

**PROJECT TITLE**

by YOUR NAME

# HOW TO KICKSTART YOUR PROJECT

 Baltimore, MD

**SUCCESSFUL!**

**103%**

FUNDED

**\$16,031**

PLEGDED

**FUNDED**

MAR 16, YEAR



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# Are You Ready to Kickstart your Project?

## BEFORE YOU BEGIN:

Kickstarter is all or nothing funding. The money is refunded if the full amount is not raised.

Kickstarter takes out a **5% fee** from the money earned.

Do you have an **Amazon Payments** account? If not Kickstarter will send you to the site to set up your account. (Yes it is necessary.)

## Do you have a defined project with an end in sight?

Backers will not back a project that looks like it could go on forever.

Be specific and transparent about your idea.

What the money is for?

What is the ultimate goal of the project?

**Think of Kickstarter as not just a means to raise money, but as an exchange of ideas with others in your field or other creative fields.**

## Does your project fit into the Kickstarter categories?

Art

Comics

Design

Dance

Fashion

Film

Food

Games

Music

Photography

Publishing

Technology

Theater

**You must be a citizen of the USA, Canada, the UK, Australia, and New Zealand to be eligible**

**Check out IndieGogo Instead!**

**Review Kickstarter's Project Guidelines on their website for what is not considered an appropriate project.**

# Your Project's Budget

**\$933 million  
total dollars  
pledged  
to Kickstarter  
projects**

## **Do you have a budget?**

If you have not figured out the budget for your **entire** project yet, you will need to figure it out before launching your Kickstarter.

Check out the specifics in the Kickstarter School online under "Setting your Goal."

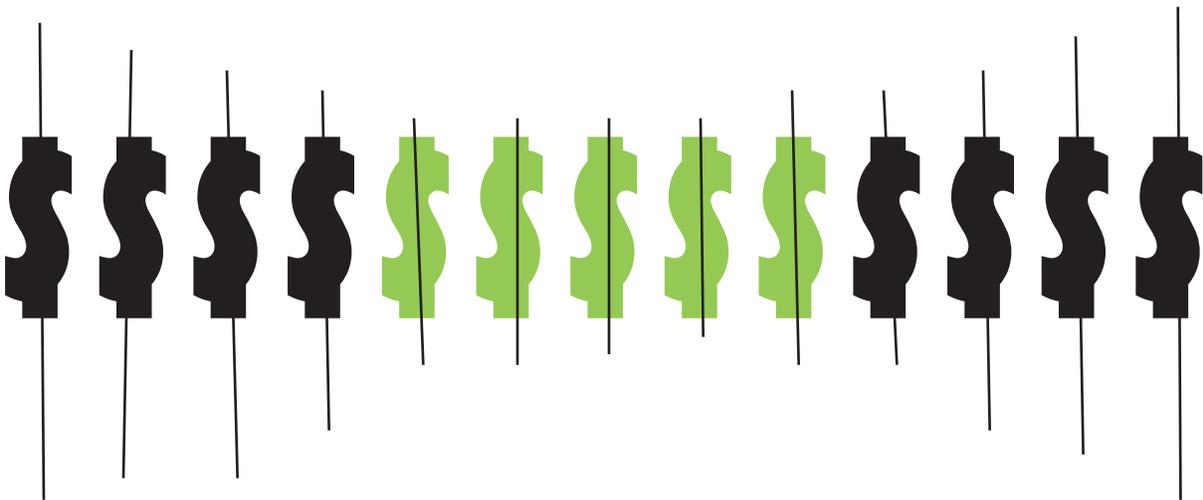
**[www.kickstarter.com/help/school](http://www.kickstarter.com/help/school)**

Have you factored the smallest of costs into your budget? Like nails., tools, batteries, etc.  
Don't let your project nickel and dime you to death.

## **Have you told your idea to a few people and received good responses?**

Getting feedback from friends and family is a good idea before you release your idea to the public.

Consider before hand the network you have built and how to expand it before launching your project.



# Choosing Your Pledge Amount and Timeframe

## Keep in Mind:

Making and shipping the pledge rewards comes out of your pocket!

**The tipping point.** If 30% of your project is funded, historically, it has a 90% to be successful.

**Be realistic about the amount of money you are asking for and remember you can launch several campaigns over time.**

## Examples:

Your budget is **\$5,000** for an installation, ask for \$5,500 (extra costs amount to 7%, \$350 for 5% kickstarter fee and \$150 estimated for shipping).

Your budget is **\$100,000** (for a film), start anywhere between \$25,000 and \$50,000. Consider a pre-production campaign and a post-production campaign. There is funding to be gotten elsewhere if you search deep enough!

## Successfully Funded Pledge Stats (54,504 total):

Asked for less than **\$1,000**: 5,584 campaigns

**\$1,000-\$9,999**: 32,490 ----- \$5,000 is a popular amount

**\$10,000-\$19,999**: 6,615 ----- \$15,000 is a very frequent amount

**\$20,000- \$99,999**: 4930 ----- Most of those fall under or just around \$50,000

**\$100 K- \$999,999**: 857 ----- Better be worth it (or you are famous)

**\$1 million**: 49

## Timeframes:

**30 Days**--30 and 45 days are the most successful.

**45 Days**--People are most likely to donate when the time is running out.

**60 Days**-- This can be successful, but you don't want backers to say, "I will do this later, there is plenty of time," and then forget.

# Choosing Pledge Amounts and Corresponding Rewards

Pledge amounts range between one dollar and five thousand dollars (sometimes higher).

## **Tips and observations on successful campaigns:**

**One dollar and/or five dollars** are great amounts to have. You don't need to make a reward for it and every little bit helps.

### **\$20-\$25 is the most popular pledge amount.**

According to the Kickstarter school, "projects without a reward of \$20 or less succeed 28% of the time, while projects with a reward of \$20 or less succeed 45% of the time."

Higher amounts, starting around \$100, are typically more successful if you have a great corresponding reward.

Limited edition rewards are also typically successful.

## **Basic Ideas of What to Offer:**

Copies of the Project:  
CD, DVD, a print from the  
show, etc.

Creative Experiences:  
Backer gets to visit set,  
dinner with the artist, a  
phone call from a writer,  
back stage at the show,  
commissioned portrait.

Creative Collaborations: a  
backer appears as a hero  
in the comic, everyone gets  
painted into the mural, two  
backers do the handclaps for  
track 3, etc.

Creative Mementos:  
Thanks in the credits,  
polaroid's from set, per-  
sonal touches that make  
them feel special.

**Be creative and think ahead. Don't make rewards that will be too expensive to produce when the time comes. The goal is to raise money and not break even by paying for the rewards.**

# The Written Description

Before you start, be willing to take at least two weeks to tweak your project.

## **Project Title:**

- Simple
- Specific
- Memorable
- Include name of your project
- Avoid words like help, fund, support

## **The Project Image:**

- This will be the thumbnail for the project
- It should accurately represent the project and be compelling and memorable

## **Short Description:**

- Short and concise project summary
- State your goals for the project clearly
- Explain how the money will be used
- Visual aids are helpful

**Some campaigns break down the description into short categories (Summary, Goals, Budget, Bio).**

**Others write their description as a letter addressed to funders.**

## **Biography:**

- Why this project is important to you
- Why they should trust you (authenticity)
- Prior work so they can see that you can be trusted to finish the project

## **Description of Rewards (optional):**

- Some campaigns include pictures and short descriptions of their awards.
- Maybe you want to elaborate on who designed the t-shirt, where the posters come from, or show additional paintings and drawings the artist has done.

\*\*Get feedback from friends and family. Does it make sense? Are there grammatical errors?

# The Video

## Do not freak out!

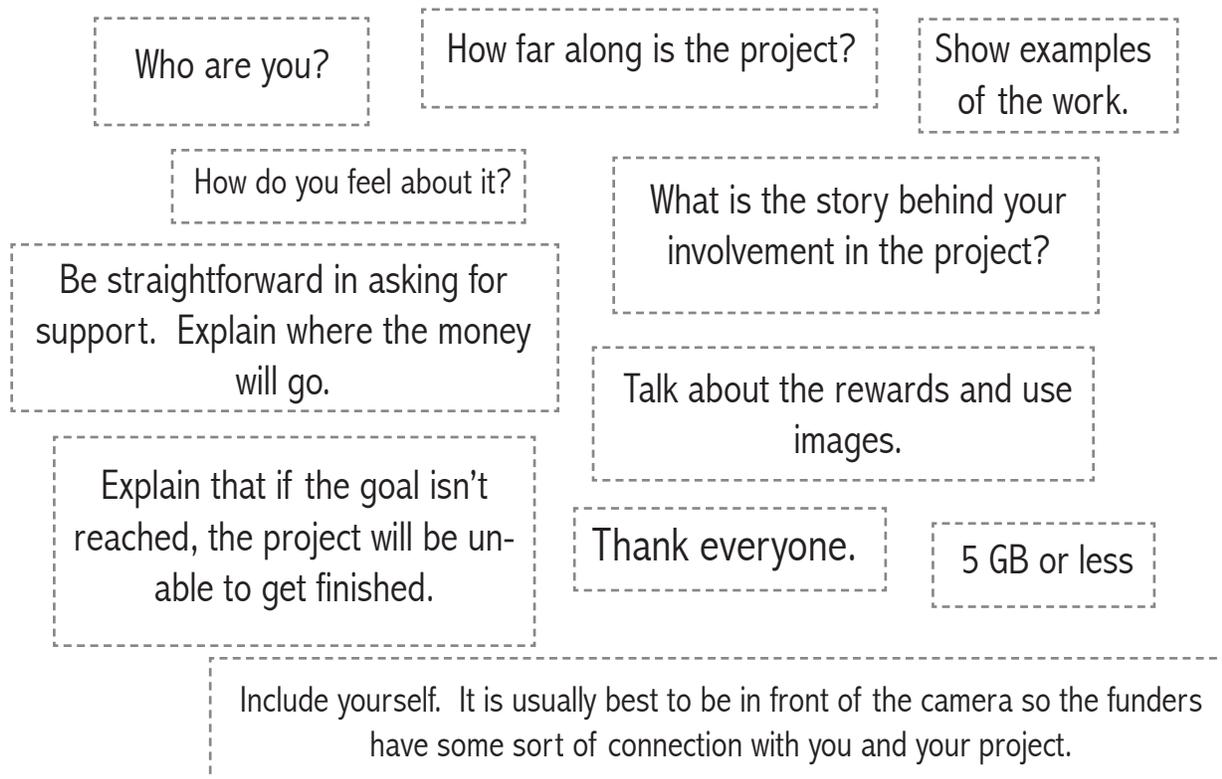
The video seems daunting, but remember that funders care more about the information the video contains rather than video itself.

The camera you use can be as simple as a point-and-shoot camera or an iPhone.

### Tips for a better quality image:

- Use a tri-pod (available at MICA tech center)
- Check out a light kit or use clamp lights to provide extra light (MICA tech center)
- Take clutter and other distracting objects out of the shot
- Choose a location that is both pertinent to the campaign and is visually pleasing--a good location goes a long way.

### MUST HAVES — 2 minute average length



SoundCloud, Vimeo Music Store, Free Music Archive, and ccMixer are all great places to search for music in the public domain. Notify the musician that you are using there song.

**iMovie, Final Cut Pro, and Windows Movie Maker are basic editing programs.**

# Promotion and Project Updates

Don't be afraid to tell people about your project!

**Tell your family, your friends, teachers, co-workers and other personal networks.  
Ask them to spread the word.**

Send e-mails, make phone calls, use facebook and twitter. Social media are key to a project's success.

## **MICA Kickstrater page:**

Visit <http://www.kickstarter.com/pages/mica> to see successfully funded MICA projects.

E-mail your project to Megan Miller in Career Development at [memiller@mica.edu](mailto:memiller@mica.edu) to get your project posted.

## **Tips and Reminders:**

- In your e-mails, ask for funding, but also provide additional information that the funder may find interesting so they benefit from funding you immediately. (Related articles, blogs, fun facts, news updates, etc.)
- **Don't send too many e-mails.** One to start with, and maybe one towards the end to remind them time is running out!
- **Meet with people in person.** Throw a party, pass out post cards or fliers, anything you can think of to get the word out and connect on a personal level.
- Contact the city or local paper. Seek out news coverage and bloggers to spread the word.

## **Project Updates:**

- **Continuosly update your project page.** Let your backers know how it is going. These can be public posts on your page or private e-mails to your backers.
- If there is a new development in the project, let them know. If you find out something cool about a related topic, send it as part of the e-mail asking for funding.

# Keeping Track of funders and following Through

## **Backer Report:**

The Backer Report is similar to an Excel spreadsheet (it comes with your Kickstarter account)

You send out a Kickstarter Survey to your backers, they provide their information and send it back to you. The info then goes into our Backer Report so you can be ready to fulfill rewards.

## **following Through:**

Although this happens after everything is over, it is best to know what to expect going into your project so you can choose your rewards and organize yourself accordingly.

## **Advice Directly from the Kickstarter School:**

Remember to take shipping costs into account before you start a project. It may end up being a bigger part of your budget than you thought.

Keep in mind how you'll send each reward, how much they weigh, how many require international shipping, and how you will lug all of them to the post office.

Don't forget hidden costs (bubble mailers) or emotional ones (filling out 100 customs forms).

Do some research online. You can start with the basics like the USPS mailing guide, checklists, and bulk mail info, and then find out about other options that might work better for you.

Keep your backers up to date on their rewards. Take pictures of your packing party. Tell stories from the post office (backers love seeing photos and videos of their rewards being packaged).

Ask for your backers to let you know when their stuff arrives.

# IndieGoGo at a Glance

For those that are international and are not eligible for Kickstarter, or for those that just want to try a different site, IndieGoGo is a great option.

Indiegogo is almost identical to Kickstarter, so the tips in this book carry over.

## **The Differences:**

- International
- Indiegogo has a flexible funding option. If you don't meet your goal, you can still keep the funds raised (they take out 9 percent).
- Kickstarter collects a 5 percent fee from funded projects. Indiegogo takes 9 percent from non-funded projects and 4 percent from funded projects.
- There is a slightly different vibe to the projects posted on Indiegogo.

## **Why IndieGoGo May be a Better Fit:**

- If your project is non-arts related, IndieGoGo offers more variety.
- If your project is for a cause, IndieGoGo pledges are tax deductible.
- IndieGoGo projects tend to be longer processes

**Make sure you research many funded campaigns before launching your own so you can see if the fit is right (same goes with Kickstarter).**