Creating a Crowdfunder

Chuffed is a fantastic way to raise funds, as long as you have a bank account to receive the money.

Setting Up a Chuffed Fundraiser

Chuffed makes money by taking a cut of the money that is donated. You can either set up the fundraiser so the cut is taken as a percentage of the money donated, or you can set it up so that the donors can decide how much to give Chuffed in addition to their donation to XR (including an option to give nothing at all).

Setting up a Chuffed account and your first fundraiser takes about an hour and Chuffed guide you nicely through the process. If you are nervous about this, then consider doing the set up with someone else supporting.

Before starting the set up you will need:

- A bank account
- A named individual as the account contact
- An email account to link to the Chuffed account

Why You Need a Stripe Account Too

Stripe is a platform that processes payments from debit and credit cards, Paypal, ApplePay GooglePay, etc. Stripe sits invisibly behind Chuffed and manages the process that transfers the money from a donor’s account to your bank account. As part of the Chuffed setup process you will be prompted to set up a Stripe account, so it is very straightforward.

Promoting Your Chuffed Fundraiser

QR codes linked to online fundraisers can be a great alternative to a card/contactless device. They enable people who don't carry cash to donate, without the need for the group to have a card/contactless device. Get more info here on creating QR codes to link to your fundraiser.

Here is some guidance if you want to use links or buttons to crowdfunders in Action Network emails.

Regular Giving Via Chuffed

You can also set up your Chuffed fundraiser to allow people to donate monthly. This can be a lot easier for people to set up than manually creating a Standing Order via their bank. Find out how to set this up here.

Further Support

You can get support from the XRUK Fundraising team if you need help with any of this. Contact us on our Mattermost Reception or by emailing fundraising@rebellion.earth.
