or arrange professional help.

[Video production  
guide](#)

Upload the video to **YouTube or Vimeo**, then you can directly insert the link when submitting the project. Alternatively, you can send us the video file and we will upload the video to our Vimeo channel.

## Communication

Your personal commitment is crucial to the success of your project! Activate your community, use your network and find helpers for the campaign. Try not to do everything all at once! Act from the inside out and involve the public only after a certain level of donations has already been reached.

### *Launch hard or go home*

The initial days in particular are enormously important for the project, if 20% to 30% of the target amount is reached in the first days, you have very good chances to be successful. Find launch helpers who donate right on the first day and create positive momentum. The amount of the donation also influences other donors.

Because communication is so important, we've also put together an extra communication guide to give you useful tips and advice.

[Communication  
guide](#)

## Follow-up

After successful completion of the project, we will transfer the donation amount minus 10% to the specified account. Afterwards, you can thank the donors directly in the project under "**Updates**".

Here's what we expect from you after the successful fundraiser:

- Regular updates throughout the project (every two months) in the form of text, images or video.
- And an implementation video within a year.

In this way, we jointly create a high degree of transparency for the donors and show them how their donations are being used and their impact.

But we can discuss these points in more detail when the time comes.

Now that your project is prepared, on the next pages you will find the instructions for uploading the project to **there for you**.

 there for you.

## Entering your project

To do this click on "Start your project" on the home page. First you need to create a profile on there for you. You will then be guided through the process.



### Start your project

**Step 1 – Personal data:** Select who will carry out the project. The personal data is then collected. Most of it is already filled in automatically during registration.

Enter the bank details and, if available, the website of the project or organisation.

**Step 2 – Assigning a project:** Please select the appropriate category and subcategories for your project.

- Several subcategories but only one main category are possible.
- If your project works in more than one area, please select "Main area of work" as the main category.
- There are no subcategories for "Humanitarian aid".

**Step 3 – Project information:** Enter the hard facts about the project here:

- Title
- Country where project will be implemented
- Short description
- Donation goal
- Duration
- Video link
- Images

**NB:** The first image uploaded is the project title image and appears in the preview box of your project.

**Step 4 – Project description:** Please enter the text on the background, idea and implementation, then list the initiators.

**Step 5 – Check input:** After all the data has been entered, you will receive a summary of the individual steps. Please check all entries carefully.

If you want to change individual entries again, you can simply click on "edit" for each block in the summary. Additionally, you can use the bar at the top (see image below) to switch between and edit each data entry. At the end of the form, there is also a field for sending us questions or comments.

**Step 6 – Submit:** Click "Send" at the very bottom of the summary.

**That's it!**

## Check by us

We will check the project and get back to you as soon as possible. If you have not heard from us after three business days, contact us by email: [info@there-for-you.com](mailto:info@there-for-you.com).

We discuss the project and optimise it together – if possible and necessary. Afterwards, we discuss the campaign and especially the launch. Once you send the project to us, only we can make changes. Before publishing, we will send you a preview link and you can do a final check of the project. **Nothing will be published without your final say!**

You are also welcome to discuss the project page with your launch helpers and get their opinion.



 there for you.

## Have fun with the design of the project!

We are happy to help and answer all questions about the platform, the project and crowd donation in general. Thank you very much for your trust – we are happy to help and publish the project on the platform.

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