

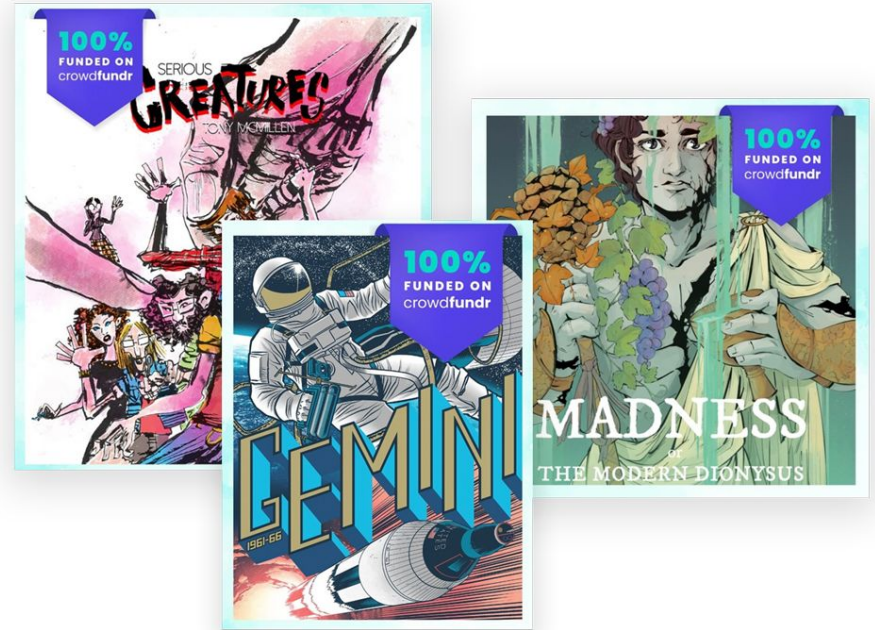
Best-Kept Secrets of Comics Crowdfunding

Why some campaigns
succeed and others fail?



Creator-friendly crowdfunding platform

- **Yup, free!**
- **Powerful functionality**
- **People and planet first**
- **Get started right away**
- **Any size campaigns**



crowdfundr.com

crowdfundr

Crowdfunding and Marketing

Not gonna lie, it's a lot of work (But at least it's fun)

08.04.2022 | crowdfundr.com



Hello

I'm Jazzlyn Stone,

freelance comics and game marketer,
with a particular love for crowdfunding

Past Campaigns



WIFWULF

259%

Goal: \$20,000

Final Amount: \$51,896



KISS U GAME

176%

Goal: \$85,000

Final Amount: \$147,787



TRVE KVLT

176%

Goal: \$6,666

Final Amount: \$22,527



That Distant Fire

312%

Goal: \$5,000

Final Amount: \$15,593

\$338,882

Total Funds Raised

8,265

Total Fans Reached

302%

Funding Average



| Pre Launch

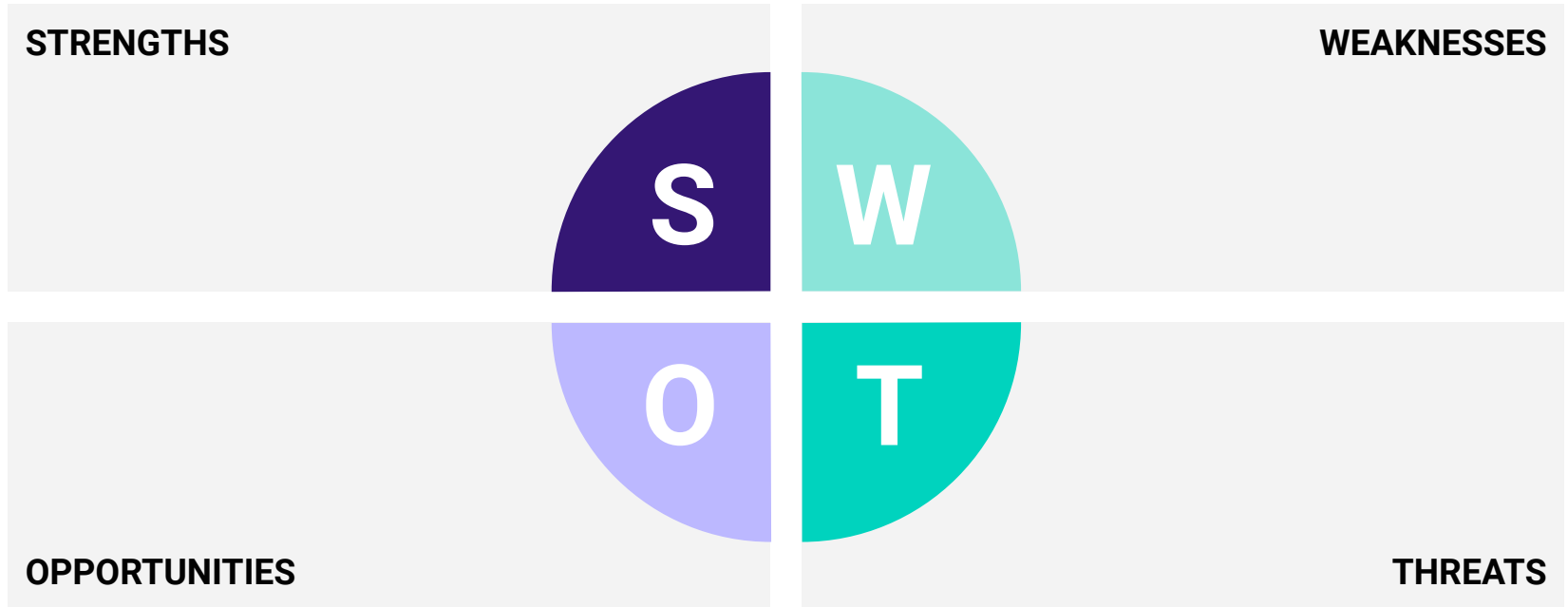
Where your campaign is set
up for success

Questions to ask yourself pre launch

- What month can I launch? Are there any conflicting holidays or events that month?
- Who will I manufacture with?
- Who can help me achieve this goal?
- Do I believe in this project?

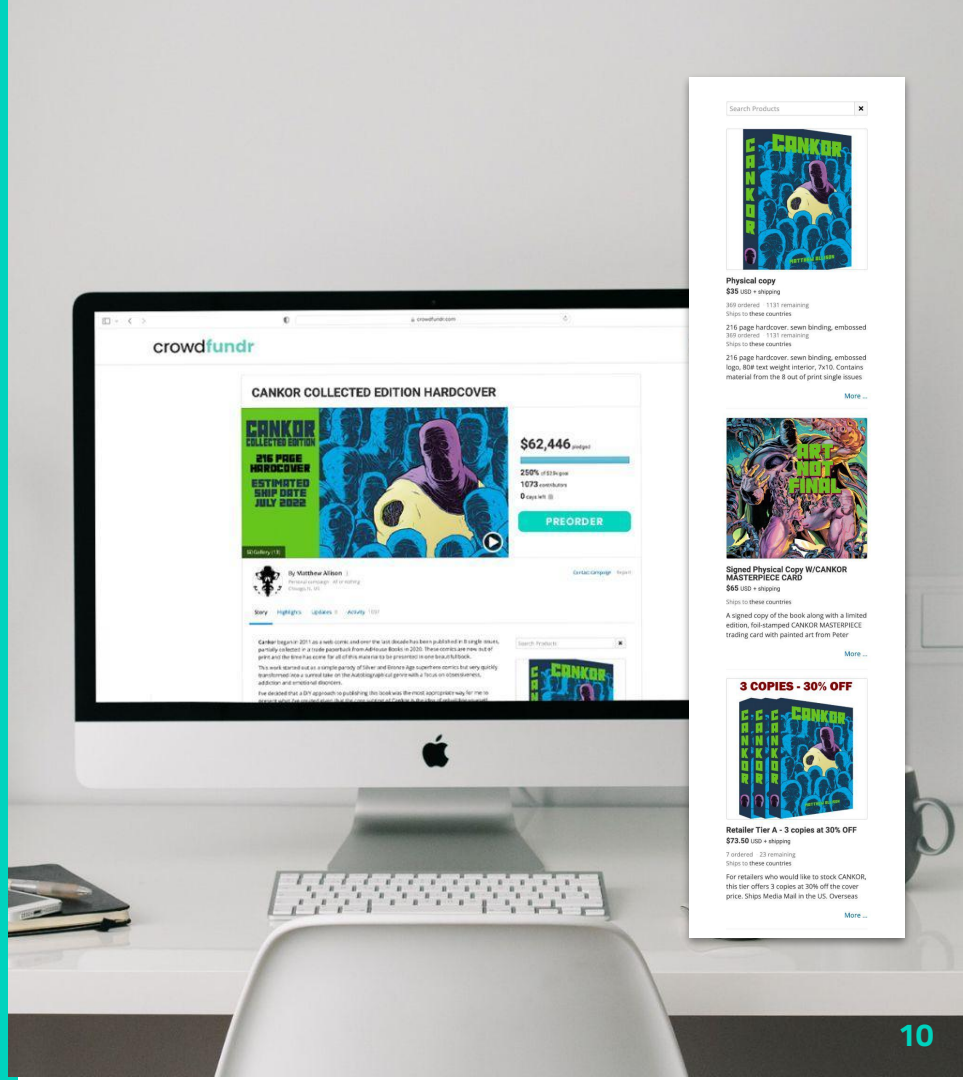
And then, do a SWOT analysis...

SWOT Analysis



Your campaign is your store front

How your campaign looks will help connect you to the fans you want to reach.



Launch

Let's goooooooooo!

The highs and Lows of a campaign month

Launch week is an incredible high. WE DID IT!

1

2

Second Week is a slog

3

Third Week is ALSO a slog

4

Final week of campaign, suddenly everyone remembers you have a live campaign

5

The natural low after achieving a dream

Common factors

Marks of Success

- Thoughtful pre launch promo
- Frequent and varied posting on social media
- Celebrating wins, even the little ones

Things to look out for

- Little to no pre launch
- Not posting enough on social media
- Over apologising for posting
- Lack of preparation

What if
my
project
doesn't
make
funding?



Post Launch

Now the real work begins



Recap

Get your screenshot fingers
ready



Recap

Pre Launch

- Let people know about your campaign ahead of launch
- Line up your manufacturers
- Make a posting schedule ahead of time

Launch

- Continue to post about your campaign
- Take breaths
- Celebrate your wins
- Ask friends to help spread the word
- Celebrate other campaigns

Post Launch

- Keep your fans informed
- Deliver your project on time
- Be proud of your work!

| Q + A

Remember

Your art is worthy of an audience.

Be brave and find it.



Thanks!

Follow me

Twitter: @JazzlynStone

Instagram: @JazzlynStone

TikTok: @JazzlynStone

Exclusive
webinars

Networking
Events

Forums +
toolkits

CREATOR HUB by CROWDFUNDR

- Welcome, start here!
- ← Crowdfunder Home

COMMUNITY

- Activity Feed
- Forums
- Groups
- Members
- Live Events

ACADEMY

- Toolkits
- Exclusives and AMAs
- Live Training

CONTACT US

- Feature Requests
- Bug Reports
- Support

Collaboration Crowdfunding Promotion Production Fulfillment

Search Sign in Sign up

Chris posted an update in the group Comics
5 weeks ago

Howdy, all! My Will Eisner postcard set, with NEW quotes by Neil Gaiman, Diana Schutz, Mike Allred, and others, launches on July 1st! Here's a sneak peek: https://fnd.us/e21i38?ref=ab_2ALfB4_sh_5BJl84

Will Eisner: A Life in Postcards



Celebrate the life and work of pioneering comic book creator, graphic novelist, and creator Will Eisner in this limited postcard set. Made in conjunction with the Will Eisner Estate.

Agent_Smith, deena and 1 other like this · 7 Comments

View previous comments

David 4 weeks ago
Chris, this looks so great! I'm excited for your launch tomorrow. Do you want to put estimated shipping on all of the items? You have it on only one of them. Best of luck with the campaign and let me know how I can help!

Chris 4 weeks ago
Thanks, David! It was a little tricky for me, but I think I got it figured out. I hope to launch around high noon tomorrow, if not sooner! 😊

Chris 4 weeks ago
AND Will Eisner Postcards JUST launched. I have to admit, I'm used to getting more than one pledge after two hours of launch. Please feel free to share with your backers, and I can do the same for you!

blackeyebooks 4 weeks ago
Away from KS, your own promotion is 1000% necessary, especially with Crowdfunder being so new. I'm confident the platform will attract more attention, but beat the bushes, use your mailing list, social media, etc. to make some noise!

creative projects

Friday, Aug 12, 2022 11:00 AM
Timezone:
America/Vancouver

Recent Discussions

- Retry failed payment** by blackeyebooks
- Questember Plans!** by JenVaughn
- The Unexplored Hoard** by Kage
- Shipping Info on Digital Rewards & Updating Payment Info** by markostack
- Digital Fulfillment Options** by PossibleWorldsGames
- Crowdfunder stickers for your campaign** by David
- So, you've launched your campaign. Now what?** by deena
- Editing/Creating rewards issue/bua** by Simon

Join the community: crowdfunder.com/creatorhub

DON'T MISS! COMING NEXT WEEK!

CREATOR HUB
by crowdfundr

AUGUST 11



**From 0 to 100,000 followers.
Self-Promotion Tips from
Jiji Knight**

AUGUST 12



**How Crowdfundr transforms the way
you fund your creative projects
with Daman Arora and Gus**

AUGUST 24

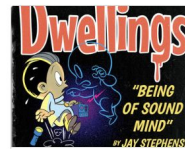


**Best practices for artists to
avoid burnout and stay
creative. Self-Care with
Robyn Warren**

Grab your free spot!

Thank you!

Check out and support all the amazing campaigns running on Crowdfunder



Dwellings Vol. 4: "Being of Sound Mind" by Jay Stephens
by Black Eye Books
Toronto, ON, CA
The fourth volume in Jay Stephens' ongoing cute-as-hell horror anthology series!

\$6.4k Raised 29 Days left



Ricochet and the Fangz: Roller Derby Vampire Comic Book
by Dood Gremlin Comix
Kansas City, US
A team of hard-hitting roller derby players find themselves in an illegal underground

\$2.2k Raised 28 Days left



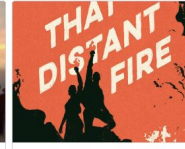
The Dirty Goat Roadhouse wants to go home! Can you help us?
by Tracy Starr
Reno, NV, US
A true labor of love, The Dirty Goat Roadhouse art car has been accepted to

\$3.4k Raised 12 Days left



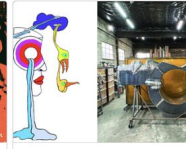
One Tin Soldier: Remember When...
by The Mast! Toys
Bolinas, CA, US
Remember When... is an homage to childhood memories, a prelude to part of a whole called One Tin Soldier that brings a

\$5.2k Raised 4 Days left



That Distant Fire: A Dystopian Sci-Fi Graphic Novel by J.R. Hughto & Curt Merlo
by Black Eye Books
Toronto, CA
In a near-future dystopia, a young couple is on the cusp of inventing a breakthrough!

\$15.6k Raised 43 Days running



Support The Mind's Eye - a 25ft 'dali-esque' monument by female steel artist
by Launa Eddy
Boise, US
The Mind's Eye is a 25ft steel sculpture that is one month away from completion. It has

\$2.8k Raised 16 Days left



OCINDO x Fractal Droid Burning Man Fundraiser
by Ariana Filice
San Francisco, US
Welcome to the world of OCINDO: an interactive, large-scale ascension portal; a connection point between all that was, all

\$4.1k Raised 30 Days running



Tales of the Black Devil Comic Book by Zachariah EM Roane
by Zachariah Roane
Los Angeles, CA, US
Tales of the Black Devil: Chapel at Sundown Part 2

\$4.8k Raised 16 Days left



Tremolo, a Burning Man Art piece.
by We Are Denver
Denver, CO, US
Tremolo is a field of windmills at this year's burn (up to 50 miles) which hum when the wind is blowing. Each windmill is

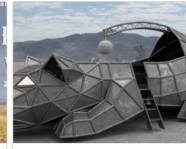
\$4k Raised 20 Days left



Don't go into the Woods at



Get Wild Horses of the



Harvey: Disco Kitty Art Car



Thanks!

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TikTok: @JazzlynStone