

crowdfunding

noun [*mass noun*]

- the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet: *musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding*

20 STEPS TO FUNDING YOUR DREAM PROJECT

- 1 Set the parameters: concept, funding goal, rewards, launch date and deadline
- 2 Choose your website
- 3 Allow time to plan and secure the support you need
- 4 Write your copy and collate the images/photos/graphics
- 5 Make your video
- 6 Build social networks
- 7 Create your mailing list
- 8 Draft launch email, posts and tweets
- 9 Upload and submit a couple of days before launch date – await approval
- 10 LAUNCH
- 11 Take a deep breath – this is business not personal...
- 12 Use social networks to target potential backers not on your mailing list
- 13 Thank everyone who pledges - immediately
- 14 Update backers with good news eg first £1000 reached, press coverage
- 15 Re-email your mailing list – not too often and not pushily
- 16 Be open to all contacts and allow for internet fear
- 17 The final push – do whatever you can think of to reach the goal
- 18 SUCCESS OR FAILURE: thank everyone involved, and if successful.....
- 19 Issue the rewards
- 20 Post regular updates to backers as you make you live the dream

BASTARDS

by Deborah Perkin raised £10,158 (\$16,000)

between 30 November and 31 December 2012 from 204 backers on Kickstarter

<http://www.kickstarter.com/projects/492399277/bastards-sex-and-single-mothers-in-morocco>

The bottom line...

£10,096 raised (= £10,158.50 less one credit card failure £62.50)

Cash received £9,079.07 (total minus £1,016.93 fees = £504.80 to Kickstarter + £342.64 cc processing + £169.49 VAT)

Fees 10% = 5% to Kickstarter + 3% credit card processing (+ VAT = 2%)

CROWDFUNDING SITES

<http://www.indiegogo.com> Popular for docs
<http://www.sponsume.com>
<http://www.crowdfunder.co.uk>
<http://www.gofundme.com>
<http://wefund.com>
<http://www.crowdcube.com> For business
<http://www.artistshare.com/v4> For music, launched in 2003

KICKSTARTER

All or nothing

<http://www.kickstarter.com> Launched April 2009 in US, October 2012 in UK

Fees 10% = 5% to Kickstarter + 3% credit card processing + 2% VAT

Category	Launched Projects	Total Dollars	Successful Dollars	Unsuccessful Dollars	Live Dollars	Live Projects	Success Rate
All	82,713	\$457 M	\$395 M	\$51 M	\$11 M	2,749	43.64 %
Film/video	22,509	\$104 M	\$87 M	\$16 M	\$1.64 M	565	39.38 %

Most successfully funded projects raise less than \$10,000, but a growing number have reached six and even seven figures. Currently funding projects that have reached their goals are not included in this chart — only projects whose funding is complete.

Source: Kickstarter website 13 January 2012