

# Crowdfunding Demystified



**The ultimate crowdfunding  
guide for creators**

crowdfundr

**Welcome to the Ultimate  
Crowdfunding Guide!**

**I'm your guide, Scout.**

**Join me as we dive into the  
world of crowdfunding.**

**Ready for an exciting journey?  
Buckle up!**



*part 1*

# Campaign Creation



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# Hi there!

In the world of crowdfunding, the foundation of your campaign is **everything**.

It's where your ideas take shape, your story unfolds, and your backers start to believe in your vision.

In this section, learn to transform your campaign idea into a compelling narrative that resonates with your target audience.



## Campaign Types

First of all, choose the campaign type to fit your project

### All-or-nothing (AON)

The most popular for creative projects, all-or-nothing campaigns collect 'pledges,' and no transaction takes place unless you reach your goal by your chosen deadline (to a maximum of 60 days). Best for projects that require the whole goal to move forward.



### Keep-it-all (KIA)

With keep-it-all campaigns, goals and deadlines are optional, and you collect funds as soon as a supporter contributes. Popular for store layouts and projects that can use funds immediately, whether the goal is reached or not.



# Gallery

## Images

Your campaign's first impression!

Pictures should be:

- **High quality.** We recommend 1280 (width) \* 720 (height) pixels.
- **Eye-catching.** Aim for bold, contrasting colours and relevant, engaging, and informative imagery.
- **Include affirmations** (if applicable). Any awards, accolades, reviews, etc.

Example (<https://crowdfundr.com/dwellings4>):



Campaigns that add an image are **21% more likely** to meet or exceed their goal.



## Video

Videos do not have to be long or professionally created, either! Grab a smartphone or webcam, sit somewhere quiet with a nice background (try going outside in natural light), and speak to your core story elements.

Here are some video best practices:

- **1-3 minutes long.** The shorter, the better for small internet attention spans.
- **Strong beginning.** An opening 'hook' will keep the viewer interested beyond the first few seconds.
- **Define a tone.** Energetic, sentimental, melancholy, whatever you like. Just stick to that tone!
- **End with a CTA.** Your calls to action should be to contribute/claim a reward AND to share your campaign.



Campaigns with videos are **13% more likely** to meet or exceed their goal.

# Story

Consider these guidelines for your campaign story:



## Opening line

Bring the reader into your space with a catchy, relevant opening quote, rhetoric, or even screen-captured positive reviews or rewards that will make your reader go, "Oooooo, what's this about?"



## Background

What started this idea? Are there any interesting anecdotes to help your supporters connect with you or your project? Why do YOU love it? Don't go too in-depth, but a few lines on your project's origins help to bring supporters into your world.



## Project description

Now's the time to get into the good stuff! Here are some points to consider (but note that not every point will apply to every campaign):

- o A concise, gripping description
  - o What makes it unique/special/important?
  - o What do your supporters NEED to know about you and your creation to feel intrigued, delighted, and secure in supporting you?
  - o What problem are you trying to solve, and how is your creation a solution?
  - o What are two or three of the more important values of your creation?
- \*Crucial if you've invented something to solve a problem
- o What are some relevant specs the supporter should know?
  - o What different options are available?



## Identify your target audience

Who will love this project?



## Goal breakdown

What are the funds going toward? This is where you'll insert stretch goals if you have them.



## What's going to happen?

Let supporters know everything happening after they hit the 'Contribute' button, including:

- o Is the campaign keep-it-all or all-or-nothing? If all-or-nothing, when will you charge supporters?
- o What is your timeline for printing/manufacturing and delivery?
- o Are there any risks or challenges you foresee?
- o Stretch goals if you have them.



## Calls to action

Remember to ask supporters to share your campaign and contribute or claim a reward!



Formatting your story for visual appeal is as important as the wording. Use headers, colours, and images to break up the narrative into short sections that are easy on the eye and let your readers easily find the information they're looking for.

# Rewards

You'll need the following information for each reward you're offering:

- **High-quality photo.** 720 x 720 pixels recommended.
- **Quantities available.**
- **Variant information.** Sizes, colours, covers, etc. and any pricing differences and quantities available.
- **Cost of reward.** Do NOT include shipping in this cost.
- **Shipping costs and countries available.** You can ship to as many countries as you like and choose different prices for different countries.
- **Add-on shipping costs.** Used when supporters choose multiple rewards or multiples of one reward. The total shipping cost is calculated by adding the regular shipping cost (for the reward with the highest shipping cost) to the add-on shipping cost for each additional reward added to the same order.
- **Promo codes.** Offer an amount or percentage off to VIPs.

# Goals

Choose goals carefully. KIA campaigns have optional editable goals, but any changes should be explained to your supporters for trust and transparency. AON campaign goals are mandatory and are NOT editable after the first contribution.

**Crowdfunder does NOT include shipping in the amount raised to the goal!**

There are four elements to a campaign goal:

1. **Product.** How much does it cost to create the physical product? Sales taxes, materials, tools, editing, consulting, illustrating, printing/manufacturing, packaging, etc.
2. **Operation.** Are there any extra tasks that require funding? Compensation for help (such as virtual assistants), workspace, web design, crowdfunding fees, etc.
3. **Marketing.** Social media ads, consultant fees, email marketing manager programs (like Mailchimp), etc.
4. **Revenue.** Do you hope for a minimum profit from this project?

[Detailed guide on how to calculate your goal.](#)

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# Stretch Goals

Stretch goals promote using funds beyond what you need to fulfill your main goal's promise.

Some benefits to stretch goals are:

- Add to/improve the quality of your main reward.
- Encourage supporters to help share and promote your campaign.
- Incentivize further contributions.
- Enhance your craft (a stretch goal can go towards upgrading your tools and materials, for example).

Communicate stretch goals in your campaign story, and choose whether to keep them a surprise and 'unlock' them once that goal is hit or be fully open and tease them beforehand!

# Contribute Button

Contribute

Change the button label to fit your campaign! Creativity is a massive success factor in crowdfunding, and matching your button label is the easiest way to add an extra bit of creativity in a relatively easy way.

Use action words and try to land on a word or phrase that highlights your project. Here are some examples we've seen over the years

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Pre-order</li><li>• Back this project</li><li>• Support us/me!</li><li>• Spread some love</li><li>• Send a smile</li><li>• Get your/a _____</li><li>• Try it out!</li><li>• Step inside...</li><li>• Bring [character or project] to life.</li></ul> | <ul style="list-style-type: none"><li>• Come forward, traveller</li><li>• Join me</li><li>• Hop to it!</li><li>• Bring joy to _____</li><li>• Spring to action</li><li>• Let's get 'kracken'!</li><li>• Let's go!</li><li>• CLICK ME!</li></ul> |
|--|---|

20

characters  
maximum



# Deadlines




**The most common length for creative projects is 30 days**, enough time to promote and collect funds while creating a sense of urgency. Longer campaigns risk supporters waiting (and then forgetting) to contribute and should be reserved for projects with large goals.

**Keep-it-all campaigns:** Deadlines aren't mandatory, but they are still helpful for a sense of urgency that influences immediate support. KIA campaign deadlines are editable if you need to extend them.

**All-or-nothing campaigns:** Deadlines are mandatory and must be within 60 days. Choose carefully; AON deadlines are not editable once you've launched and begun collecting pledges.

# Custom Tabs

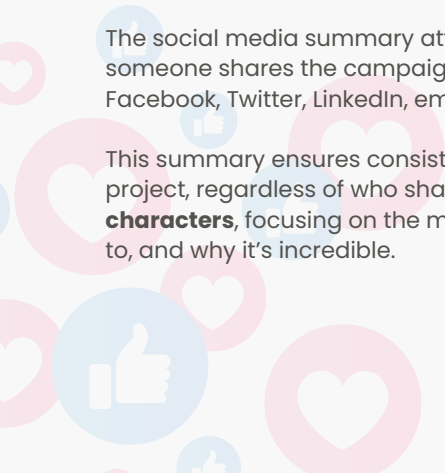
Keep your story organized and uncluttered by using **up to two extra custom tabs**, which can be linked to so they aren't missed. Uses include:

- FAQs
  - Variant options
  - Background information
  - Environmental practices you've taken up
  - About you and your co-creators/collaborators
- 

# Social Media Summary

The social media summary attaches to every post or message when someone shares the campaign via the direct link options, such as Facebook, Twitter, LinkedIn, email, or widget badges.

This summary ensures consistent messaging about your brand and project, regardless of who shares. Summarize your project in **255 characters**, focusing on the main points of your project, who it appeals to, and why it's incredible.



*part 2*

# Promotion

## Pre-Launch



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# Woo-hoo!

Congratulations on completing part 1!  
You've mastered building your  
campaign page and explored all the  
details and tools available.

**Well done!**

Now let's move on to part 2 -  
promoting your campaign **BEFORE**  
you launch it.

Pre-launch promotion plays a pivotal  
role in the success of your campaign.  
Let's dive right in!





## When to start?

We strongly recommend to start your pre-launch activities **2 months prior to the launch.** It will give you time to create a buzz around your project and build enough awareness.

## Why pre-launch stage is important?

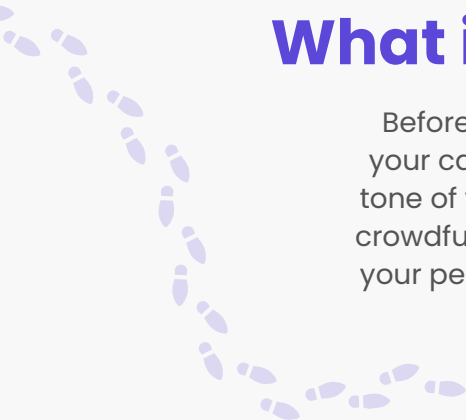
When you launch a campaign, you need to start receiving funds as soon as possible. The first day after the launch is the most important one. If you get zero donations during the first day, there will be a low chance of getting any at all.

Think about movie promotion – long before a movie is released, we see announcements about release dates, casting, filming locations, and teaser trailers. Even the latest iteration of Batman would have flopped opening weekend if no one had known it was coming.



## What is the first step?

Before you start doing anything with your campaign, define your concept – tone of voice, vibe, general feeling. Your crowdfunding campaign page is part of your personal brand. See the next page to find out how to do it.



# What's your concept?

- Identify the core theme of your campaign, e.g. horror, fantasy, mystical, funny, minimalistic
- Develop a moodboard aligned with the chosen theme, selecting images that best capture the desired vibe
- Compile a list of 5-10 words that aptly describe your concept (e.g., "green, mystery, magic, secrets, book, lock, candle")
- Make sure to always have the moodboard and the list of words in front of you and use them as a landmark. This will help you keep the consistency and make your campaign look and feel powerful.

## After that...



### Prepare your artwork

If possible, create the artwork yourself; if not, consider hiring someone. This step is crucial as your artwork serves as the face of your campaign, influencing people's decisions to support or not based on your main image. Develop multiple variants of the artwork and ensure they cover all necessary formats, including horizontal, vertical, and square.



### Identify your channels

What are the best channels for you to spread the word about your campaign? Choose the best combo. Usually, it's Facebook groups, Reddit communities, Instagram, Twitter. Even if you don't have a big following on social media, there's always a way to increase your reach by tagging accounts and using hashtags.



### Announce your upcoming campaign

After your artwork and channels list are ready, publish the first post announcing the upcoming campaign. You don't need to share any links at this point, just let people know about your concept, idea and start creating awareness around the campaign. Ask all your friends to comment, like and share this announcement post.



### Prepare your short teaser video

Begin creating a teaser video, as it plays a significant role in your campaign's success and fosters a connection with supporters. Introduce yourself and clearly articulate WHY you're launching the campaign and WHY people should contribute, keeping the video under 30 seconds. Ensure a pleasant background and good lighting. Shoot the video in a horizontal format, leaving space on both sides for potential cutting into a vertical format, especially if you plan to use it on platforms like Instagram Reels or TikTok.

## Fun Stats

# 105%

Crowdfunding campaigns with videos earn 105% more than those without videos.

# 30%

Crowdfunding campaigns that raise at least 30% of their goal within their first week are more likely to reach their goal.

# 42%

42% of funds are raised in the first and last three days of an average crowdfunding campaign.

Source: <https://www.fundera.com/resources/crowdfunding-statistics>

# Social media teaser posts



## Pre-schedule at least 7-8 posts

To streamline content creation, design two graphics for your upcoming campaign and reuse them strategically. For instance, if you initiate promotion two weeks before the launch, schedule one teaser post per week. Create 2-3 graphics, craft 3-4 caption variations describing your campaign, and rotate them for efficiency.



## Make sure to include important information

Incorporate the title of your upcoming campaign, release date, a brief campaign description, and, once your campaign page is set, begin sharing the link. Encourage followers to hit the "Subscribe" button so they receive automatic notifications from Crowdfundr when your campaign launches.



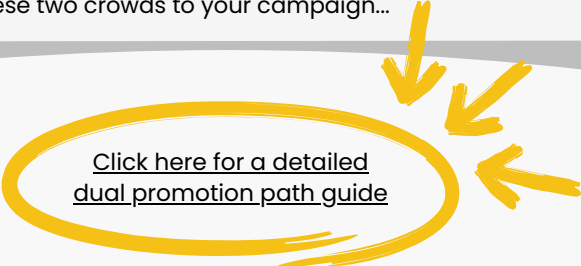
## Build interest around your campaign

Share captivating stories about your art, unveil behind-the-scenes content, seek your audience's input (e.g., the preferred type of reward or feedback on campaign graphics), conduct social media polls, and initiate a countdown. Utilize various methods to showcase your creativity and establish a connection with your audience before your campaign starts.

# Dual promotion path

The pre-launch plan is designed to build up your 'Subscribed' list on your Crowdfundr campaign before it launches. There are two different types of people you're targeting here: **those you know and those you don't know**. This may sound like it includes pretty much everyone in existence... but don't worry; you'll filter out the best ones to target!

Some planning and pre-emptive work are needed to prime both of these crowds for your upcoming campaign and use them to help launch you to success. Eventually, they all will belong to the same group. First, though, we need to take two different paths when introducing these two crowds to your campaign...



[Click here for a detailed dual promotion path guide](#)

*part 3*

# Promotion Launch



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# Wow!

Fantastic news!

Part 2 is now under your belt. You've gained valuable insights into promoting your campaign **BEFORE** the launch.

But what about the promotion **DURING** your live campaign, post-launch? Let's uncover those secrets!



# Getting far from 0 asap

**Right after you hit the “Launch” button, announce it everywhere you can and notify everyone you know!**

All the audiences and channels you used during your pre-launch promotion should be activated again right after your campaign launch!

[Click here to find campaign promotion workbooks](#)

## Content pillars

There are so many aspects to mention while you are promoting your campaign. That's why you should leave one clear and simple message per one update (whether it's a social media post, a personal message, or campaign page updates). Content pillars will help you structure and organize the information you share with people.

- Announcing the start / the end of the campaign
- Goal completion: 30% funded, 50% funded, 100% funded
- Announcing rewards one by one
- Announcing stretch goals one by one
- Quotes and reviews about your art
- Behind-the-scenes / work in progress content
- Fulfillment content
- 'Thank you' posts

# Posting schedule and calendar

Create a calendar in any convenient format, like Google Sheets or use tools, like [Ficli](#). Assign colors for every platform for an easier overview of content.

SEPTEMBER 2022						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FACEBOOK   INSTAGRAM   LINKEDIN   TWITTER   WECHAT   TIKTOK

## Examples and ideas

Here's how Black Eye Books brilliantly updated their social media audience about the campaign progress (not all of the posts they've published during the campaign promo are included here)

1. Announcement



2. Funded in 1 day post



3. Stretch goal/rewards



4. Quote



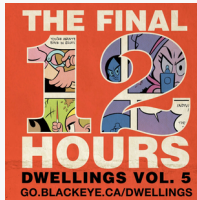
5. Exclusive goodies



6. Countdown



7. Final 12 hours



8. Thank you post



[Use our free Canva templates with simple designs](#)

# Campaign updates

Crowdfunding campaign updates build your relationships and increase your following. Plus, you know, more funds don't hurt.



[Click here to discover where and what to post for keeping your audience updated about your campaign](#)

## Stickers

Add stickers on your graphics to update your audience about the campaign status (you can also add them on graphics in your campaign page gallery). Use the shapes that suit best to your style and format.

LAUNCHING  
**SOON!**

JUST LAUNCHED ON  
**crowdfunder!**

**100%**  
FUNDED ON  
crowdfunder

FINAL  
DAY

**ENDING SOON!**



[Download PNG stickers here](#)

*part 4*

# Fulfillment



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# Impressive!

You've covered three parts of this guide so far.

Now, the final part awaits you -  
Fulfillment.

In this section, discover what happens after your campaign ends, the next steps, and how to deliver rewards.

Ready? Let's start!





# What happens after the campaign ends?

## If your campaign is All-Or-Nothing

If you reached the goal, the campaign will continue to run and collect pledges until you decide to [charge your supporters](#). Do this ASAP because the longer you wait, the more likely some pledges will fail to process as transactions.

The campaign does NOT end once you charge supporters – you may leave it running as a “rollover campaign,” which is a successful all-or-nothing campaign that’s turned into a keep-it-all campaign.

When you’re ready, finish your campaign by clicking on the status in the navigation menu. [Details here.](#)

## If your campaign is Keep-It-All

The transactions will be processed as soon as the supporter makes their contribution. Goals and deadlines are optional – and the campaign does not end once the deadline is reached. The only time this campaign ends automatically is if you [set the funding limit to the goal](#) and it hits the goal.

You may choose to keep your campaign running, pause it to restart later, or finish it. When you finish it, though, make sure you are good and ready – finished campaigns CANNOT be restarted!

[Details here.](#)

## Reports

Organize orders for reward fulfillment by downloading your campaign transactions report. There are two types of reports: Summary report and Details report.

**Summary report** is beneficial for gathering the totals of each reward type (separated by variants) for printing/manufacturing.

In the **Details report** you can view which rewards were ordered together; good for your boxing/shipping prep.

[Here’s the step-by-step guide on how to download reports.](#)

# How to deliver physical rewards?



## **Create fulfillment schedule**

The first thing to determine is your schedule. The key dates to include are: campaign launch and end dates, deadline for orders to reach printer/manufacturer and expected day to receive products from them, expected day to ship all orders, approximate delivery dates, follow-up emails, thank-you email.



## **Choose fulfillment partners & produce rewards**

There are pledge management companies that offer tools and services to streamline the whole process, like Hive or Kick&Go. And there are companies that offer assistance with either part of the printing/publishing/manufacturing, distribution, and/or fulfillment processes, like ComixWellSpring or IndiePressRevolution. Use the above mentioned Summary report to keep track of your product inventory.



## **Ship the rewards to supporters**

Whether it's international shipping or shipping within your country, do your research and compare rates before choosing one. Use the above mentioned Details report to organize orders for shipping. Don't forget to run a quality control before you ship all the rewards!



## **Send emails to supporters**

Keep your supporters informed about their order status, whether it's out for delivery or delivered, through personal emails. Send them a thank-you message and ask for their feedback. You can also maintain transparency through social media by sharing photos of your rewards when you receive them from production, announcing the start of order packing and shipping, and more!

[Detailed fulfillment toolkit is here.](#)

# How to deliver digital rewards?



## **Upload your digital reward file**

On your Crowdfunder campaign setup page ("Add a reward" --> "Shipping & fulfillment") enable digital fulfillment and provide a URL for downloading your file. To provide this URL, you'll have to upload the file onto a webpage.



## **Crowdfunder will send an email to your supporters**

After they pledge, supporters will receive the fulfillment info via email, with the URL you provided.



# Congrats!

Mission accomplished! You've successfully completed this Guide.

I hope it provided valuable insights and clarity for you in the crowdfunding process.

Don't wait too long to start applying this knowledge in practice!

If you still have questions, [join our Discord community](#) to get answers.

See you soon!

