

CASE STUDY

Willi's Kitchen

Total Raised:	+\$4.1k
Number of Pledgers:	88
Age of company:	3 years
Sector:	Hospitality
Country:	New Zealand

Willi's Kitchen is a popular Vietnamese fusion cafe based in Wellington, New Zealand.

All images provided by Willi's Kitchen.

Willi's Kitchen



Pledge Me



BACKGROUND

Why they decided to crowdfund

In 2020, Covid-19 came to the shores of New Zealand, causing havoc for businesses. Even before Prime Minister Jacinda Ardern ordered a [four-week nationwide lockdown](#) (including closure of hospitality establishments) to prevent the spread of the virus, small businesses were feeling the heat.

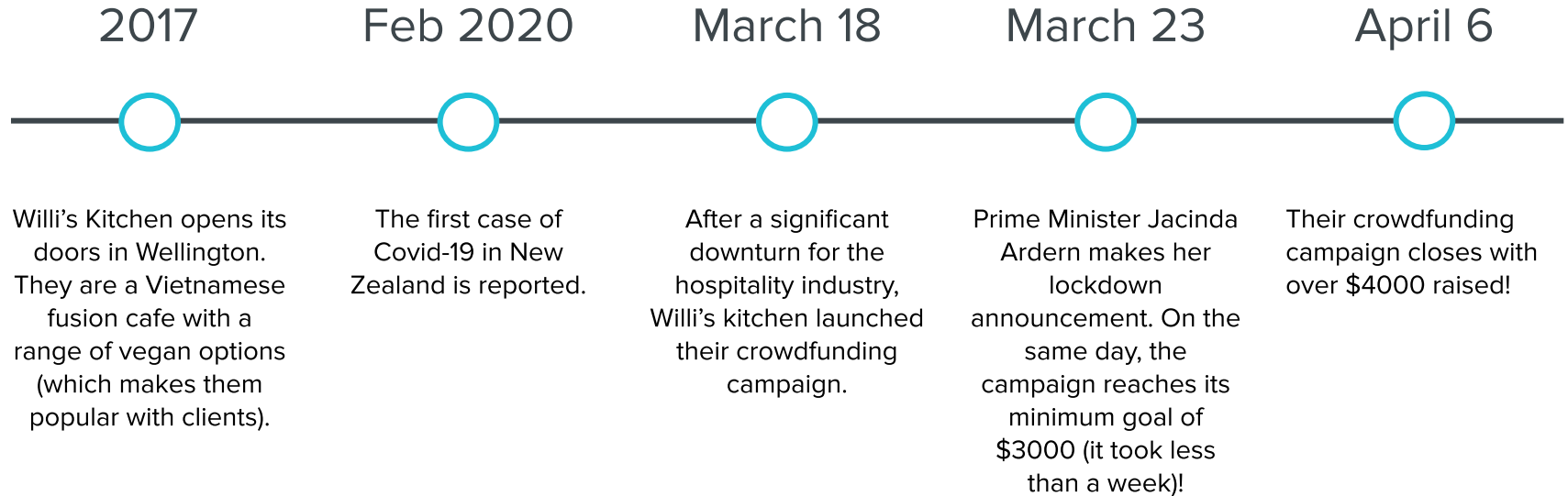
Willi's Kitchen was just one of these small businesses. They wanted to be able to keep their hospitality dream alive as well as secure jobs for their staff and their family (which relied heavily on the business as their main source of income). Instead of cutting costs by laying off staff, or other less-than-optimal measures they could have taken, they decided to turn to their crowd for help. They launched a crowdfunding campaign and offered vegan hot cross buns, food and coffee vouchers, and cake as rewards.



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**“As one of my favourite places for
vegan treats, I hope you guys make it
through this with the community
behind you”** — Jess, Willi’s Kitchen Pledger

TIMELINE





“I love your food, I will support you in any and every way I can” — Siobhan, Willi's Kitchen pledger



WHAT WORKED WELL

Recommendations for future campaigners.

- **They were honest** - The team at Willi's Kitchen were not afraid to be vulnerable and reach out to their crowd for help.
- **They have a dedicated crowd** - Crowdfunding worked so well for Willi's Kitchen because their customers love their products and don't want them to close. They were willing to put their money where their mouth is and show their support.
- **Good rewards** - From vegan hot cross buns to vouchers for in-store credit, the team at Willi's Kitchen made sure their pledgers would get their money's worth.
- **They kept promoting to their crowd** - Every couple of days, they would remind their crowd about their crowdfunding campaign on their social media. They'd post the link along with a photo of their goodies (reminding their crowd of what was at stake!).



Pledge Me

CONCLUSION

Willi's Kitchen raised \$4151 from 88 pledgers.

Willi's Kitchen hit hard times when Covid-19 reached New Zealand, just like hundreds of other hospitality establishments across the country. Despite being a popular and well-known cafe in Wellington, they weren't sure if they'd be able to keep going. They decided to turn to their crowd of friends, family and customers for help, and in return they would offer their products and food vouchers as rewards,

Through their crowdfunding campaign, they raised the money they needed to cover immediate costs, keep staff on, and (most importantly) ensure they could keep their cafe open and maintain an income for their family.





YOUR ACTION PLAN

Putting it into practice

Reach out to your crowd

Are you struggling as a business because of the current climate? Do you have a strong customer base who would want you to stay open and keep doing what you're doing? Reach out to them!

Have a clear action plan beforehand

Make sure you talk to your crowd about your campaign before you go live. Tell them about the rewards you're offering and why you need their help. Ask them for reward ideas. Keep them updated once you've launched too.

Offer great rewards

Many people will pledge to a campaign just because they want to help. However, if you offer some great rewards for higher amounts, there will be more incentive for people to pledge more.

Get in touch

If you're considering a project crowdfunding campaign, we're ready to help. [Contact us for a chat.](#)

You can also learn about [creating an equity crowdfunding campaign in Australia](#) or in [New Zealand](#) on our main website.

