



CROWDFUNDING CASE STUDY:

Bad Girls Project



The FXU Society based on the Penryn Campus, Tremough Follies: Musical Theatre society, Crowdfunded so that they could put on their show Bad Girls: The Musical. The money helped to cover the technical costs as well as the rights for their show and other necessities such as set, costume and props.

HOW DID YOU PROMOTE YOUR FUNDRAISING PROJECT?

Most of our promotion was through social media, and we have a film maker who was recording rehearsals, so these could go along with promoting the page. This worked well as the closer to the show we got, the more material there was which hopefully encouraged more donations.

WHAT WORKED WELL?

I believe most of the donations came from close family and friends, so it is worth trying to get crowdfunding pages out to the wider community and alumni as this could bring in more funds.

ANY TOP TIPS FOR OTHER STUDENTS WANTING TO CROWDFUND?

The biggest thing I would stress to other students it to get it started early if there is a set deadline, and have planned ways of how to promote and who you most want to direct the funding page to.

Other ways would be speaking to other societies to see if they want to help, even if it is to just spread the word about the page.

Heather Tewnton, Tremough Follies

For more information please contact
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