

crowdfundr

# Campaign 'Hacks'

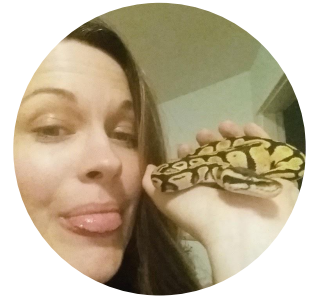
Tools available to build your way to success

2023 | [crowdfundr.com](https://crowdfundr.com)

# Hello!

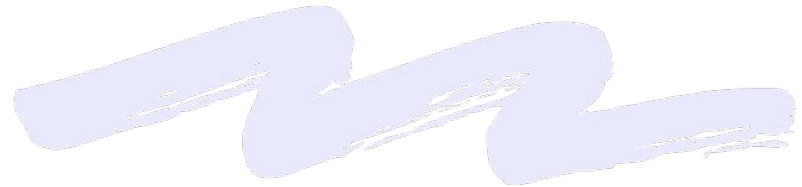


Host: Kemble Barrett-Crossan  
Presenter: Shan Reeb



# Agenda

- Stretch goals
- Add-ons & Bundles
- Landing Page
- Roll-over
- Embed live-streaming



# STRETCH GOALS

# Stretch goals

## What?

Stretch goals promote any use of funds beyond what you need to fulfill your main goal's promise

### Stretch Goals

- £1950: Yay! We funded! - Done!
- £1950: Two more worldbuilding playsets (for a total of six) - Done!
- £1800: Two pre-gen characters for each playset (total of 12) - Done!
- £2300: Initial contact letters from each pre-gen character
- £3500: Scenario for a specific playset (playset to be determined by vote!)

If we (somehow) reach those, we can have a nice long discussion about *other* supernatural creatures and the stories we might tell. **I have no desire to compromise the print run timeline**, so these stretch goals will be planned primarily as digital expansions for anyone with a digital or physical reward tier.



# Stretch goals

## Why?

- Add to/improve quality of your main reward
- Encourage supporters help share and promote your campaign
- Incentivize further contributions
- Trust & transparency
- Enhance your craft

**CAT WISHES STORIES**

**STRETCH GOALS**

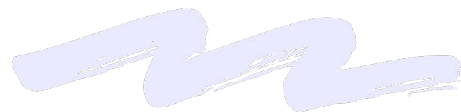
<b>CAT WISHES REPRINT</b>	<del>\$2,500</del>
<b>RAISES FOR THE TEAM</b>	<del>\$2,500</del>
<b>NEW STICKER SHEET</b>	<del>\$1,500</del>
<b>BIGGER TEAM RAISES</b>	<del>\$5,500</del>
<b>TABBI &amp; TORA BOOKMARKS</b>	<del>\$7,500</del>
<b>NEW ZANDRA TABLET!</b>	<b>\$9,999</b>

# Stretch goals

## How?

**All-or-nothing campaigns:** Enter in story or as updates (depending on if you want the 'surprise' factor).

**Keep-it-all campaigns/Rolled over AON campaigns:** You CAN change the campaign goal!



# Stretch goals

## Best Practices

- Ensure you will still have the time and funds to fulfill your *main project* promises
- Do not take away from the quality of your product to fulfill these
- If a physical benefit to supporters, ensure ALL receive it, not just those who came in while it was already available
- Weigh pros and cons of revealing all stretch goals at beginning, or leave as surprises. Cases can be made for both!

### Stretch Goals

UNLOCKED - \$3000 - Original Soundtrack by BE/HOLD

Our wonderful composer creating the game's theme music will be able to make a 5 song soundtrack for you to listen to as you play!

UNLOCKED - \$5000 - Everyone Gets a Raise

At double our goal, all contributors get paid more!

\$7500 - Planner Upgrade

The Official Project Ecco Planner gets an upgrade! Additional artwork, supplemental materials, and more.

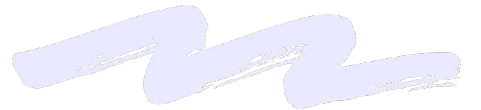




# Stretch goals

## Best Practices

Our best piece of advice: do not enter stretch goals because you think you need them. If they provide value to your campaign, go for it. However, your first goal should be a fantastic experience for your supporters in order to build long-lasting relationships.



# ADD-ONS & BUNDLES

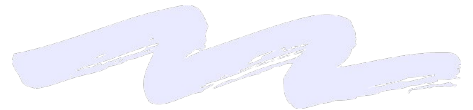
# Add-ons & Bundles

## What/Why?

Traditionally, campaign owners use add-ons and bundles to 'upsell' other products (other than their main product offering) or to allow supporters to claim more than one reward.

These grew common because most larger crowdfunding platforms ***do not let your backers claim more than one reward.***


(can you see where I'm going with this?)



# Add-ons & Bundles

## How?

Crowdfunder allows supporters to choose more than one reward, or multiples of one reward. Or both.





**Make a pledge to Artifacts for Those Who Remain**  
Pays to Cen Galdré

---

Your shipping location [Why we ask](#)

Select a country ...

Choose your products



 **Mono-Artifact**  
From \$15 USD + shipping  
Ships to these countries

A single hardwood [Artifact] with the same glyph on all four faces, origin document, guidance and care guide. Please read the story section for the most up to date information about each of these items and the FAQ if you have any questions...

[More](#)

Quantity: 1 Options: Select an option ...

[Add another](#)

 **Dyad-Artifact**  
From \$20 USD + shipping  
Ships to these countries

A single hardwood [Artifact] with two glyphs each appearing on two faces, an origin document, and guidance and care guide. Please read the story section for the most up to date information about each of these items and the FAQ if you have any questions...

[More](#)

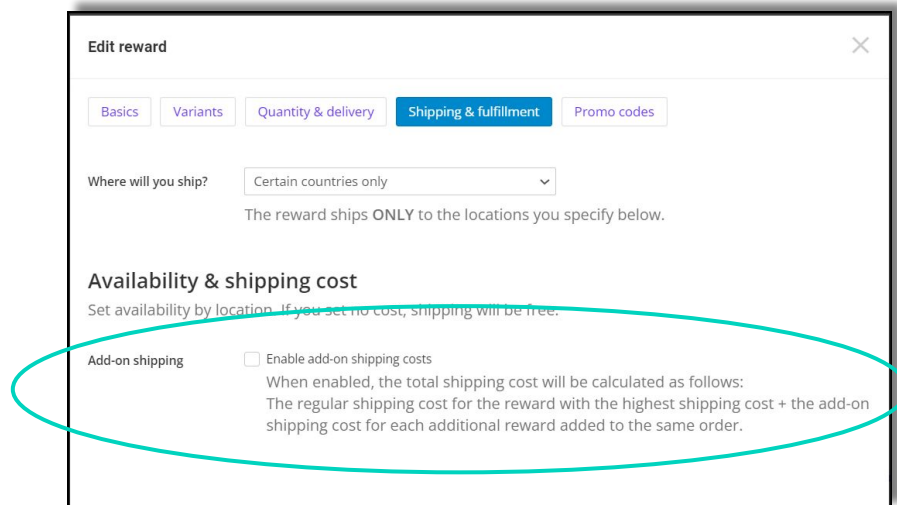
Quantity: 1 Options: Select an option ...

[Add another](#)

# Add-ons

## How?

**Add-on shipping** in your Rewards' edit menu reduces/removes the shipping cost of extra items



**Edit reward** ✕

Basics Variants Quantity & delivery **Shipping & fulfillment** Promo codes

Where will you ship?  ▼  
The reward ships **ONLY** to the locations you specify below.

**Availability & shipping cost**  
Set availability by location. If you set no cost, shipping will be free.

**Add-on shipping**  Enable add-on shipping costs  
When enabled, the total shipping cost will be calculated as follows:  
The regular shipping cost for the reward with the highest shipping cost + the add-on shipping cost for each additional reward added to the same order.

# Add-ons

## How?

<u><b>Book</b></u>	<u><b>Sticker</b></u>	<u><b>Notepad</b></u>
Cost = \$35	Cost = \$5	Cost = \$15
Shipping = \$10	Shipping = \$2	Shipping = \$5
Add-on = n/a	Add-on = \$0	Add-on = \$2

### Supporter #1

Purchases a notepad.

**Total** = Item (\$15) + shipping (\$5)

**Total** = \$20

### Supporter #2

Purchases a notepad and sticker

**Total** = Item 1 (\$15) + shipping 1 (\$5) + Item 2 (\$5) + add-on 2 (\$0)

**Total** = \$25

### Supporter #3

Purchases a sticker

**Total** = Item cost (\$5) + shipping #1 cost (\$2)

**Total** = \$7

### Supporter #4

Purchases two books

**Total** = Item 1 (\$35) + shipping 1 (\$10) + Item 2 (\$35) + shipping 2 (\$10)

**Total** = \$90

# Bundles

## How?

### Pre-package items as one Reward

then consider a discounted price and/or limited availability to drive higher contributions

The screenshot shows a Crowdfunder campaign page for 'BUNDLES' by Kiss Lola Virág. The page features three bundle options: Nano Bundle, English Bundle, and Medi Bundle. Each bundle includes a pin and a giftbox. The Nano Bundle is priced at \$28 USD, the English Bundle at \$30 USD, and the Medi Bundle at \$55 USD. The page also includes a search bar, a 'Claim this perk' button, and a 'More' link.

By Kiss Lola Virág • Manage  
Personal campaign • Keep it all  
Héves, HU

Story Highlights Goals Bundles Updates 0 Activity 45

## BUNDLES

Search Perks

### NANO BUNDLE

1 PIN + LOLA'S ART GIFTBOX

**Nano bundle**  
\$28 USD + shipping  
5 claimed 5 remaining  
Ships Worldwide

All of the bundles are discounted! (Original price: \$30) You will get 1 pin from chosen designs and a giftbox between the value ...  
[More](#)

[Claim this perk](#)

--- ENGLISH ---

**Nano bundle** : You will get 1 pin from chosen designs and a giftbox between the value of \$30-35 including the pin. Giftbox may include: sticker, badge, notebook, postcard, patch, towel etc.  
Example Nano giftbox: 1 towel, 1 notebook, 1 postcard, 1 patch, 3 badges, 3 stickers.

--- MAGYAR ---

**Nano bundle**: A bundle 1 pin-t és egy ajándécsomagot tartalmaz \$30-35 értékben a pinnel együtt. Az ajándécsomag tartalmazhat: matricát, kítűzőt, füzetet, képeslapot, patchet, törülközőt stb.  
Példa Nano ajándécsomagra: 1 törülköző, 1 füzet, 1 képeslap, 3 kítűző, 3 matrica.

### MEDI BUNDLE

3 PIN + LOLA'S ART GIFTBOX

**Medi Bundle**  
\$55 USD + shipping  
1 claimed 6 remaining  
Ships Worldwide

All of the bundles are discounted! (Original price: \$50) You will get 3 pin from chosen designs and a giftbox between the value ...  
[More](#)

[Claim this perk](#)

# LANDING PAGE

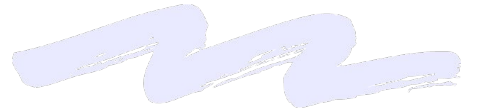


# Landing page

## What?

Also a traditional requirement because most platforms do not make campaigns visible until they are approved and launched.

(anyone see a pattern here?)



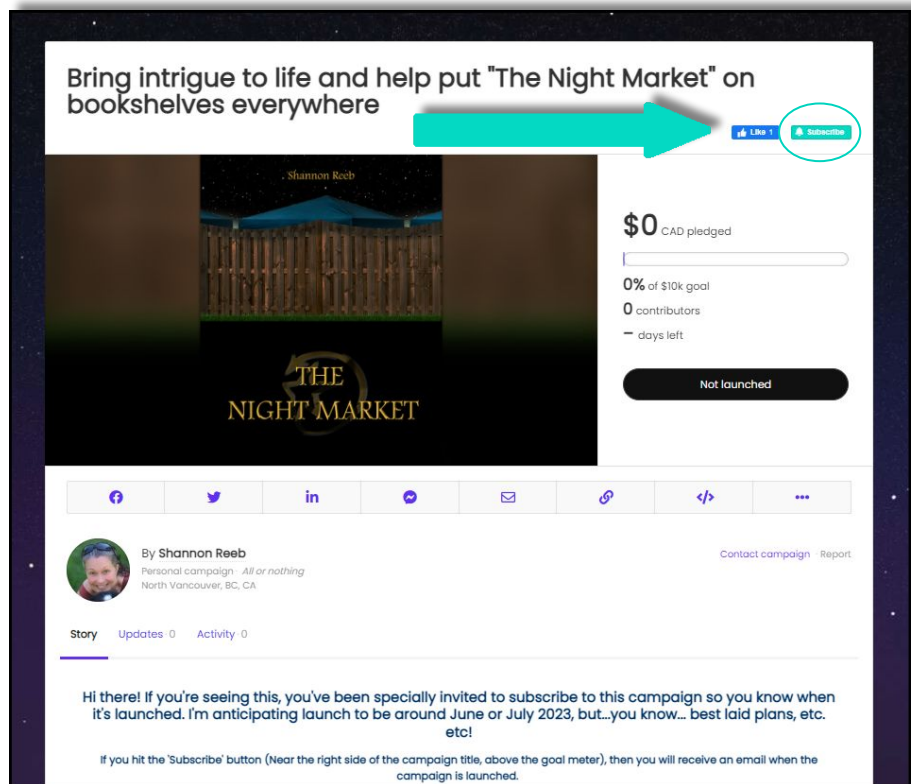
# Landing page

## Why?

Your campaign is visible BEFORE launch to anyone with the campaign link!

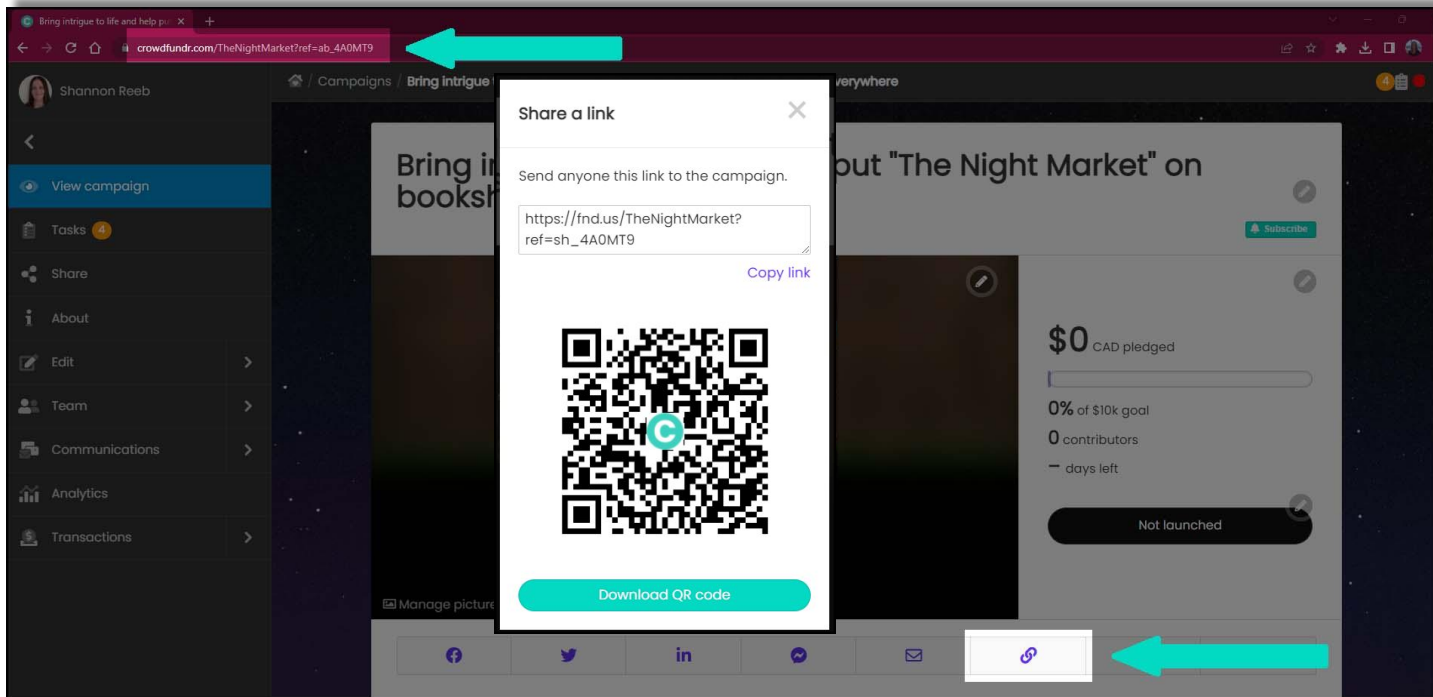
Any interested can subscribe to the campaign to be notified by email when it launches.

Builds a reservation funnel to boost supporter upon launch. The more support at launch = more likely to reach your goals.



# Landing page

How?



# CAMPAIGN ROLL-OVER

# Campaign Roll-over

## What is it?

All-or-nothing campaign



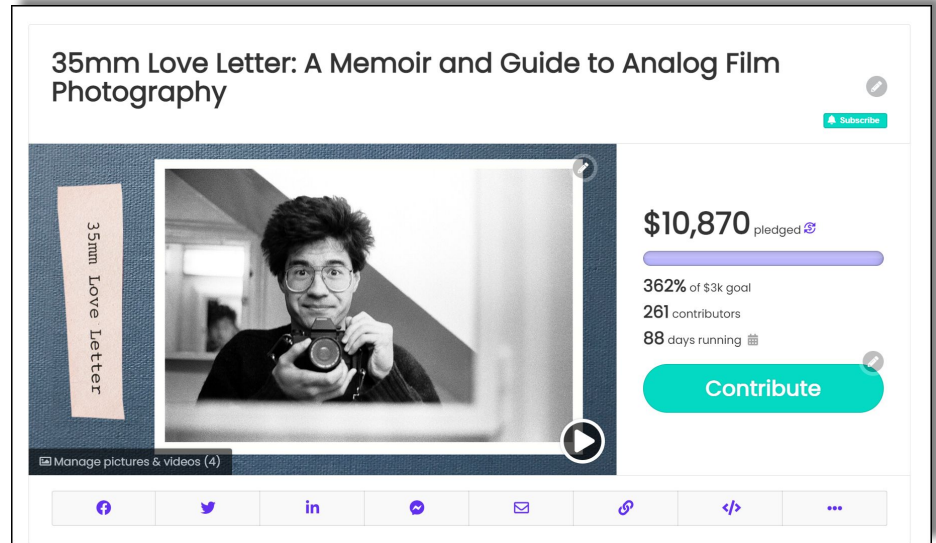
Keep-it-all campaign!



# Campaign Roll-over

## Why?

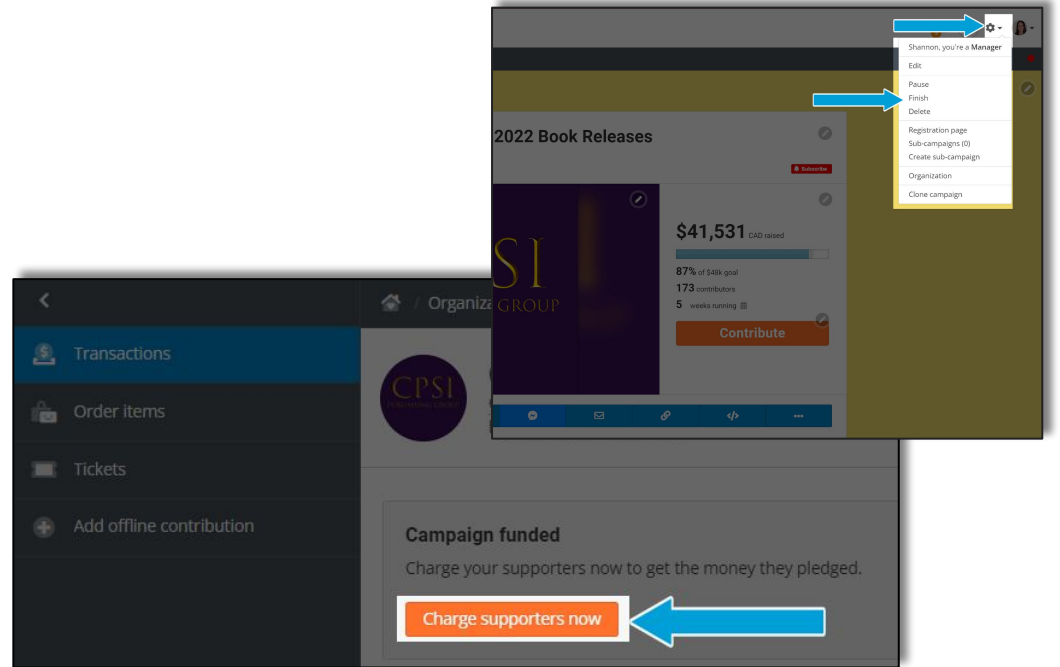
- Continue offering products on an 'in-demand' model
  - Instead of pledges, all contributions are immediate transactions
- Don't have to set up on another platform for storefronts (i.e. Shopify)



# Campaign Roll-over

## How?

- After you charge supporters, campaign remains open as long as you like
- Campaign runs until you manually 'Finish' it



# EMBED LIVE-STREAMS

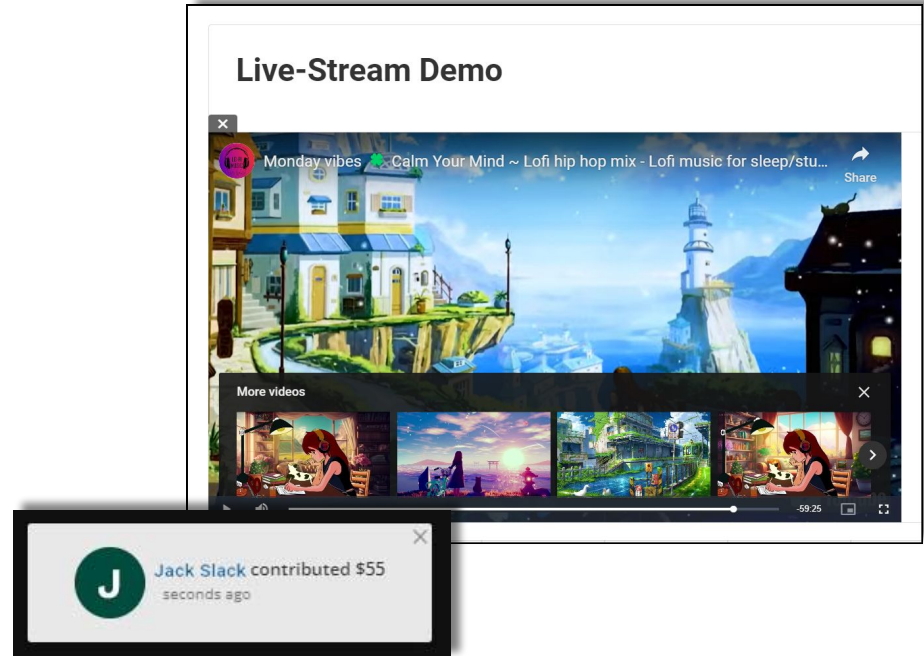


# Embedding live streams

## What?

- Invite supporters to view your live-stream\* *right from your campaign*
- Contributions pop up in a real-time overlay to show who's supporting you

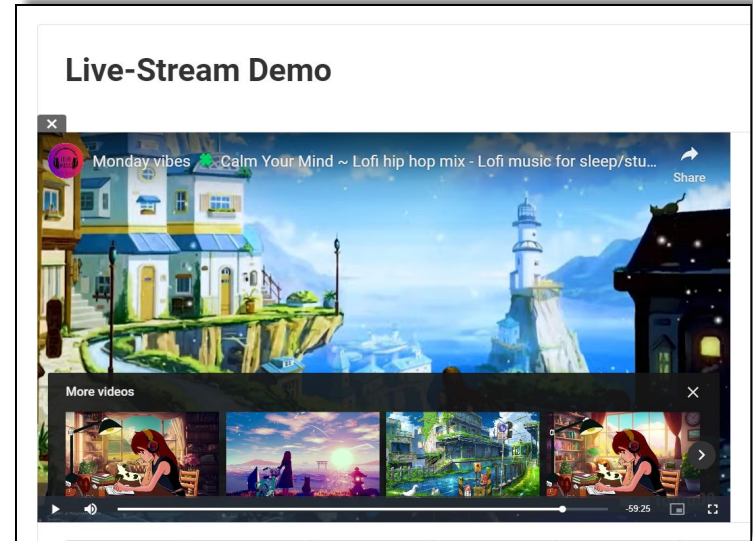
*\*only on YouTube, for now*



# Embedding live streams

## Why?

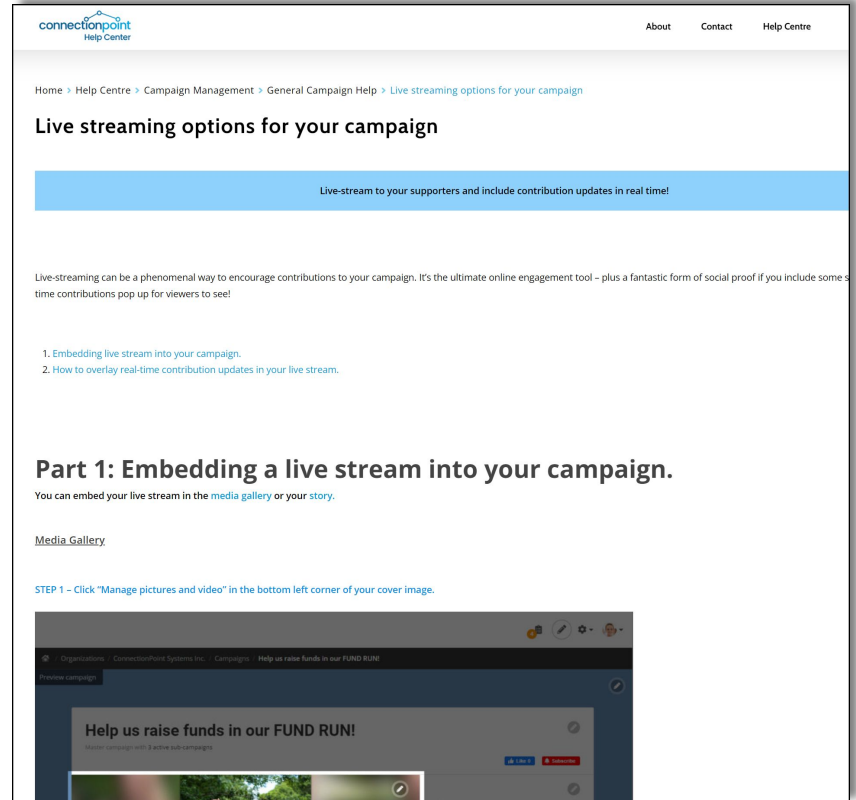
- Social proof - others are more likely to contribute when they see others doing it
- Trust & Transparency - connects your supporters to your campaign with you there to assure legitimacy



# Embedding live streams

## How?

<https://connectionpoint.com/help/docs/live-streaming-on-your-campaign/>

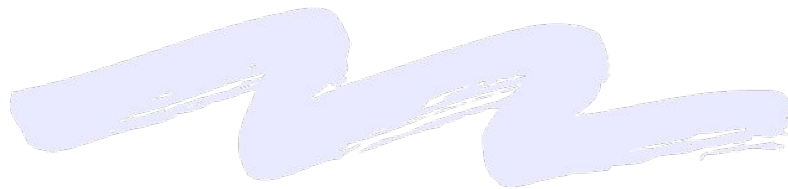


The screenshot shows a help center page with the following content:

- Header: connectionpoint Help Center, About, Contact, Help Centre
- Breadcrumbs: Home > Help Centre > Campaign Management > General Campaign Help > Live streaming options for your campaign
- Section Title: Live streaming options for your campaign
- Callout Box: Live-stream to your supporters and include contribution updates in real time!
- Text: Live-streaming can be a phenomenal way to encourage contributions to your campaign. It's the ultimate online engagement tool - plus a fantastic form of social proof if you include some real-time contributions pop up for viewers to see!
- List-Group:
  1. Embedding live stream into your campaign.
  2. How to overlay real-time contribution updates in your live stream.
- Section Title: Part 1: Embedding a live stream into your campaign.
- Text: You can embed your live stream in the [media gallery](#) or your [story](#).
- Section Title: Media Gallery
- Text: STEP 1 - Click "Manage pictures and video" in the bottom left corner of your cover image.
- Image: A screenshot of a campaign page showing a cover image with a "Manage pictures and video" button in the bottom left corner.

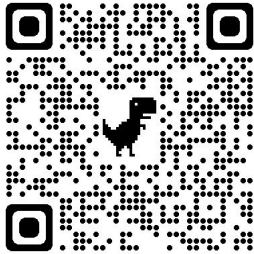
# Recap

- Stretch goals
- Add-ons & Bundles
- Landing Page
- Roll-over
- Embed live-streaming



# Creator Hub

[www.crowdfunder.com/creatorhub](http://www.crowdfunder.com/creatorhub)

A screenshot of the Creator Hub website. The top navigation bar includes 'Resources', 'Events', 'Community' (circled in pink), and 'Support'. The main heading is 'Welcome to the Creator Hub' with a 'PAINTING' tag. A purple banner contains a paragraph about the crowdfunding process. Below is a 'Toolkits' section with three cards: 'Professional Toolkit for Indie Publishers and Studios' (dated July 4, 2022), 'Switching to Crowdfunder from Kickstarter' (dated April 5, 2023), and 'Campaign Promotion Toolkit for Creators' (dated May 8, 2022).

CREATOR HUB  
by Crowdfunder

Resources ▾ Events Community ▾ Support ▾

## Welcome to the Creator Hub

PAINTING

This is the place to learn about the whole crowdfunding process from soup to well, soup if that's what you're creating. But you'll need a bowl, and ingredients, and some way to make it, and then serve it. And that's what this place is all about - helping you get that entire process done with whatever it is you're creating.

### Toolkits

TOOLKIT

July 4, 2022

#### Crowdfunder Professional Toolkit for Indie Publishers and Studios

Professional crowdfunding profiles tailored to your brand.

TOOLKIT

April 5, 2023

#### Switching to Crowdfunder from Kickstarter

Looking to give Crowdfunder a shot? This toolkit contains everything you need to

TOOLKIT

May 8, 2022

#### Campaign Promotion Toolkit for Creators

In this toolkit you'll get a step by step guide to developing your campaign promotion strategy, from defining your audience to

# Creator Hub

www.crowdfundr.com/creatorhub



Community

PAINTING

Join our Discord Server for more channels and more interaction opportunities.

[JOIN NOW](#)

To open in a new tab or view in mobile, [click here](#)

The screenshot shows a Discord server interface for 'Creator Hub'. The left sidebar lists channels: #rules-orientation (selected), #announcements, #new-members, #support-requests, #bug-report, #general, #crowdfunding-insig..., #marketing-insights, #production-insights, and #fulfillment-insights. The main chat area shows a message from 'David - Crowdfundr' dated 02/05/2023. The message content includes a welcome message and a list of rules: 'Respect is always rule #1', 'Self promotion' rules, 'DMs' rules, 'Vendors' rules, and 'Inappropriate content' rules. A 'Login' button is visible at the bottom of the chat area.

David - Crowdfundr 02/05/2023  
The Creator Hub is a place for discussions about crowdfunding, nonstop knowledge sharing and cozy conversations with other creative folks.

**RULES**  
**Respect is always rule #1** Treat others the way you would want to be treated. Harassment and hate of any kind is completely not tolerated. Not here, and not on Crowdfundr. Be kind, be polite, be generous, have fun!

**Self promotion** should be done in the [#self-promotion](#) channel only. You can link to your campaign in other channels only if it's to ask for support or advice about your campaign.

**DMs** to other members of the server are not allowed unless you have received explicit permission. If there is a problem with the server or someone not following the rules, please DM [@moderator](#).

**Vendors**, if you have a business that serves creators, you are most welcome to participate in conversations and offer advice, but do not use this community as a marketing channel, or focus group.

**Inappropriate content**, including offensive, spam, explicit, violent, illegal, harmful, fraudulent, or misleading content is not allowed. We're not into censorship, but you'll know if it has crossed the in-good-taste line.

[Click here to log in and participate in chat](#)

# Thanks!

Questions?