

exeter phoenix

A GUIDE TO CROWD FUNDING

In recent years ‘crowd funding’ has become a very popular method of raising funds for a specific project. The most common method is using an online pitch to promote the project, raising its awareness to a large amount of people in the hope they will donate money in support.

There are many websites dedicated to crowd funding such as Indiegogo.com, Kickstarter.com, Crowdfunder.co.uk and Wefund.com.

Anyone, anywhere can create an online 'pitch' using one of the many available websites, explaining their project and what they plan to achieve with the money they raise.

The Pitch will include 2 important sections:

- The Target – the total amount of money they wish to raise for their project
- The Rewards – the benefits that people who donate to a project get in return for their donation.

Project founders then promote their project to potential funders. Funders then invest money in the project over a period of time. In the words of Crowdfunder.co.uk it's *“a newfangled way to raise money by tapping into a 'crowd' of like minded trendsetters willing to invest small amounts of cash in exchange for unique rewards and being part of something unique.”*

Still got questions? [Have a look at Crowdfunder.co.uk for FAQ and examples.](http://Crowdfunder.co.uk)

Tips & Techniques to a successful short film pitch

Clearly describe your campaign.

- Start by writing a clear, detailed campaign, outlining your ideas and plan for your film.
- Create a well-produced video to promote your idea to potential funders.
- Keep it authentic and clear to gain trust from those reading.
- Link it to social media sites, such as Twitter or Facebook to help spread the word and for added credibility.

Plan ahead.

- It is essential that you have everything in place to be able to start your project as soon as the campaign is over. For example, ensure the cast and crew have been sourced, equipment booked and script finalized.

Keep your pitch fresh and inspired throughout.

- Clearly communicate exciting benefits/rewards to potential funders.
- Limit your rewards to 3 or 6, too many could get confusing.
- Think about your target audience and ask yourself why they would want to support your pitch. *For example, if you are pitching a short horror film you will have a niche following, so target the rewards accordingly. Offer tickets to premiere screening or a cameo opportunity for an extra special reward.*
- Keep your supporters informed of progress and be sure to publicly thank those who have shown support so far.
- Make your supporters and funders feel like they are part of your journey.

Keep up the energy

- Keep up communication through regular messages, but try to avoid repetition.
- If visits to your pitch are decreasing post an updated message or announce some good news. This will prove you are active and keen to share success.
- Do you have a custom page with an easy to remember URL?
- Create a re-edit or your pitch video and ensure you have a strong leading image on your profile.
- Be sure to manage comments and feedback regularly.