

Community Shares Wales Resilience Project

Blog 3: 10 Top Tips for a Successful Community Share Offer



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"Undertaking a community share offer can seem like a scary and daunting thing to do. Most people have limited knowledge of what is involved and so we have compiled a top 10 tips to help you achieve success. We have asked a variety of people who are involved in community shares for their top tips including both practitioners and community members and have put together this article to help anyone thinking of doing a community share offer in the future."

1: Engage with your community early

A successful community share offer must have community support, and the people must value and believe in it in order to invest. People are buying a stake in the business, so they need to feel connected to it and part of the organisation. Engaging with people early helps to build momentum and offers opportunities to pool resources, get to know people, build trust, test ideas, ask questions and ensure that the share offer is launched with a bang!

2: Involve people

A successful community share offer is a lot of work from the initial idea through to completion.

The more people that are involved allows for tasks to be shared and not left to a few. Not everyone needs to be writing business plans there is a need for people to just deliver leaflets and put-up posters. Keep a record of those interested as volunteers will also be needed after launch and in the future.



3: Assemble a team of people

Once you have engaged with your community and you know the skills of people, you can begin to harness those skills to the benefit of the Society. The people involved in putting together the share offer need to have particular skills – ideally finance, marketing, report writing, business planning etc. A skills audit can be a useful exercise to undertake to see where the gaps are and help to determine the areas where you may need to seek support.

4: Market research

Setting the investment levels for a share offer can seem like a daunting task. Getting out into the community and talking to people about the share offer is a great way to assess the levels of support, and to begin asking questions around the amounts people would be prepared to invest.

5: Begin putting together financial projections early on

The business has to be viable, and make money for it to be successful. Putting together the financial projections early means that you know whether the idea is worth pursuing or not. For example, are your minimum investment levels for individuals achievable, and will they be enough to allow you to do what you need to do? Are your share offer targets at the right levels to allow what needs to be done? Can the Society make enough money to pay investors who want to withdraw their money within the time scales?

6: Marketing plan

For the share offer to be successful it needs hundreds of people to invest their money. This means that your marketing plan must be able to reach hundreds of people using the most effective methods.



7: Gift vouchers

Offering people the chance to buy shares in the form of gifts can boost sales especially if your share offer is open during Mother's day, Christmas, Valentine's day etc. In other share offers which are trying to harness community regeneration gifts have been bought for children and grandchildren, seen as an investment in the future! Gifting somebody part ownership in a community asset or service is a unique gift and if marketed right can boost the share offer.

8: Copy and learn from others

Community share offers are not as rare as they once were so learn from others that have been successful in your sector or community. Read through their share offer document and look at what they did. If possible, get in touch with them and get their advice on what they did, what worked and what did not.

9: If purchasing an asset behave like a buyer and not a campaign group

Purchasing an asset is a very important part of the business and you have to get it right. You want the best price, and you want a quick short purchasing process so that you can get on with your business. Acting as a buyer in an organised, professional manner will get you further than lots of people getting involved and it appearing that the Society is not serious and doesn't know what it is doing. Ensure that you are seen as serious and capable of pulling off the sale as you would not want another buyer to come in!

10: Plan for the last-minute investors

Research shows that one half to one third of investments into a community share offer will be made within the last week. Plan for this surge, but also try to harness energy by getting off to a good start by having people ready to invest early on. Someone on social media seeing that a good project is very near their target is much more likely to invest as their investment could make the difference and people want to be linked with success! A campaign near its end with a lot of money still to raise is less likely to get these investors as there is less chance of it being successful. Also, ensure that your end date is a good day and does not clash with any significant events.

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Dave Hollings, Co-operative and Mutual Solutions

Nathan Brown, Co-op Culture

Gareth Andrews, Vale Cricket Club

Justin Walters, The White Hart Community Inn

About us

Community Shares Wales Resilience Project is funded by the National Lottery Community Fund and delivered by Cwmpas. We help communities raise investment to protect and strengthen the things that matter to them.

Our team is enthusiastic about community shares and enjoy working with people across Wales to raise the capital they need to achieve a shared vision. If you need support, or would like to know more, please get in touch or visit our website.

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"Gall mynd ati i gynnig cyfranddaliadau cymunedol ymddangos fel talcen caled iawn. Does gan y rhan fwyaf o bobl ddim llawer o wybodaeth am yr hyn sydd angen ei wneud felly rydym wedi crynhoi 10 gair o gyngor i'ch helpu i lwyddo. Rydym wedi gofyn i wahanol bobl sy'n ymwneud â chynigion cyfranddaliadau cymunedol am air o gyngor, yn cynnwys ymarferwyr ac aelodau o'r gymuned, ac rydym wedi paratoi'r erthygl hon i helpu unrhyw un sy'n ystyried mynd ati i gynnig cyfranddaliadau cymunedol yn y dyfodol."

1: Ymgysylltu â'ch cymuned yn gynnar

Mae'n rhaid i gynnig cyfranddaliadau cymunedol llwyddiannus gael cefnogaeth y gymuned, ac mae'n rhaid i'r bobl werthfawrogi a chael ffydd yn y cynnig er mwyn buddsoddi. Mae pobl yn prynu cyfran yn y busnes felly maen nhw angen teimlo'n rhan o'r sefydliad. Mae ymgysylltu â phobl yn gynnar yn helpu i gael yr olwyn i droi ac yn gyfle i grynhoi adnoddau, dod i 'nabod pobl, meithrin ymddiriedaeth, profi syniadau, gofyn cwestiynau a sicrhau bod y cynnig cyfranddaliadau yn cael ei lansio gyda bang!

2: Cynnwys Pobl

Mae cynnig cyfranddaliadau cymunedol llwyddiannus, o'r syniad cychwynnol i ddiwedd y daith, yn dipyn o waith. Gorau po fwyaf o bobl sy'n cymryd rhan er mwyn gallu rhannu tasgau yn hytrach na'u gadael i ambell un yn unig. Does dim angen i bawb fod yn ysgrifennu cynlluniau busnes - mae angen i bobl ddsbarthu taflenni a gosod poster i hefyd. Cadwch gofnod o'r rhai sydd â diddordeb oherwydd bydd angen gwirfoddolwyr ar ôl lansio hefyd ac yn y dyfodol.



3: Dewch â thîm o bobl gyda sgiliau perthnasol at ei gilydd

Once you have engaged with your community and you know the skills of people, you can begin to harness those skills to the benefit of the Society. The people involved in putting together the share offer need to have particular skills – ideally finance, marketing, report writing, business planning etc. A skills audit can be a useful exercise to undertake to see where the gaps are and help to determine the areas where you may need to seek support.

4: Ymchwil i'r farchnad

Gall y dasg o bennu lefelau buddsoddi cynnig cyfranddaliadau ymddangos yn dipyn o her. Mae mynd allan i'r gymuned a siarad gyda phobl am y cynnig cyfranddaliadau yn ffordd wych o asesu lefel y gefnogaeth a dechrau gofyn cwestiynau am faint o bobl fyddai'n fodlon buddsoddi.

5: Ewch ati ar unwaith i lunio rhagamcanion ariannol

Mae'n rhaid i'r busnes fod yn hyfyw a gwneud arian iddo lwyddo. Mae llunio'r rhagamcanion ariannol yn gynnar yn golygu eich bod yn gwybod a yw'n werth dal ati gyda'r syniad ai peidio. Er enghraifft, ydy lefelau isafswm y buddsoddiad ar gyfer unigolion yn ymarferol, ac a fyddan nhw'n ddigon i'ch galluogi i wneud yr hyn sydd angen i chi ei wneud? Ydy'ch targedau cynnig cyfranddaliadau ar y lefelau iawn i alluogi'r hyn sydd angen i chi ei wneud? All y Gymdeithas wneud digon o arian i dalu buddsoddwyr sydd am dynnu eu harian yn ôl o fewn yr amserlenni?

6: Cynllun marchnata

Er mwyn i'r cynnig cyfranddaliadau lwyddo, mae angen cannoedd o bobl i fuddsoddi eu harian. Mae hyn yn golygu bod yn rhaid i'ch cynllun marchnata allu cyrraedd cannoedd o bobl gan ddefnyddio'r dulliau mwyaf effeithiol.



7: Talebau rhodd

Gall cynnig y cyfle i bobl brynu cyfranddaliadau ar ffurf talebau rhodd hybu gwerthiant, yn enwedig os yw'ch cynnig cyfranddaliadau ar gael dros Sul y Mamau, y Nadolig, Dydd Santes Dwynwen, Ffolant ac ati. Mewn cynigion cyfranddaliadau eraill sy'n ceisio adfywio'r gymuned, mae rhoddion wedi'u prynu ar gyfer plant ac wyrion ac wyresau, fel rhyw fath o fuddsoddiad yn y dyfodol! Mae rhoi rhanberchenogaeth i rywun mewn ased neu wasanaeth yn rhodd unigryw a gall hybu'r cynnig cyfranddaliadau os yw'n cael ei farchnata yn iawn.

8: Efelychu a dysgu gan eraill

Dyw cynigion cyfranddaliadau cymunedol ddim mor anarferol ag yr arferai fod felly gallwch ddysgu gan eraill sydd wedi llwyddo yn eich sector/cymuned. Darllenwch drwy eu dogfennau cynnig cyfranddaliadau i weld beth wnaethon nhw. Os oes modd, cysylltwch â nhw i weld beth wnaethon nhw, beth weithiodd yn dda, beth oedd heb weithio cystal.

9: Os ydych chi'n prynu ased, cofiwch ymddwyn fel prynwr ac nid fel grŵp ymgyrchu

Mae prynu ased yn rhan bwysig iawn o'r busnes ac mae'n rhaid i chi wneud pethau'n iawn. Rydych chi am sicrhau'r arferion gorau, ac mae angen proses brynu fer a chyflym arnoch er mwyn symud ymlaen gyda'ch busnes. Bydd ymddwyn fel prynwr mewn ffordd drefnus a phroffesiynol yn fwy buddiol i chi na chael cant a mil o bobl yn cyfrannu gan roi'r argraff bod y Gymdeithas ddim o ddifrif ac yn ddi-drefn. Gofalwch eich bod yn cael eich gweld fel rhywun sy'n cymryd y fenter o ddifrif a gyda'r gallu i lwyddo cyn i brynwr arall achub y blaen arnoch!

10: Cynllunio ar gyfer buddsoddwyr funud olaf

Dengys ymchwil y bydd rhwng hanner a thraean y buddsoddiadau mewn cyfranddaliadau cymunedol yn digwydd o fewn yr wythnos olaf. Paratowch ar gyfer y prysurdeb hwn, ond hefyd ceisiwch gadw'ch egni drwy gael dechrau da a chael pobl i fuddsoddi yn y dyddiau cynnar. Mae rhywun sy'n gweld ar y cyfryngau cymdeithasol fod prosiect gwerth chweil yn agos iawn at ei darged yn llawer mwy tebygol o fuddsoddi oherwydd gallai ei fuddsoddiad wneud gwahaniaeth ac mae pobl am gael eu cysylltu â llwyddiant! Mae ymgyrch sydd o fewn dim i gyrraedd y llinell derfyn ond sydd angen codi pentwr o arian o hyd yn llai tebygol o ddenu buddsoddwyr gan fod llai o gyfle iddo lwyddo. Hefyd, gofalwch fod eich dyddiad cau yn ddiwrnod da ac nad yw'r cyd-daro ag unrhyw ddigwyddiadau pwysig.

Diolch i...

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About us

Ariennir Prosiect Cadernid Cyfranddaliadau Cymunedol Cymru gan Gronfa Gymunedol y Loteri Genedlaethol Cymru ac mae'n cael ei ddarparu gan Ganolfan Cydweithredol Cymru. Rydym yn helpu cymunedau i gael buddsoddiad i ddiogelu a chryfhau'r pethau sydd o bwys iddyn nhw.

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