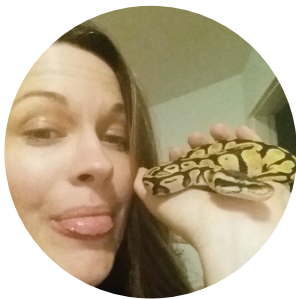


# A sure-fire 7 step method to persuade supporters to back your project with emotional storytelling



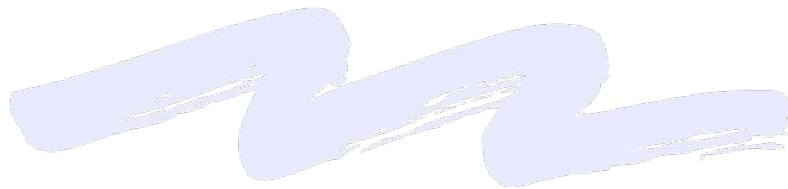
# Hello!



Host: Kemble Barrett-Crossan  
Presenter: Shannon Reeb

# Agenda

1. Why is a campaign story so critical?
2. The 7 components of a campaign story
3. What about other important information?
4. Q&A

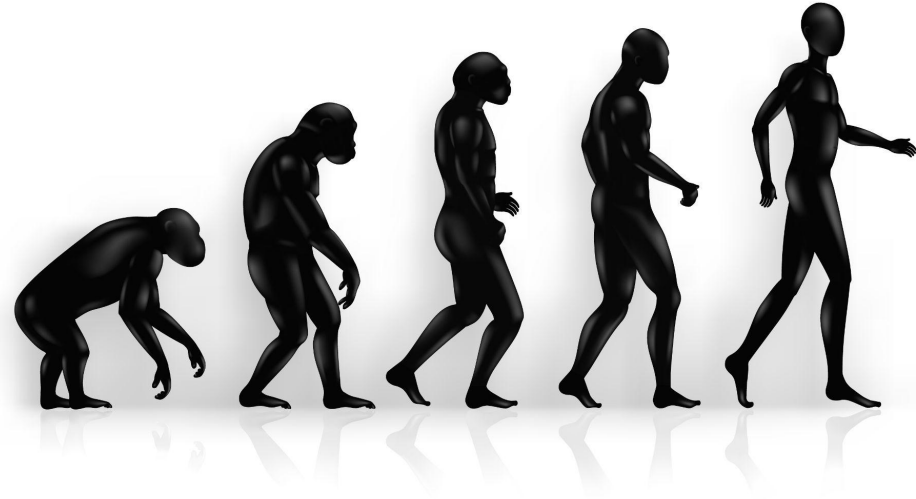


1.

**Why is a campaign's story so critical?**

# Let's start at the beginning...

Waaaaaaaay back to beginning...



# Back to the present...

What does that mean for crowdfunding?

- 1) Drive support for a project
- 2) Brand recognition to aid with future projects and build a following



## 2. The 7 components of a campaign story\*



## \*But first, a word on 'Themes'

Keep these themes in mind when drafting your campaign story:

- **Trust & transparency**
- **Uniqueness**
- **Intrigue and delight** – we are selling something here!





# 1. Catchy opening line

- Agreeable statement
- Rhetorical question
- Captivating project intro



**Intrigue**

*Is that dust in your eyes? Are you parched to the point of delusion? You get on your bike and ride toward a silhouette and it slowly becomes clear that you're headed toward the mystical skull of a large beast floating on the horizon. This is not a hallucination. Curious, you move closer and the music and laughter reverberating from the Beast draws you in... As you arrive, you find yourself among a band of dusty misfits with refreshing libations to help soothe your weary soul. Take a load off and have a seat at the bar, raise your glass to be filled with a delicious concoction.*

Imagine emerging from a dust storm in deep playa during an ambling, high-noon bike ride to find yourself exactly...nowhere. But that nowhere has a hum. And that hum is all around you. Your deductive powers kick into high gear: there should be no insects on the playa. Are the locusts back? What the heck is going on?? As the dust settles, a small figure begins to take shape. Then, another emerges. And another. Their heads are spinning (and so is yours). They are humming.

**You have arrived at Tremolo.**

Welcome. Enjoy.



Ghost Island is a 180+ page black & white supernatural horror comic series "Dubbed as Jurassic Park but with Ghosts."

## 2. Background

*“Why I/we created this”*

- What started the idea?
- Why do YOU love it?

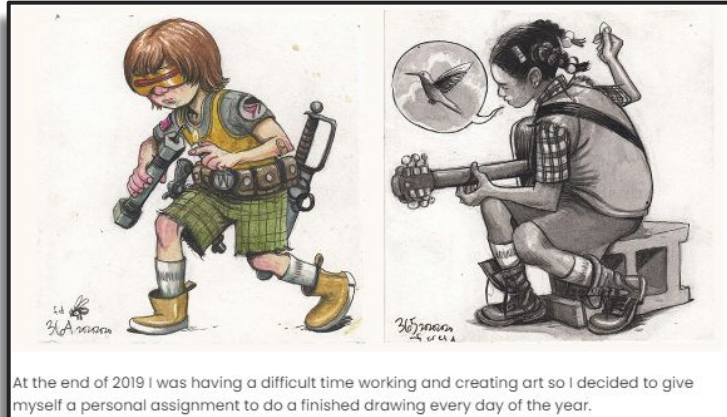


**Trust &  
Transparency**

PENUMBRA is a 200+ page Artbook that collects the majority of Artwork that I made over the span of a decade, between 2011 and 2022, into an high quality deluxe hardcover edition.

For ten years, I've worked with Metal Bands, to help make their nightmares come true, in the only way I know how: by drawing. I've had the pleasure and privilege to illustrate for the likes of The Black Dahlia Murder, Revocation, Alestorm, Carnifex, Aether Realm, Galaktikon, Enfold Darkness, and so many more bands and people. Bands that shaped my taste in music and consumed an entire one third of my life. This book is the culmination of my efforts, struggles and desires during that time.

The newest installment of my pin designs is here! GCXEvent was an amazing and insightful convention for me, not just as a first time Art Vendor, but connecting with the community and getting invaluable feedback on what folks are looking for in collectables. I was genuinely blown away at the reception and interest in my pieces that I had there, many of which had sold out that it was time to bring a new set out.



At the end of 2019 I was having a difficult time working and creating art so I decided to give myself a personal assignment to do a finished drawing every day of the year.

# 3. Project description

“What I/we created”

## Everyone can include:

- A concise, gripping description
- What makes it unique/special/important?
- What do your supporters NEED to know about you and your creation in order to feel intrigued, delighted, and secure in supporting you?



**Intrigue &  
Delight**



**Uniqueness**

# 3. Project description

“What I/we created”

## Other information to include (if applicable):

- What problem are you trying to solve and how is your creation a solution?
- What are two or three of the more important values of your creation? **\*Crucial if you've invented something to solve a problem**
- What are some relevant specs the supporter should know?
- What different options are available?



**Intrigue & Delight**

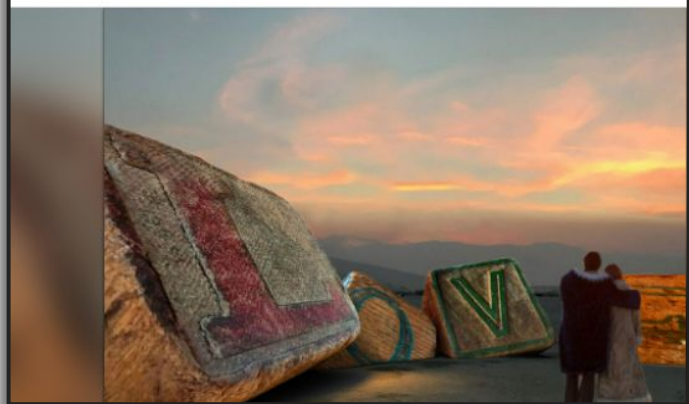


**Uniqueness**



**Trust & Transparency**

## One Tin Soldier: Remember When...



### What we're building:

Imagine wandering through deep playa and noticing what looks like tiny lettered blocks from your childhood off in the distance, only to realize they are indeed wooden lettered blocks, but not so little. **Remember When...** is an homage to childhood memories, a prelude to part of a whole called One Tin Soldier that brings a series of classic children's toys scattered across open playa. These monolithic versions of seemingly forgotten toys will emerge from the sands of time, worn and tattered, but returning us to our sense of childlike wonder. The partially buried blocks are 8' tall with the letters L, O, V, and E displayed faintly on the sides, emblematic of a time we used to know. It is no longer your imagination, as now you have shrunk next to these once minuscule toys, now sixty times the size and ready to be played with once again.

One Tin Soldier 2023 will be the full collection of retro toys, featuring the blocks, as well as a 12' yoyo with a retractable string, old metal jax peeking through the desert, and a 24' wooden horse with a faceless wooden soldier standing guard. Check out our website for more details.

### Funds for our build:

Bringing art to the desert is not an easy endeavor, nor is it cheap... and by spreading this project out to a two-year full build, we are able to preview what is to come. Starting small will allow us to bring this vision to life, consisting of the four main blocks emerging from the dust. The budget for this has been carefully reviewed and will require around \$15,000 to build but we're starting out with an ask of \$10,000.

Our cost breakdown is:

- **Materials:** This includes: wood, paint, screws, stain, sanders, saw blades, safety equipment, space rental, heavy equipment, etc.
  - "L" Block - \$3,500
  - "O" Block - \$2,000
  - "V" Block - \$2,500
  - "E" Block - \$2,000
- **Transportation** - \$4,000
- **Fundraising** - \$1,000

## 4. Identify your target audience

“Who is going to love this?”

- **Have you done your crowd profiling?**
  - What age group are you targeting?
  - Geographic location?
  - Profession?
  - Hobbies/interests?
  - Does your target audience own something specific?
  - Specific living situation?



**Uniqueness**



## Who will like this comic?

This story is for fans of twisted tales of superhero adjacent insanity and teenage discovery, somewhat like Yellowjackets, The Hood, The Boys, and Lord of the Flies meets Glee by way of Green Lantern's ring.



*Am I Going to  
Like it?*

We're pretty sure you're going to love it!

System Error 1 & 2 will be enjoyed by anyone who loves great stories, sci-fi, mystery, cute (and no-so-cute) robots and the sense of the wonder that Phil's dystopian world engenders!

## 5. Make your supporters the hero

“I need YOUR help!”

- **Tell your supporters how they will be the ones to determine the success of your campaign**
  - What is the impact of their gift on your overall ask?
  - What are the costs to create? Why did you choose this goal specifically? Can you break it down for the reader?
  - What can they receive in exchange for their contribution?



**Trust &  
Transparency**

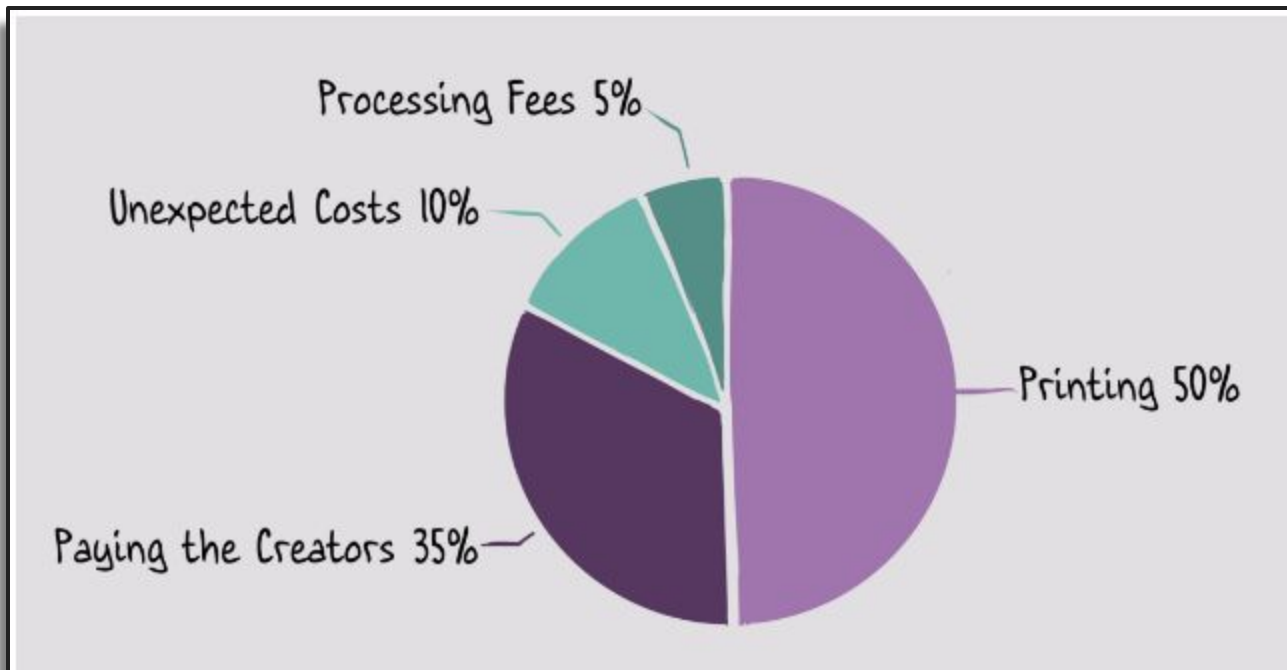
## Support the Jackalope and Get Awesome Art!

We need your help to bring the Cosmic Jackalope out of the Dimension of Dream and into our reality and Burning Man is coming up in late August so there isn't much time! We must outfit our rag-tag team of miscreant artists with the latest in Inter-Dimensional Transition Gear (foam, fiberglass, wood, steel, and lots and lots of LED's!!!). In this reality, we need contributions of digital credits, fiat currencies, and pizza parlor gift cards! And to thank each and every one of you for your generous support, our Team of Dedicated Non-Professionals has created wonders and amazements to thank all the Jackalope's supporters! We have stickers, pins, patches, earrings, and ultra special, super commemorative and very sweet coins that will make you the envy of all your friends! Hit the CONTRIBUTE button and load up on all the coolness!

### Gifts for you:

We want YOU to represent One Tin Soldier and show off your love for this project with some awesome perks. For every dollar that is donated to bring this build to life, we will be sending out fun swag as an expression of our overall gratitude for your support.

- **Just Because:** For every \$15 donation, we will send some cute and fun stickers as a thank you, put them on your water bottle, laptop, or wherever you want to see us to represent!
- **Patchy:** For every \$30 donation, you will receive an exclusive One Tin Soldier patch, perfect for those dusty overalls, denim jackets, or your favorite pair of pants.
- **LOVE bracelet:** For every \$75, we will make a LOVE bracelet for you to flash for your friends and family, indicative of your love for our project and our love for you!
- **LOVE pendant:** For every \$85, you'll receive a LOVE pendant, wear it on the daily, hang it on your rear view window, or gift it to the one you love the most.
- **Dealer's Choice:** For every \$125 donation, you'll get either a customized bracelet or a customized set of blocks with your name - or whatever else you might want - as well as a LOVE pendant!
- **Hoodie:** For every \$175 donation, you'll receive a One Tin Soldier hoodie, making you an honorary member of the team, and representing our project in the most fashionable way possible. Size chart: [SM/M/L/XL]



**Backstory One-Shot Comic**

## 6. What is going to happen?

*“Everything to expect after you hit the magic ‘Contribute’ button”*

- **Information you can include:**

- Is this campaign ‘All or Nothing’ or ‘Keep It All’?
- Breakdown what the funds will be used for.
- What is your timeline for printing/manufacturing? Delivery?
- What pricing model did you choose and why?
- Are there any risks involved? (Particularly important for AON campaigns)
- Do you foresee any challenges?



**Trust &  
Transparency**

We are aiming to deliver the rewards in September 2022. To do this we have developed a timeline to give you a better idea what you should expect, when.

- June 2022 - This Crowdfundr campaign
- July 2022 - Monies collected, surveys sent, rewards manufactured
- August 2022 - Book printed and received
- September 2022 - Rewards sent to backers

We fully expect the books to reach all backers in September 2022.

Did you want to see BEAM? Maybe a sweet render video? With some inspiring music? And a story about how it will change your life and the world around you?

Well..... [there is such a video](#)

But!

**We don't think you should watch it.** That's the fun part, since, similarly to Stone 27 BEAM isn't about the visuals or a story, but rather the experience of interacting with the piece. We think this experience could be made even more magical (and more fun) if the first moment you encounter it on Playa, is a **surprise**.

That's right. We are asking you to do something crazy. If you liked any of our previous works, support us without having seen what it is, so that you get to have something totally unknown to look forward to this year on Playa.

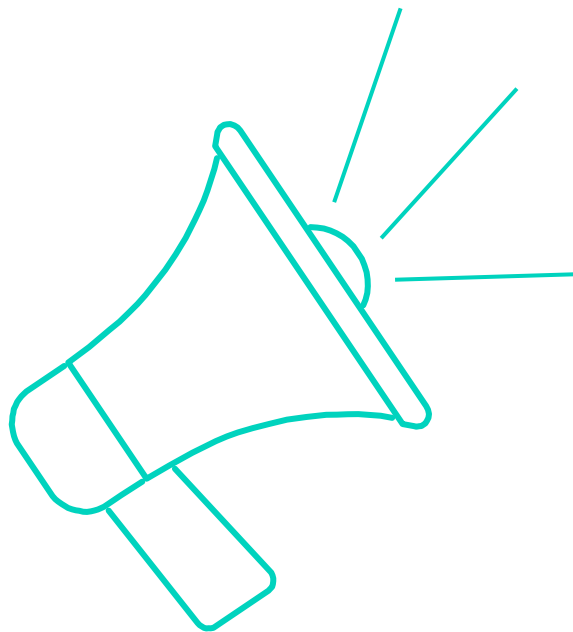
Okay, okay here is the first few hints... (Maybe with more to follow):


- No stones
- 150' long
- Weighs over 20,000lbs

## 7. Call to action

*"Here are your next steps"*

- **Contribute**
- **Share**





Please help us bring The Dirty Goat Roadhouse back to the playa by donating or by simply sharing our campaign. With your help, we will be able to bring The Dirty Goat to Burning Man this year and for many years to come!

So contribute! contribute! contribute! Share! Share! Share! We need you!

*SO, YEAH... HERE WE GO!*

The Kelp is a story I've been wanting to tell for over a decade and I can see why it was meant to be now, it's so I can share it with you all. That together we can fund this comic and see Kelp become a reality!

Thank you for taking the time to check out this campaign, your contributions are immensely appreciated. Please feel free to share with your circles, let's get Kelp the help he needs!

So please, **get drunk before you donate**, and give whatever you can. Also! This is a big one: please share this with someone who you think might like my music (or me).



**3.**

**What about other important information?**

# Organization Profile

## Suggestions to include:

- Background
- Team Info
  - Link to User profiles
- Mission/Values
- Anything else that brings one of the themes to your campaign!



**Trust &  
Transparency**



## Fieldmouse Press

 Verified organization ·  Grass Valley, CA, United States · [Website](#)

1 campaign · 333 contributions received · \$14,050 raised · Member since Mar

Fieldmouse Press is a nonprofit publisher of comics and literature, based in Grass Valley, expanding the reach and appreciation of the comics arts.

Fieldmouse Press publishes the online literary magazine [SOLRAD](#), and since 2021, has been passionate about comics and our goal is to advance the medium through the publication of stories that should be a place for every story and every person.

 Like 0

[Share](#)

## Organization activity



[Fieldmouse Press](#) posted an update on [Help Fieldmouse Press Launch its Spring Season!](#)

 Story update · 5 days ago

## Fieldmouse Press Spring Season - Update #6 - Books Are Here! Plus Updates & SPX News

Hi beautiful backers! Since we last communicated, a few major things have happened to get you up to speed.

### Production and Shipping Updates

# User Profile

## Suggestions to include:

- Photos
- Quirky tidbits
- Relevant story
- Anything else that brings one of the themes to your campaign!



Trust &  
Transparency



Anna Waterstreet

Individual

4 contributions made · Member since December 2011

Hi everyone!

My name is Anna - I'm a die-hard board game lover, from the time I kicked my parents' butts at *Sorry!* when I was 3 years faced emoji here).

My dream, my #1-on-the-bucket-list, my "If I do this, I can die happy!" has been to create and market my own successful **Widgets** has been in my brain for years - and I cannot believe it is about to see the light of day...



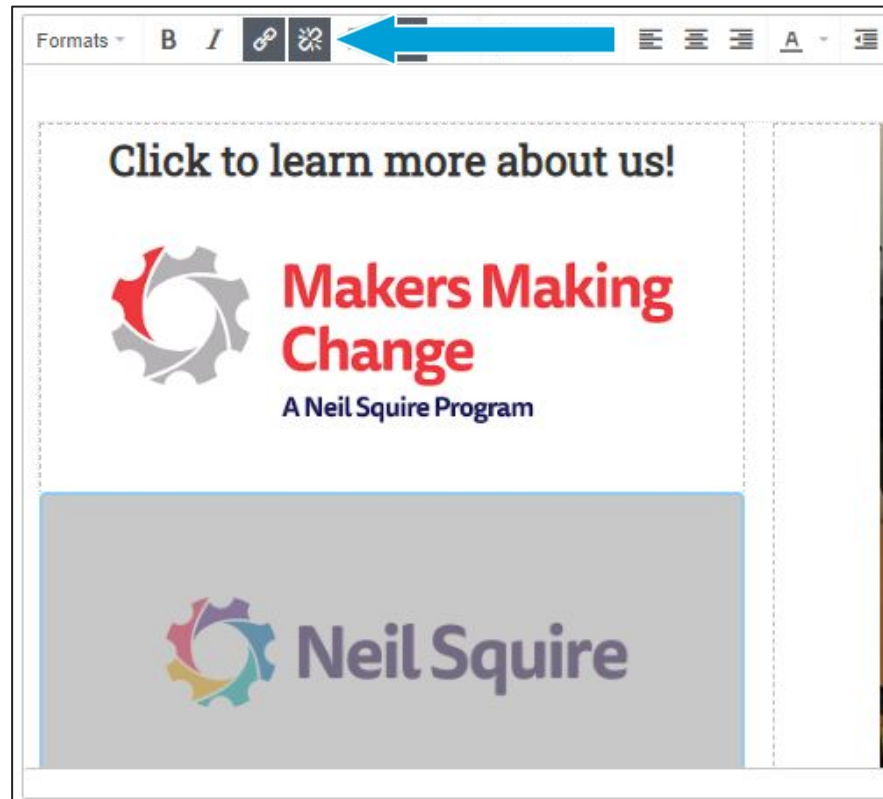
# Links in story

Suggestions to include:

- Homepage
- Campaign tabs
- Contribute button
- User profiles, Organization profile
- Anything else that brings one of the themes to your campaign!



**Trust &  
Transparency**



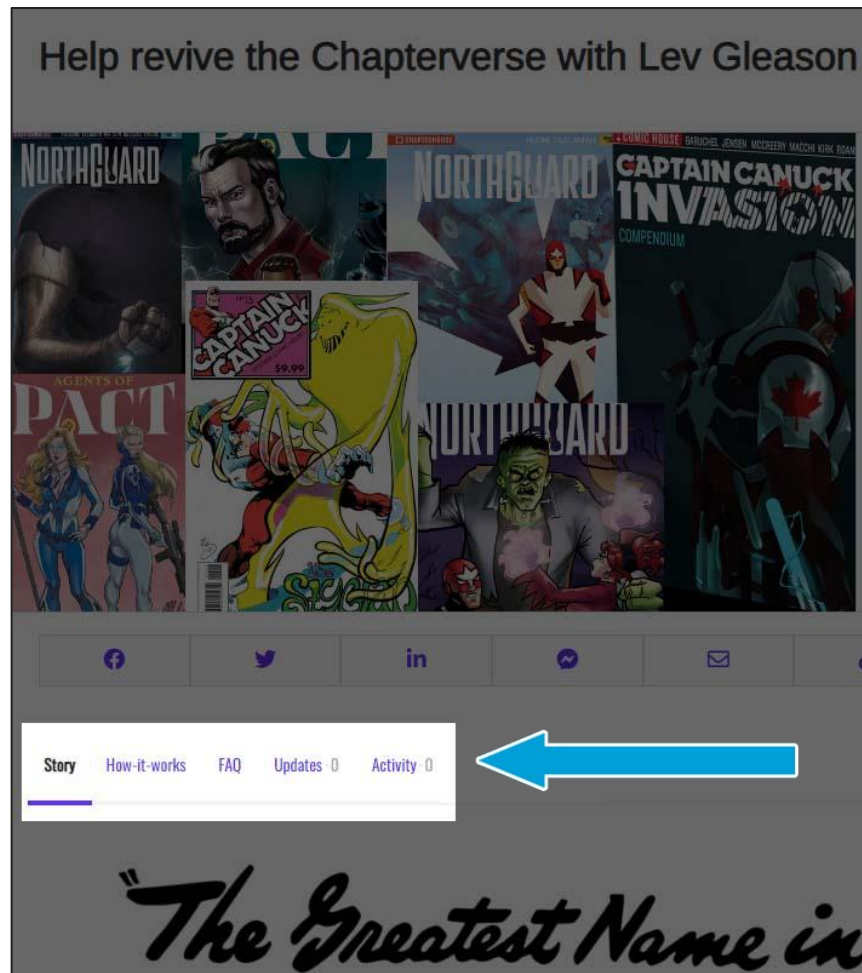
# Custom story tabs

Suggestions to include:

- FAQ
- How-it-works
- Team Biographies
- Organization history
- Variant information
- Specs
- Anything else that brings one of the themes to your campaign!



Trust &  
Transparency



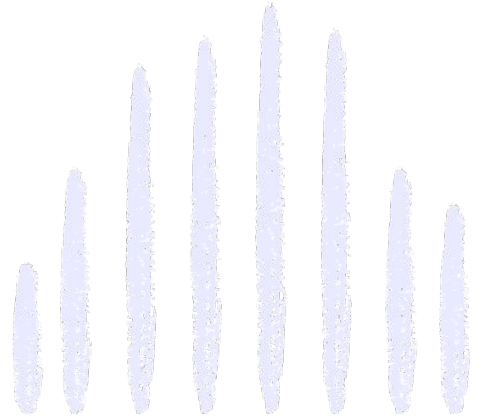
## If you need advice on mapping out your strategy or crowdfunding techniques...

- 1) Type **SOS** into the chat box.  
We'll help you work it out...
- 2) Join the Creator Hub!



# Recap

- Why is your campaign story so critical?
- The '7 components of a campaign story'
- Where to put other information
- Q&A





# Thanks!

Questions?