



Where Passion Comes First

Kickstarter Tips and Tricks

Create a solid plan before you launch.

As nice as it would be to post your campaign, sit back and watch the funds roll in...it's not that simple. A successful campaign requires a detailed plan of action. When are you going to launch? How will you announce it to your audience? What are your follow-up action items? How often will you post updates about the campaign. Richard Swart, director of research at the Program for Innovation in Entrepreneurial and Social Finance at the University of California, Berkeley, found that campaigns that successfully raised \$100,000 spent at least 200 hours preparing for a crowd funding effort and an average of 136 hours managing it--all before pledged funds hit the bank.

Build Support.

The key to a successful crowd funding campaign is to build your list before you even start your campaign. Getting people interested and emotionally invested in both you and your product before you tap them for money is crucial to raising funds.

Make it personal.

People are inclined to fund people and the story behind a product not just a product. Why should someone contribute to your campaign? Why are you passionate about what you're doing? What's your backstory? Highlighting your personality and providing backstory for your product make for a compelling campaign.

Make your Kickstarter work for you.

A crowd funding campaign is an excellent opportunity to engage with and solicit feedback from potential customers before you launch.



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Set a reasonable goal.

Some experts recommend setting your funding goal as low as you can manage. Some funding sites like Gofundme pay out whether you hit your target goal but on sites like Kickstarter or Indiegogo, where just 44 percent of campaigns hit or exceed their funding targets, a lower goal can mean the difference between getting your campaign funded and walking away empty handed.

Don't forget to follow-up.

This means sharing updates and following through with any promised rewards. Set a ship date for follow-up rewards and stick with it. Keep backers up-to-date on where the funds are going. Engaging with backers is more than just good customer service: Indiegogo has determined that campaigns that sent out at least three updates raised 239 percent more than those that sent out fewer updates.

Reward those who donate.

Rewards are a creator's chance to share a piece of their project with their backer community. Typically, these are one-of-a-kind experiences, limited editions, or copies of the work being produced. For apparel, offering your backers an item below MSRP is a great way to get orders before your product launches. An example of great reward campaigns:

<https://www.kickstarter.com/projects/rouseroveralls/rouser-overalls-for-the-modern-urban-man?ref=category>
<https://www.indiegogo.com/projects/the-made-collection-by-anne-b>

Presentation is everything.

From the Kickerstarter page to the video, the way you present makes the difference between getting funded and walking away with nothing. Make sure you have high-quality photos of your product, a clear, well made and well-lit video and that you keep the text on your Kickstarter page concise.

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Video

There are many different opinions on what makes a good Fundraising video but one thing is clear, you need a video. Across the board, experts say the following format makes for a successful video:

1. **Focus on the product-** within the first 30 seconds of your video, it should be clear what it is you're producing.
2. Give your background. As we said before, people fund people. Give your background; share your Ah-ha moment or what lead you to this idea. Share any progress you've made so far, any photos of early prototypes, any research you've done. Potential backers appreciate these kinds of details.
3. **Call-to-action for how people can help.** Be straightforward and ask for funding directly. Research shows that those who ask their backers, straightforward, for help (and explain why they need it) are much more likely to receive it. Let your project take the spotlight, and keep it under three minutes.

Resources:
<http://crowdfundingdojo.com/>
<https://www.kickstarter.com/help/handbook>