



Over 10 Years of Making Money Do Good

Raising Money for Community Energy

How to attract investors and maximise your raise





Marketing your offer and working with Ethex

How to attract investors and maximise your raise

Why Marketing Matters for Your Investment Offer

Launching an investment offer is just the first step—success comes from engaging the right investors with the right message. Ethex helps purpose-driven organisations raise finance, but, through years of experience, we know that strong marketing is essential to reaching your funding target.

This guide will walk you through the key steps to promoting your offer effectively, working with Ethex, and attracting a community of engaged investors.

At Ethex, we have built a **database of matched funders and individual investors** who care about scaling up funding opportunities for community energy projects through Ethex's platform for positive investing. But the key to success is to be able to tell them your story clearly.

We work with organisations of all sizes. Some have bespoke marketing departments or agencies, and some are run by part-time volunteers. Whatever resources you have available, our team will work with you to plan a campaign that will hit all the right notes with potential investors.



Step 1 Craft a Compelling Story

Communicate in a way that engages hearts and minds! Although a good financial return is a motivator for potential investors, equally so is the social and environmental impact you can deliver. However, besides being able to quantify what this is, it's really important to try and communicate this in a relatable way via human stories. Speak to your beneficiaries; get them to tell their stories in their own words.

In our experience, human stories are a great way of engaging the hearts and minds of investors in your raise.

Be clear on your mission – Highlight the social and environmental problems you are solving

Showcase your impact – Who benefits from this project, can you demonstrate it? At Ethex we have broken down impact into core pillars:

Keep it people-focused as well as number focused – Investors support real-world change, not just numbers.

Create a rallying call – You want your investors to become part of an engaged community that truly cares about supporting change.

Example: Instead of saying "We're raising £500k for a solar project," say "Your investment will be put to work installing solar panels on 10 buildings, creating substantial carbon savings, while benefitting those in the community who need it most."

Ethex is founded on **three key impact themes** that we see as vital steps to achieving a better future. Every investment opportunity we offer aligns with one or more of these.

Ethex's vision is to mobilise investment to fund transformative organisations & businesses that are making a real difference.



Step 2 Define Your Audience

Gaining an in-depth understanding of who your potential investors are will help you target your marketing efforts effectively.

- **Existing supporters & community members** – People who already believe in your mission.
- **Impact-driven investors** – People actively looking for ethical and impact investment opportunities.
- **Local stakeholders** – Businesses, councils, organisations, and individuals who benefit from your work.

Tip: Identify groups or communities that care about your cause—whether it's climate action, social housing, or ethical finance. Consider their motivations for supporting you and craft your communications accordingly.

Step 3 Create Your Marketing Toolkit

Make it easy for investors to understand your offer. Ensure your materials are clear, engaging, and visually appealing. Gather as much image and video content as you can to use throughout the campaign. Show the benefits of what you're doing (solar panels are great, but they don't tell a story like a group of children enjoying a community event for example.)

1. Create Strong Messages and Supporting Assets

- A clear, compelling narrative is key to attracting investors. Begin by defining your key marketing messages:
- Why is investment needed? Be transparent about the funding gap and how investment will make a difference.
- What's the impact? Highlight who will benefit from the investment (e.g., local community, specific sectors, or causes).
- What's your future vision? Show the growth potential and long-term impact of your initiative.

2. Support your messaging with strong visual assets:

- Imagery: Build a library of high-quality images that showcase the impact of your project, especially ones featuring people who benefit directly.
- Testimonials & Case Studies: Gather written or video testimonials from stakeholders or beneficiaries.
- Compelling Video: Create a short, engaging video (3-5 minutes) that clearly explains your offer and its benefits.
- Campaign Assets: Use a consistent brand look and feel. You can use free tools like Canva to produce compelling communications.

Ethex Support: We provide ongoing support and guidance on structuring your marketing materials for maximum impact and ensuring our marketing efforts are fully aligned for success.

Step 4 Use Multiple Marketing Channels

To reach investors, diversify your outreach across different platforms.

Ethex Platform – Your offer will be promoted to thousands of engaged impact investors.

Your own website – Make sure every visitor sees the link to your investment offer

Email Marketing – Keep your audience updated with campaign progress.

Social Media – Share impact stories, investment milestones, and testimonials.

Press & PR – Engage journalists to amplify your message, extend locally and reach nationally.

Events & Webinars – Presence at local events is a great way to engage investors and answer questions. Ethex will organise and host a webinar on your behalf.

Tip: Create a detailed marketing timeline that aligns with key campaign moments, such as launch day, halfway milestones, and approaching your funding target. Ethex can work with you to build this.

Step 5 Talk about your impact

Investors invest in community energy not only for returns but for the positive impact they are making too.

Talk about your impact in a credible way. People want to hear about the difference they are making. Visualise the data around the savings you are making in your offer document and marketing materials. Help investors see the difference they are making.

Step 6 Leverage Ethex's Reach & Support

When you raise finance on Ethex, you get access to:

- ✓ **A dedicated campaign page** – Showcasing your offer to a community of 30,000+ ethical investors.
- ✓ **Marketing & promotion** – Featured spotlights in newsletters, social media, and PR. We will arrange, promote, host and record a webinar for your offer that will help potential investors see the real people behind the offer.
- ✓ **Expert support** – Guidance on messaging, investor engagement, and offer structure. We have regular check ins on the offer progress and marketing plans.


Example:


80% of organisations that successfully raised on Ethex engaged actively in marketing their offer alongside our platform promotions. We find regular video content is successful in driving traffic to the offers.




How your offer will look on www.ethex.org.uk

WWCE Solar for Silverwood offer

<https://www.ethex.org.uk>



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WWCE Solar for Silverwood School Sh... Watch later Share

come to our solar share

Wiltshire Wildlife Community Energy

Watch on YouTube

WWCE Solar for Silverwood

Renewable Energy - Community Shares

95% raised

5.5% Forecast return | Investors 185 | Days left 11 | Raised so far £473,017

Wiltshire Wildlife Community Energy develops community-owned renewable energy projects that reduce carbon emissions, promote wildlife and give back to the community.


Clean energy Strong communities

Login to invest Register | Min investment: £250

Target £500,000	Min raise £400,000
Offer opened 13/09/2024	Closing date 25/04/2025

Wiltshire Wildlife Community Energy
Society no. 32116R
Wiltshire, UK
Incorporation date: 02 July 2013

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Your money will...

- Take action against climate change by funding a new community-owned solar array, generating clean energy for Silverwood Special School.
- Support biodiversity and environmental education initiatives delivered in partnership with the school, funded by surplus income generated from the solar array.
- Help to give nature a home on WWCE's solar sites, providing habitats for native species and flowers around their solar arrays.
- Earn a potential return. Investments in the share offer target a return of 5.5% per year.

Final Checklist for a Successful Raise

- 1 **Clear impact story** –
Why should investors care?
- 2 **Defined audience** –
Who are you targeting?
- 3 **Engaging marketing materials** –
Is your offer and its impact easy to understand?
- 4 **Multi-channel promotion** –
Are you reaching potential investors everywhere?
- 5 **Leveraging Ethex's platform** –
Have you maximised your visibility?

Start your journey today with Ethex.

Reach out to discuss how we can support your raise.

Email us: info@ethex.org.uk

Start your raise: ethex.org.uk/user/fundraiser

www.ethex.org.uk





Interested in raising investment for your project?

Get in touch here:

<https://www.ethex.org.uk/user/fundraiser>

Email us: info@ethex.org.uk



Don't invest unless you're prepared to lose all the money you invest. The investments listed on Ethex are high - risk investments and you are unlikely to be protected if something goes wrong.

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