Successful Crowdfunding: Tips, Tricks and Lessons Learned

April 24, 2014

Oryx Cohen, National Empowerment Center
Leah Harris, National Empowerment Center
Dese’Rae Stage, Live Through This
Archive

This Training Teleconference will be recorded. The PowerPoint presentation and the audio recording of the teleconference will be posted to the NEC website at:
http://www.power2u.org/information-technology.html
Questions?

At the end of the webinar, there will be a Q & A session. You are invited to ask questions at any time through the “question” function. During the Q & A session, you may ask a question via the “hand raise” function, if you wish to ask a question verbally. Questions will be taken in the order they are received.
Today’s Agenda:

1. Housekeeping and speaker introductions – Leah Harris
2. Healing Voices - Oryx Cohen
3. Live Through This – Dese’Rae Stage
4. Madness Radio – Leah Harris
5. Q & A
Crowdfunding: An Overview

✦ The Crowdfunding Industry Report by Massolution put out data showing the overall crowdfunding industry raised $2.7 billion in 2012, across more than 1 million individual campaigns globally*

✦ Crowdfunding is collaborative funding via the web: either donation or investment based*

*http://www.forbes.com/sites/chancebarnett/2013/05/08/top-10-crowdfunding-sites-for-fundraising/
Crowdfunding Overview (Cont.)

- There are hundreds of crowdfunding sites, but only a handful have developed strong community support and strong markets*

- Kickstarter and Indiegogo are ranked the top 2*

*http://www.forbes.com/sites/chancebarnett/2013/05/08/top-10-crowdfunding-sites-for-fundraising/
Crowdfunding for the Peer Movement

- Very helpful in funding creative projects (e.g. Kickstarter)

- Can also be used to raise money for programs/innovative projects (e.g. Indiegogo)

- Can support individuals as well to attend conferences, trainings, or support individual projects (e.g. GoFundMe)

- Crowdfunding can be used for pretty much anything!
Kickstarter only funds creative projects (not for organizational programs) in the following areas: Art, Comics, Dance, Design, Fashion, Film & Video, Food, Games, Music, Photography, Publishing, Technology, and Theatre

Kickstarter is all or nothing

Rewards program for contributors
www.indiegogo.com

- Indiegogo can be used to fund pretty much anything
- Nonprofit organizations get a 25% discount
- Rewards program for contributors
- Option of flexible or fixed funding: if you choose flexible, you pay more if you don’t reach your goal
www.gofundme.com

- Mostly used by individuals
- Can be used to raise money for nonprofits
- Option for All or Nothing campaign
- Not time limited, like other crowdfunding sites
Healing Voices on Kickstarter

HEALING VOICES
by Digital Eyes Film · You're a backer

Funded! This project was successfully funded on Oct 18, 2012.

120 backers
$22,428 pledged of $15,000 goal
0 seconds to go
Healing Voices on Kickstarter cont.

HEALING VOICES is a feature-length documentary film examining mainstream mental healthcare and psychiatry in the United States.

WHAT IS THIS FILM ABOUT?

Through the lens of individuals at various stages of their mental health story, HEALING VOICES will investigate topics including the stigma of psychiatric diagnoses, the role of trauma, pharmacology, alternatives to the Western one-size-fits-all medical model, and the power of storytelling in recovery.

WHO IS STEERING THE SHIP?

The film is directed by PJ Moynihan of Digital Eyes Film, a US-based independent production company whose work in the field of mental health and recovery alternatives represents the growing body of evidence around progressive ways we as a society can support people experiencing mental health issues.

WHAT WAS THE GENESIS OF THIS PROJECT?

Moynihan partnered with co-Producer and psychiatric survivor Oryx Cohen to create a short film for a mental health advocacy group that Cohen helped found, to be featured on Forbes.com. Accompanied by a written pitch featuring the personal account of Cohen's friend and fellow activist Will Hall, it became one of the most highly viewed stories on the entire Forbes site for several days running. This impassioned response suggested a critical need to raise the level of dialogue around mental health issues, and gave rise to the concept for a feature-length documentary.

HOW CAN YOU GET INVOLVED?

- **Pledge $5 or more**
  - 18 backers
  - Your name listed in End Credits.
  - Estimated delivery: Dec 2012

- **Pledge $15 or more**
  - 8 backers
  - Name listed in End Credits, plus mp3 of "Voices" (original song from the film) and collector's edition graphic button.
  - Estimated delivery: Dec 2012

- **Pledge $25 or more**
  - 21 backers
  - All of the above, plus opportunity to submit a video message to be featured in connection to the marketing of HEALING VOICES. Minimum ten (10) submissions will also be featured in the film.
  - Estimated delivery: Dec 2012

- **Pledge $50 or more**
Keys to Healing Voices Success

- Quality product, quality presentation
- Preparation
- Facebook campaign
- Attractive rewards program
- Hard work leads to good fortune
Crowdfunding can bring people together in unexpected ways.
Live Through This is a collection of portraits and stories of suicide attempt survivors, as told by those survivors.

WE MADE IT!

Thank you so much to everyone who contributed financially or behind the scenes, who shared and shared and shared, and who cared about helping me make this thing a reality. My mind is blown. I’m ecstatic and so grateful. I want to hug all of you.

Stretch Goals:

Now that we’ve reached the initial funding goal, we can work toward the stretch goals! I have two in mind:
Before:

• Research, research, research!

• Kickstarter School: http://kickstarter.com/help/school

• Look at successful projects similar to the one you’re planning on creating. See what kind of funding they shot for and what they ended up with.
Start thinking about your campaign:

- What do you want to do?
- Why do you want to do it?
- Why is it important?
- How are you going to do it?
- Why is this worth funding?
WRITE IT OUT!

(Don’t forget to mention what happens if you don’t raise 100% of the funds!)
Rewards:

• Make your minimum tier $1.

• The $25 reward tier is the most popular—make this one GOOD.

• You can “stack” rewards or create unique groupings to give your backers more choices.

• Always include a huge, over the top reward. You never know what might happen.
Pledge $1 or more
- 71 backers
A warm, fuzzy feeling, and a heartfelt thank you on the LTT blog.

*Estimated delivery: Apr 2013*

Pledge $10 or more
- 140 backers
A warm, fuzzy feeling; a heartfelt thank you on the LTT blog; and a LTT postcard with a hand-written, personalized note. Snail mail! Cool!

*Estimated delivery: May 2013*
Add $1 USD to ship outside the US

Pledge $25 or more
- 62 backers
A warm, fuzzy feeling; a heartfelt thank you on the LTT blog; a LTT postcard with a hand-written, personalized note; a LTT logo tote bag; a super soft LTT logo t-shirt; and 3 Postcards from the Road (see details to the left).

*Estimated delivery: Aug 2013*
Add $20 USD to ship outside the US

Pledge $100 or more
- 24 backers
A warm, fuzzy feeling; a heartfelt thank you on the LTT blog; a LTT postcard with a hand-written, personalized note; a super soft LTT logo t-shirt; and your CHOICE OF TWO of the following: Postcards from the Road (3), a LTT logo tote bag, or a signed 8x10" print.

*Estimated delivery: Aug 2013*
Add $10 USD to ship outside the US

Pledge $250 or more
- 6 backers
A warm, fuzzy feeling; a heartfelt thank you on the LTT blog; a LTT postcard with a hand-written, personalized note; a LTT logo tote bag; a super soft LTT logo t-shirt; your choice of ONE signed 11x17" print or TWO 8x10" prints; and Postcards from the Road from every city I visit for LTT.

*Estimated delivery: Aug 2013*

Pledge $1,000 or more
- 1 backer
A warm, fuzzy feeling; a heartfelt thank you on the LTT blog; a LTT postcard with a hand-written, personalized note; a LTT logo tote bag; a super soft LTT logo t-shirt; your choice of ONE signed 16x24", TWO 11x17", or THREE 8x10" prints; Postcards from the Road from every city I visit for LTT; and a portrait session for 1-2 people. **Please choose this reward ONLY if you are in/near New York City, one of the cities listed to the left, or are willing to travel**

*Estimated delivery: Aug 2013*

Pledge $7,500 or more
- 0 backers Limited (2 left of 2)
A warm, fuzzy feeling; a heartfelt thank you on the LTT blog; a LTT postcard with a hand-written, personalized note; a LTT logo tote bag; a super soft LTT logo t-shirt; your choice of TWO signed 16x24", FOUR 11x17", or SIX 8x10" prints; Postcards from the Road from every city I visit for LTT; and I’ll photograph your wedding or an event equivalent in value (see details to the left).
Reward details (and caveats):

Postcards from the Road: A project within a project! As I travel, I’ll make images on the road. I’ll pick my favorite image from each city, and send it to you with a note (maybe about the image, or an experience I had in that city) via Postcardly. There are two tiers to this reward: anyone who donates at a level of $100 or less and chooses a reward that includes Postcards from the Road will get three, from cities of my choice; anyone who donates at the $250 or above levels will get a postcard from every city I visit.

Prints: If you’ll be receiving a print from me, you’ll have the opportunity to choose from anything in my catalog. All prints will be signed.

T-shirt & tote bag design mockups:

Meet & Greet: This particular reward is only for backers in the cities listed above. In addition to all of the rewards you’d receive at the $50 level, you’ll be invited to a backers-only Meet & Greet with me when I make it to your town. I will also hand deliver a super-secret LTT trinket to you at the M&G. This trinket is exclusive to M&G events and will not be included at any other reward level.

Photo Walk: We meet at a location of YOUR CHOICE, either in NYC or in one of the cities I visit, and we walk and talk and make photos together for an hour. Bring your camera, and ask any questions you’d like about how to make photos like a professional, or whatever else, really. When all is said and done, I’ll send you an 8x10” signed print (of my choice) of an image I made on our walk. **Please choose this reward ONLY if you are in/near New York City, one of the cities listed above, or are willing to travel**.
It’s time to talk about your budget: What do you need to make it work?
Transparency is KEY!

What the funds will go toward:

+ Travel, accommodations, transport, and meals in each city (51%)
+ Gear (10%)
+ Backer reward production, fulfillment, and postage (17%)
+ Web hosting and maintenance (2%)
+ Contingency & fees (20% — Kickstarter and Amazon charge fees to the tune of nearly 10% of the total funding goal, so I included those in the budget)
The video is very important:

You have about 3 minutes to cover all the ground you cover on the Kickstarter page in a way that is compelling AND visually appealing.
Launch: Set your launch date in advance, and do it when people are active on the web.

Duration: You have up to 90 days; most successful campaigns are only 30 days long.
You NEED social media to SUCCEED.
Write a press release.
Include information about your project and your launch date. Target only pertinent outlets and writers.

Flattery won’t hurt anybody’s feelings.
Live Through This: Life on the Other Side of Suicide

by Dese'Rae L. Stage

Funded! This project was successfully funded on Mar 21, 2013.

Kicktraq.com

Kicktraq is a Kickstarter campaign analytics tool that allows you to follow the progress of specific campaigns, including projections while a campaign is live, and to research finished campaigns.
During:

• Launch day is a **BIG DAY**. Get excited. Pump people up.

• Thank everyone.

• Social media is still your friend, even if you hate it.

• Be seen. Plan a fundraising event.

• Daily goals help keep momentum.
After:

• Pat yourself on the back for a job well done (yes, even if your campaign isn’t successful—you will have learned a lot).

• Take a nap.

• Thank everybody.

• Look at your budget again.

• Produce and ship rewards as quickly as humanly possible!
Dese’Rae L. Stage
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🐦 @deseraestage or @lttphoto
📸 _livethroughthis_
Madness Radio on Kickstarter
Madness Radio on Kickstarter cont.

What does it mean to be called crazy in a crazy world? Help us publish a book of interviews and produce new FM radio episodes!

_The human voice tells a powerful story._

**Madness Radio: Voices and Visions from Outside Mental Health** is an FM radio show syndicated on the Pacifica network and heard on community stations around the US and online. Since 2005 Madness Radio has explored the question “What does it mean to be called ‘crazy’ in a crazy world?” through powerful and provocative in-depth interviews. More than 125 shows have aired since Madness Radio began, featuring survivors of bipolar, schizophrenia, and psychosis diagnosis, as well as human rights activists, journalists, advocates, and artists.

Madness Radio believes that personal storytelling and thoughtful conversation are powerful ways to create change. Listening to each show conveys an urgently needed message: **YOU ARE NOT ALONE.**

Check out Madness Radio at our website [www.madnessradio.net](http://www.madnessradio.net) and read our 5-star customer reviews at the iTunes store.

Listen to the latest show: [http://www.madnessradio.net/madness-radio-singing-dark-susan-mokeown](http://www.madnessradio.net/madness-radio-singing-dark-susan-mokeown)

This is Madness Radio’s first fundraising campaign! We need your support to produce 12 new episodes for 2013 -- as well as publish a book of Madness Radio interviews.
Keys to Madness Radio Success

• Compelling video
• Utilized existing Facebook networks and personal connections
• Collaborative team effort
• Clear division of labor
• Dedication to the project
• Built on an existing support base
Storytelling for Crowdfunding

Great stories happen to those who can tell them. Ira Glass – “This American Life”
Storytelling for Crowdfunding

• Donors do NOT want to hear a laundry list of the programs or services you or your organization provides.
• People want to hear about the **social impact** that is made possible through their donations.
• Through telling a story, you can tell us about the project you propose, and you can also **show** its impact.
• Stories provide context and meaning to data and facts
• Through stories, people develop intimate and emotional connections to your organization’s impact.

• Source: Causevox.com
Storytelling tips, cont.

• Tell the story of real people
• Does not have to be slick!
• Include 1-3 personal stories
• Madness Radio tells Will’s story as well as Chaya’s story
• By using the personal stories, you tell the story of the project.
• “I do Madness Radio out of a real need for connection.” Will Hall, host of Madness Radio
Crafting Your Story

• Origin story
• Social issue story, local, national, global
• Making connection story
• Overcoming adversity story
• Don’t be afraid to be emotionally honest
• Include rich details: be visual, use still images, video, music, voice over, all appealing to the donors’ emotions.

Source: Causevox.com
Crowdfunding is Hard Work...

• But it can also be an exciting challenge!
• Keep it collaborative and strengths-based
• Find people to help with outreach
• Be sure to always thank your backers
• Keep in touch with your backers after the campaign is over to maintain lasting relationships
Contact Us

National Empowerment Center
Web: www.power2u.org
Email: info4@power2u.org
Tel: 1-800-power-2-u
@natlempowerment, @leahida, @oryxcohen
Social Media resources:
http://www.power2u.org/information-technology.html