

crowdfundr

# IndieGoGo vs Crowdfundr

A comprehensive comparison guide

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

# Overview

## Crowdfundr vs Indiegogo

### Crowdfundr

- Does NOT hold funds; deposited directly into Stripe and/or PayPal account
- Choose a fee model that includes free and fee-recovery options
- In process of building organic audience
- Offline contributions allowed
- Four layout options
- Creative visual options for a customized look
- Share options: Facebook, Twitter, LinkedIn, Messenger, email, shortlink, multiple embedding options, Pinterest and more



### Apples vs pears

Similar family, different shape but a closer match than peaches, different tastes and textures.

**Both creator-focused.  
All-or-nothing & Keep-it-all options.**

\*AON = all-or-nothing

KIA = keep-it-all

### Indiegogo

- Holds funds, including mandatory 5% contingency fund
- Mandatory 5% platform fee (8% if InDemand campaign for a new user)
- Platform always asks for a tip on top of fees
- Larger audience they will market to with a paid plan
- Offline contributions NOT allowed
- One-size-fits-all campaign layout and theme
- Story editor allows for limited creativity
- Share options: Facebook, Twitter, LinkedIn

# Transitioning from Indiegogo

## Campaign creation

**GO**

### What you did there

- Set up entire campaign at once in a saveable creation flow (with available preview)
- All details must be entered (including rewards, bank information, and personal details) before seeing completed campaign
- End of flow = launch when ready (no approval required)



### What you'll do here

- Simple creation flow to cover the basics (with available preview)
- Most details (including payment accounts) can be skipped and added later
- Rewards are added later; personal details can be put in your User Profile.
- End of flow = open on your campaign visual editor, edit at will, launch when ready (no approval required\*)

\*Unless we receive a report with valid concerns about the content or creator. We'll pause the campaign and work with you to get it running again ASAP

# Transitioning from Indiegogo

## Rewards ('Perks' in IGG)

GO

### What you did there

- Entered in campaign creation flow
- Basic details: Photo, name, price, short description, shipping cost, est. delivery date,
- Enter items and build them as 'bundles' so backers can choose packages that include different items
- Different variants ('Options') **only available if perk has items**; otherwise choices collected in backer surveys
- Can include add-ons
- Choose country(ies) to ship to and set price



### What you'll do here

- Entered in the visual campaign editor or rewards page after campaign creation
- Details: Photo, name, price, variants, variant *prices*, description, shipping cost, planned delivery date, digital delivery
- Supporters can choose multiple rewards, no need to build out bundles
- Supporters select available variants *in* the reward, and cost adjusts automatically (if variants have different pricing)
- Can include add-ons with special add-on shipping costs, promo codes, and flexible pricing
- Digital fulfillment, local pickup, or shipping to choice of country(ies) with set price for each.

# Transitioning from Indiegogo

## Choosing a goal

GO

### What you did there

- Goal is mandatory for starting out, InDemand shows the locked goal from original campaign
- Include:
  - Cost of project (Fixed and per-unit)
  - Shipping
  - Platform and payment processing fees
    - Approx. 9% (North America)
  - Buffer (5% automatically kept by Indiegogo in reserve)



### What you'll do here

- Goal and deadline only mandatory for AON campaigns; optional/editable for KIA campaigns
- Include:
  - Cost of project (Fixed and per-unit)
  - Does not include shipping
  - Platform and payment processing fees depend on pricing model:
    - *Simply Free* only payment processing needs to be considered = ~4%
    - *Nearly Free* average = **1.43% total**
    - *Not Free* = ~9%
  - No Buffer

# Transitioning from Indiegogo

## Pre-launch

GO

### What you did there

- Set up pre-launch page (Landing page)
  - Introduction
  - Quick preview of features
  - Pictures
  - Videos
- Collect emails to notify when launched
- Can always see your subscribers' details
- Project page and pre-launch (landing) page have different URL addresses



### What you'll do here

- Campaign always viewable (no contributions until launch)
- Enter pre-launch details in story and/or a banner, editable at any point
- Personal information in User Profile
- Organization information in the Organization Profile (if applicable)
- Import contacts to be notified upon launch
- 'Subscribe' option for new followers to be notified
- Can always see your subscribers' details
- URL will not change when campaign is live
- Campaign not searchable anywhere until live (unless [privacy settings are changed](#))

# Transitioning from Indiegogo

## Backer/Supporter information and communication

**GO**

### What you did there

- Contributors referred to as 'Backers'
- Info collected automatically:
  - Name
  - Email
  - Shipping address
- Communicate on platform via updates and/or comments
- Receive all supporter information immediately upon pledge/contribution (not success-dependent)



### What you'll do here

- Contributors referred to as 'Supporters'
- Set up what information you want to collect from supporters in 'Data Collection'
  - Name and email collected by default
  - Shipping address defaulted if rewards present
  - Choose any other information you want to collect
- On-platform messaging to supporters (plus comments and updates)
- Receive all supporter information immediately upon pledge/contribution (not success-dependent)

# Transitioning from Indiegogo

## Post-campaign

GO

### What you did there

**\*Below info assumes beginning as AON\***

- **If successful:**
  - Wait to receive your funding payout (about 15 business days)
  - Backer shipping and variant choices already collected and available
  - Choose to run as 'InDemand' or finish
- **If unsuccessful:**
  - Start over again from scratch
  - Manually message pledgers to inform them of new campaign (or update old campaign)



### What you'll do here

**\*Below info assumes beginning as AON\***

- **If successful**
  - Charge supporters as soon as goal is hit, regardless of deadline, even on day one
  - Addresses, variants, etc. already collected
  - Choose to keep campaign open as 'keep-it-all' or finish it and start another one if desired
- **If unsuccessful:**
  - Clone campaign and try again whenever you like
  - Import new contacts from first campaign onto second campaign to message at will