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# Rewards in Crowdfunding



## What are rewards?

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Anything that you give in return or as appreciation to someone funding your campaign.

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## Why Give Rewards?

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- Gets more funding
  - Shows Gratitude.
  - Showcases your products/services
  - Assures certainty of investment
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## Rewards can be...

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### Merchandise (tangible products)

- Accessories
  - Books, Mags
  - Clothing & Fashion
  - Electronics
  - Kitchen Items e.g. cookware
  - Food items
  - Stationery
  - Art & Virtual art
  - Props, etc.
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## Rewards can be...

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### Services (intangible)

- VIP meet & Greet
  - Tours
  - Installation service
  - Participation
  - Lessons & classes
  - Social media thanks
  - Dining experience
  - Concert invites
  - Studio visits, etc.
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## Rewards can be...

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### Monetary Rewards (intangible)

- Vouchers
  - Gift cards
  - Discounts
  - Giveaways, etc.
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## Things to consider while setting up your rewards

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- Have you included the name of your reward? This should be something enticing that gives the backer an idea of what you are offering and piques their interest.
- Have you included images of the reward? Remember this makes your campaign more appealing to backers since they can see what you are offering.
- Does the reward require shipping? This is dependent on the people you are targeting to fund you. e.g. if most of your backers are local then you should set a local shipping cost.
- Is there a limited quantity of the reward? If yes, indicate the quantity available.
- Have you indicated an accurate delivery date? To do this, think about the project duration and the time taken for funds to be reconciled to ensure you have ample time to deliver the reward.



## Having Unique Rewards

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- Having packages
  - Describing them differently
  - Using unique pictures
  - Having discounts
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## Check Out These Campaigns To Learn How To Set Up Your Rewards

### Non-Profit Organizations

- [It's time to start the clock at Bellville Civic Centre](#)
- [Goedverwacht Awakens Cobblers School Shoe Project](#)
- [#TwendeUni: Educating leaders to transform the world!](#)
- [Feed 1 Million Children \(R1.30 per meal\)](#)
- [Funding Talent Unleashed Expansion and Job Creation](#)

## Farming

- [The Green Gold](#)
- [Naihara Chamomile Kenya](#)

## Craft

- [Handcrafted with love from the heart for a cause](#)
- [Support production of harnesses made from upcycled tyre tube](#)
- [VKirotet Smart Bags Project](#)

## Tech & Games

- [Aerosphere MKII - The Start of a legacy](#)
- [Unplug Yourself's Ultimate Gamer Blindbox!](#)
- [Esheria - Lawfirm Management System](#)
- [Codetelligence NPC](#)

## Art & Photography

- [Imaginarium Art Exhibition](#)
- [Hannah Yason First Solo Show](#)
- [DRENZO \(PTY\) LTD Equipment Fundraiser](#)
- [Explore Colours Through the Kenyan Tribes with Me!](#)

## Food & Beverages

- [Karisa Plant-Based Mince](#)
- [Mwari 150 Campaign](#)
- [Second Plate - Help us raise funds for a sit in shop](#)
- [Sugarbird Gin](#)

## Shops and Retailers

- [NUDE APOTHECARY](#)
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## Music

- [Fokof Crowdfunding](#)
- [HABIT TO's \(New Album & Online Concert\)](#)
- [Triveno - New Album 2021](#)

- [Sino&Britt Music Journey](#)
- [New December Streets Album.](#)

### Film and Video

- [KAWIA Animated Film](#)
- [Win Win Wins for a Thriving World - Documentary](#)
- [KEEPING THE LIGHTS ON AT THEATRE ON THE SQUARE TOGETHER!](#)
- [Labia Theatre offers Patrons a wonderful Summer Season](#)
- [Family Tree Film](#)
- [Taker - SAE Graduate Short Film](#)
- [NONI: ANIMATION VR FILM](#)

### Podcasts/Youtube

- [Songs and Thongs expansion](#)
- [Support Captain Kai & #TheLockdown Podcast](#)
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### Fashion

- [Above Keyboard Dressing Thrift Store](#)
- [Scaling Donum Vitae](#)
- [Afromantane goes Global](#)
- [TieDye Clothing SA](#)

### Publishing

- [Publishing South Africa's lost black poet - Robert Grendon](#)
- [Pre-order: \*Fundraising from UK Donors\*](#)
- [Jesus My Superhero Children's book](#)

### Service/Environment Campaign

- [Let's get GrowBox back on the road again](#)
- [Saving the planet, one plant at a time, one bee at a time](#)
- [Tri Toad Nursery: Help us drive our project forward!](#)
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