

# MyParkScotland Crowdfund Toolkit

- What is crowdfunding?
- How does crowdfunding work?
- How to develop your crowdfund project
- How to promote your crowdfund project
- Get a larger audience for your project
- How to keep your donors engaged
- Understanding what tools to use
- Increase chances of crowdfunding success



Introduction to crowdfunding



Running your crowdfund



Crowdfunding Campaign Planning worksheet



Some Useful Tools and Resources



Crowdfunding Glossary



Resource Kit available to download next week from MyParkScotland site -

[www.mypark.scot/get-involved/crowdfunding-resource](http://www.mypark.scot/get-involved/crowdfunding-resource)