

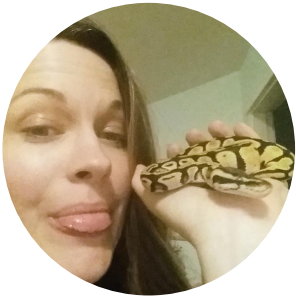
crowdfundr

The 4 Elements of a Campaign Goal

How to jump the first hurdle and **CHOOSE YOUR GOAL**

2022 | crowdfundr.com

Hello!

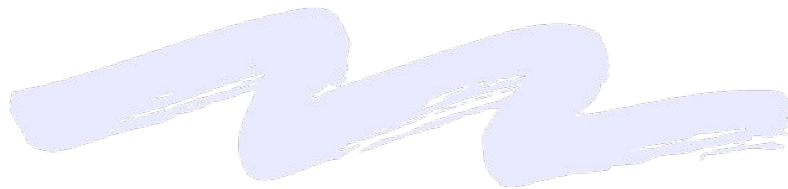


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Presenter: Shan Reeb



Agenda

- Intro
- The 4 key elements
 - Math (sorry)
 - Examples
- More math 🤖
- Q&A (*no math!*)



1.

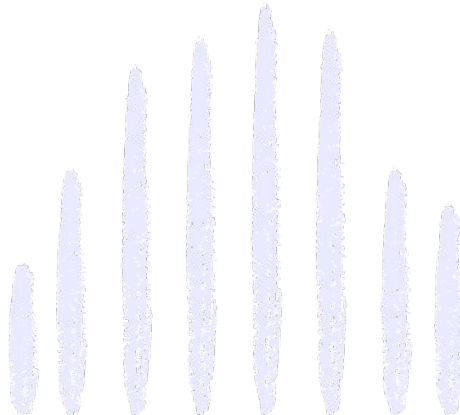
Introduction

Campaign Goals: A Love-Hate Relationship

1. Introduction

Campaign Goals: A Love-Hate Relationship

Super effective yet daunting to decide on!



1. Introduction

Campaign Goals: A Love-Hate Relationship

Benefits of taking the time to plan your goal:

- Ensure quality of product
- Soften the blows from the unknown (pandemic, anybody?)
- Helps you deliver your promises within a respectable timeline
- Hopefully leaves some profit!

1. Introduction

Which campaign type are you using?

Keep-it-all

- Goal/deadline is optional
- Funds are collected immediately, whether or not goal is reached
- Suited for projects with rewards that can be delivered immediately upon ordering

All-or-nothing campaigns

- Goal/deadline is mandatory (deadline maximum 60 days)
- Goal must be hit by the deadline or no contributions are collected
- Suited for projects requiring ALL funds before commencing

2.

Goal Elements

Key elements of a goal

	Product	Operation	Marketing	Revenue
Action				
Examples				
Total				

Key elements of a goal

	Product	Operation	Marketing	Revenue
Action				
Examples				
Total				

“ *How do I determine the costs associated with my product?* ”

LIFE CYCLE ASSESSMENT

Determine your costs of the
physical creation from concept to
consumer-ready

Life Cycle Assessment

Your creation's life story

Concept

- Materials
- Tools
- Consulting
- Your time

Creation

- Materials
- Production
- Editing/ quality assurance

Consumer-ready

- Printing or manufacturing*
- Packaging design

*Ensure you make a note of fixed costs vs per-unit costs

Life Cycle Assessment

Example - Comic book issue

Concept (Working edition)

- Paper
- Pens, pencils, brushes
- Ink, paint

Creation (First issues)

- Editing fees
- Illustrator fees

Consumer-ready

- Printing*

*likely to be per-unit costs that change depending on a *minimum* amount to print, also changes with paper type, size, etc.

Life Cycle Assessment

Example - Comic book issue

Variable	Fixed cost	PPU
Paper	\$5	n/a
Pens/Pencils/Brushes	\$25	n/a
Ink/Paint	\$50	n/a
Editing fees	\$1000	n/a
Illustrator fees	\$2000	n/a
Colourist fees	\$2000	n/a
Printing (500 copies)	n/a	\$2

Key Elements of a Goal

	Product	Operation	Marketing	Revenue
Action	LCA			
Examples	Fxd: \$6080 PPU: \$2			
Total (500 copies)	\$7080			

Key Elements of a Goal

	Product	Operation	Marketing	Revenue
Action	LCA			
Examples	Fxd: \$6080 PPU: \$2			
Total (500 copies)	\$7080			

“ *What are the expected operational costs? How do I know what I'll need?* ”

SCOPE OF WORK

Determine the **work** needed to foster your relationships with supporters and get your creation into their hands

Operational Scope of Work

What tasks need to be accomplished?

Creation

- Salaries
- Workspace rentals

Communication

- Website design and maintenance
- Landlines/business phones
- App & Third Party fees

Crowdfunding

- Payment processing fees
- Platform fees*

Customer Care

- Salaries or virtual assistant/third party fees

Operational Scope of Work

*Crowdfunding fees

Simply Free

You only pay payment processing fees (*PPF*)¹

Average *PPF* is 4%

Total Cost (TC) = Project Cost (PC) x 1.04

Operational Scope of Work

*Crowdfunding fees

Simply Free	Nearly Free
You only pay payment processing fees (<i>PPF</i>) ¹	You pay PPF and a platform fee (<i>PF</i>), but we ask your supporters to cover the fees. Let's say 80% do, (but it could be more or less). ²
Average <i>PPF</i> is 4%	<i>PPF</i> of 4%, <i>PF</i> of 5%
Total Cost (TC) = Project Cost (PC) x 1.04	$TC = (PC \times 1.09) - (PC \times 0.09 \times 0.8)$

Operational Scope of Work

*Crowdfunding fees

Simply Free	Nearly Free	Not Free
You only pay payment processing fees (PPF) ¹	You pay PPF and a platform fee (PF), but we ask your supporters to cover the fees. Let's say 80% do, (but it could be more or less). ²	You pay PPF and a platform fee (PF)
Average PPF is 4%	PPF of 4%, PF of 5%	PPF of 4%, PF of 5%
Total Cost (TC) = Project Cost (PC) x 1.04	TC = (PC x 1.09) - (PC x 0.09 x 0.8)	TC = PC x 1.09

*Since we need the Project Cost (PC), this will be the LAST thing we determine

Operational Scope of Work

Example - Comic book issue

Variable	Fixed cost	PPU
Salaries	n/a	n/a
Workplace Rental	n/a	n/a
Website	\$250	n/a
Phone plans/landlines	\$350	n/a
Apps & third party fees	\$250	n/a
Crowdfunding fees (Simply Free plan)	PC*1.04	n/a
Virtual Assistant fees	n/a	n/a

Key Elements of a Goal

	Product	Operation	Marketing	Revenue
Action	LCA	SOW		
Examples	Fxd: \$6080 PPU: \$2	Fxd: \$850+? PPU: n/a		
Total (500 copies)	\$7080	TBD (PC + CF)		

Key Elements of a Goal

	Product	Operation	Marketing	Revenue
Action	LCA	SOW		
Examples	Fxd: \$6080 PPU: \$2	Fxd: \$850+? PPU: n/a		
Total (500 copies)	\$7080	TBD (PC + CF)		

“ *How do I plan on getting word about my project out there?* ”

CUSTOMER PROFILING

Determine **who** you are targeting
and **where** they can be found

Customer (Supporter) Profiling

Targeting the *right crowd* – Step 1: WHO are they?

- What age group(s) are you targeting?
- Where are they located?
- What are their living arrangements?
- What are their interests/hobbies?
- Do they work in a specific field?
- Do they own something in particular?
- Are they at a specific income level?
- Gender? Ethnicity?
- Education?
- Household type/composition?
- If you are trying to solve a problem, what characteristics generally face that problem?
- What are the benefits/unique features of your project and who would be most interested in them?
- What are their goals?
- What are their values?
- Why would they be motivated to support your project?

Customer (Supporter) Profiling

Targeting the *right crowd* – Step 2: WHERE are they?

- What social media platforms are they on?
- What groups (or types of groups) would they be part of?
- Who do they follow?
- Where might they currently make online purchases?
- What websites might they frequent?
- What forums might they participate in

Customer (Supporter) Profiling

Targeting the *right* crowd – Step 3: HOW should we target them?

- Videos?
- In-app banner ads?
- Email/newsletters?
- Website?
- Influencer/sponsor promotion?
- Physical print poster/ads?

Customer (Supporter) Profiling

Example - Comic book issue

WHO	WHERE	HOW	Budget
Older (35+)	Facebook	FB Ad (no video)	\$250 (incl. ppc, design)
Younger (<35)	Insta/TikTok	Video ad	\$750 (incl. video design, adspace)
Loyal followers	Website	Newsletter signup	\$100 (incl. Email manager like MailChimp or CC)

Key Elements of a Goal

	Product	Operation	Marketing	Revenue
Action	LCA	SOW	Profiles	
Examples	Fxd: \$6080 PPU: \$2	Fxd: \$850+? PPU: n/a	Fxd: \$1100 PPU: n/a	
Total (500 copies)	\$7080	TBD (PC + CF)	\$1100	

“ *What are MY GOALS for this project?* ”

SMART GOALS

Determine what ***you define***
success to be

SMART Goals

What do I want to achieve?

S - specific

M - measurable

A - achievable

R - realistic

T - time-bound

- Earn a profit?
- Make up for your already-spent costs?
- Increase your following? (Email lists, social media followers, etc.)

Taxes

The amount you raise is likely to be considered taxable income.

How much is determined by your country, state/province, industry, expenses, etc.

Please consider hiring an accountant to determine how much you are likely to lose on taxes or that will eat into your revenue!*

***Assuming you aren't a registered charity/non-profit/NGO raising funds for a cause**

Key Elements of a Goal

	Product	Operation	Marketing	Revenue
Action	LCA	SOW	Profiles	SMART Goals
Examples	Fxd: \$6080 PPU: \$2	Fxd: \$850+CF PPU: n/a	Fxd: \$1100 PPU: n/a	Fxd: 10% PPU: n/a
Total (500 copies)	\$7080	TBD (850+ CF)	\$1100	\$930

3.

More Math


More Math

CROWDFUNDING FEES

$$\begin{aligned}\mathbf{CF} &= (7080+850+1100+930)*0.04 \\ &= \$398.40 \text{ (We'll round to \$400)}\end{aligned}$$

More Math

	Product	Operation	Marketing	Revenue
Action	LCA	SOW	Profiles	SMART Goals
Examples	Fxd: \$6080	Fxd: \$850+CF	Fxd: \$1100	Fxd: 10%
	PPU: \$2	PPU: n/a	PPU: n/a	PPU: n/a
Total (500 copies)	\$7080	\$1250	\$1100	\$930



**More
Math**

Our Goal = \$10,360



**More
Math**

**That's it! We're
done, right?**

THE SECRET 5TH COMPONENT

The Almighty Buffer

10%


THE SECRET 5TH COMPONENT

The Almighty Buffer

- Refunds/exchanges
- Shipping discrepancies
- Murphy's Law (Anything that can go wrong might go wrong!)

More Math

$$\begin{aligned}\text{Goal} &= \$10,360 + 10\% \\ &= \$11,396 \\ &(\$11,500)\end{aligned}$$



**More
Math**

Goal: \$11,500

500 copies

Reward = \$23

“ *WHAT ABOUT SHIPPING????* ”

**Crowdfundr does not
include shipping in the
goal!**

(You still need to know it though 😁)

Recap

- Intro
- The 4 key elements
 - Math (sorry)
 - Examples
- More math 🤖
- *Sneaky secret 5th element (+ even more math)*
- Q&A (*no math!*)



Thanks!

Questions?