

# Crowdfunding Your Creative Work With Kickstarter

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## What is Kickstarter?

Simply put, Kickstarter is a funding platform for creative projects. It “helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality” (from the Kickstarter website).

What do you hope to achieve with your crowdfunding campaign? What is your goal?

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## Setting Up Your Kickstarter Campaign Checklist

1) Sign up for a Kickstarter account: [www.kickstarter.com](http://www.kickstarter.com)

### 2) Basics

You will need:

- an image for your project ([www.canva.com](http://www.canva.com) or [www.picmonkey.com](http://www.picmonkey.com))
- a project title
- a short blurb giving people a sense of what your project is
- to determine which category best fits your project
- to enter your project’s location
- to determine how long you want your campaign to last (30 days is best)
- determine your funding goal (factor in fees, taxes, and shipping)

### 3) Rewards

For each reward you offer:

- what is the title of the reward? Get creative.
- what is the pledge amount? Do your research.
- give a description of the reward. What will your backers receive?
- when will you deliver this reward? Give yourself enough time.
- what are the shipping details for the reward? Do your research.
- will you set a limit for how many rewards of this type you will make available?

#### 4) Story

You will need to:

- create a video about your product and campaign ([www.wevideo.com](http://www.wevideo.com))
- create a description about you and your project
  - what is your project?
  - is there a hook or something unique about your project?
  - what will the funding/pledges be used for?
  - talk about yourself (what qualifications (if any) do you have?)
  - talk about the rewards you're offering
  - if you're planning on having add-ons, talk about them
  - talk about your planned Stretch Goals
  - wherever possible, add images!
- provide backers with the potential risks and challenges of your campaign

#### 5) About You

You will need to provide:

- a profile photo
- your name
- your location
- your website(s) (if you have one...and you should - [www.weebly.com](http://www.weebly.com))

#### 6) Set up your Account

#### 7) Preview

### **Just a Few Tips for Increasing Your Chances of Success**

- Research similar projects as yours. See what the funded campaigns did right, see what the ones that failed did wrong.
- When deciding on your monetary goal, make it attainable and realistic.
- Make a video for your campaign.
- Make your Kickstarter campaign page look attractive by adding photos where possible and illustrated headings. It looks more professional.
- Make a variety of different rewards that will entice different backers.
- If you haven't already, start building a fan base or following on social media (even if it's only family and friends). They will be the base of your support.

If you have more questions, check out Kickstarter's Creator Questions page on their website here: <https://goo.gl/zkuVgB> or scan the QR code.



Also go to [www.skillshare.com](http://www.skillshare.com) for more online classes about how to do a crowdfunding campaign.