

Crowdfunding Websites

There are a lot of sites out there willing and able to host your latest crowdfunding campaign. But which one is right for YOU? Use the table below to help guide your decision and find the one that best suits your needs.

Website	% Taken At End of Campaign	Goal Needed to Keep \$\$\$	Pros	Cons
Indie GoGo	4% to host; 3-5% for credit card processing	No but 9% fee to host + 3-5% for processing		
Kickstarter	5% to host; 3-5% for credit card processing	Yes		
SellABand	Various "administrative fees" based on amount raised	No		
Pledge Music	15% fee to host; possible processing fees	Not necessarily		
Rocket Hub	4% to host; 4% for credit card processing	No but 8% to host + 4% for processing		
Funderbuilt	\$250 fee or 5% whichever is lower; possible processing fees	Varies based on type of project structure		
Artist Connect	10% to the host	No		
ArtistShare	5% commission + varying monthly fees	No		
Other				

Funding Goal

There are a lot of factors to consider when pricing out your crowdfunding goal. You don't want to come in below what you need, but you also don't want to go too high and set your campaign up for failure. Fill in these questions below to help you calculate a final sum.

Overhead Expenses \$ _____
studio time, video shoot expenses, promotional materials & merchandise, etc.

% Owed to Crowdfunding Host _____ % = \$ _____
incl. processing fees

Taxes Collected on \$\$ Raised \$ _____
read up on possible tax implications (via NBC.com)
money collected in return for products/services is considered income

Charitable Donations \$ _____
only applicable if you are choosing to donate a portion of proceeds

Delivery Expenses \$ _____
funds spent to deliver rewards and/or final products

Total: \$ _____

Is this goal reachable? YES / NO

Will I get to keep what I make if I *don't* reach my goal? YES / NO

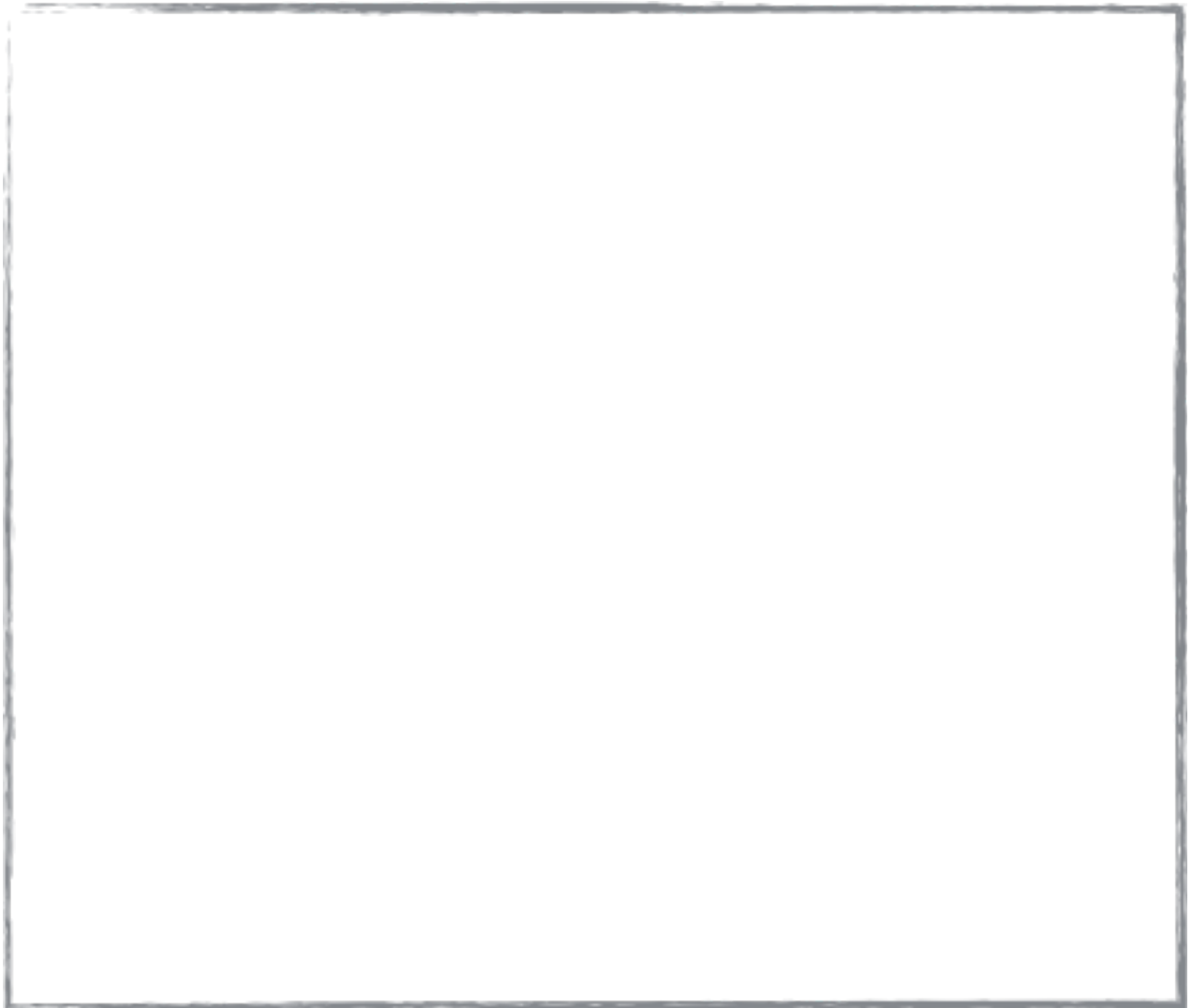
What will the risks be if I DON'T make my goal?

Who Will Donate?

Knowing who your artist's target market is will greatly help you focus your efforts and understand the reasons *why* someone will be moved to donate. Understanding the *why* allows you to figure out the *how*.

- How old are they?
- When are they usually online?
- What social media sites do they use to find out about you?
- What types of jobs do they work at (do they have a lot of disposable income or a little)?
- What do they have in common with your artist, person to person?

My Artist's **Target Market:**

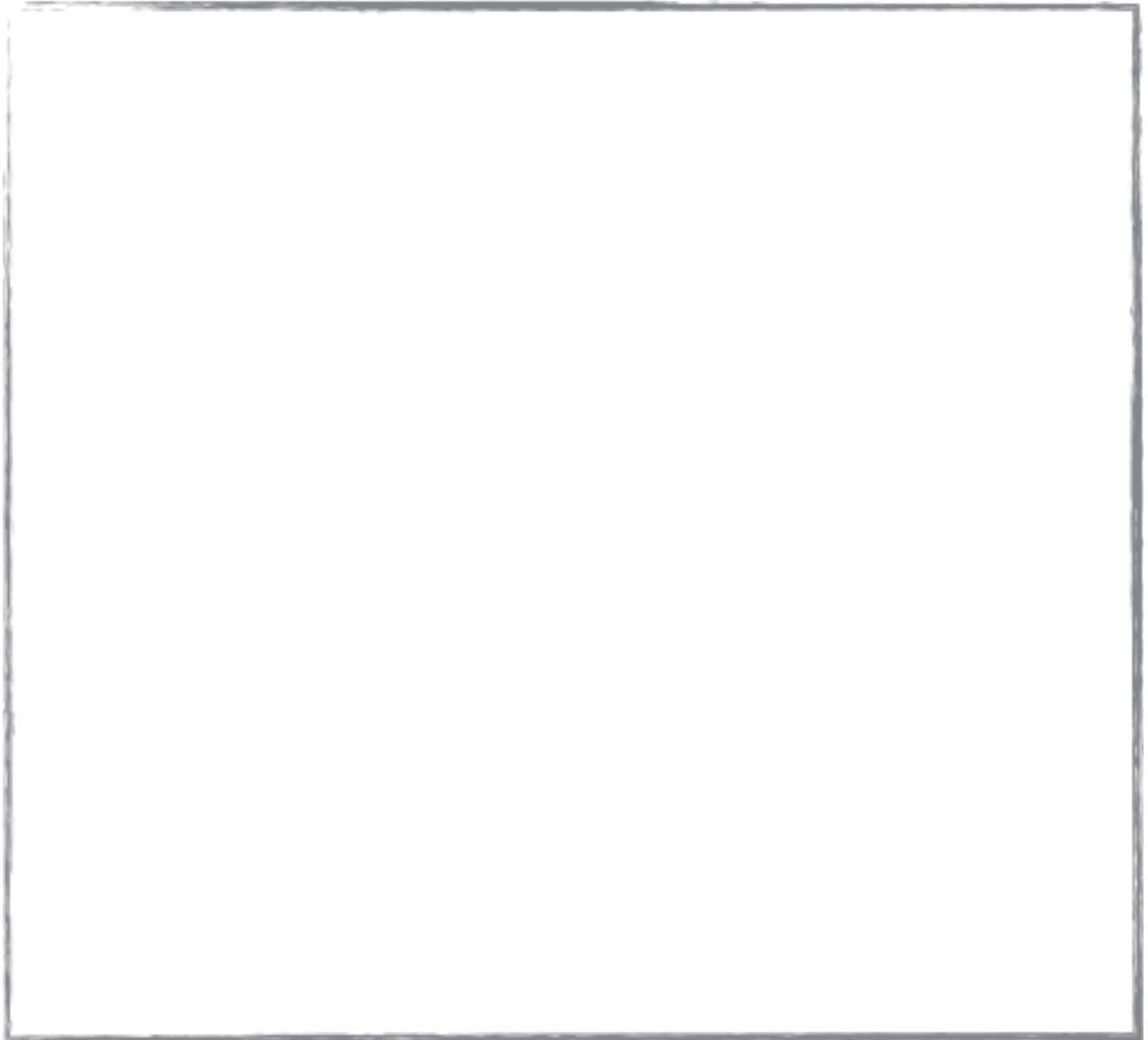


Why Will They Donate?

Based on what you know about your artist's fans from above, what reasons will they have to donate (besides the reason that your artist is just so awesome)? Rewards aren't a reason to donate; they are a bonus, an afterthought. For most, taking action is usually caused by an emotional response to something. Whether through laughter, tears, or simply shared experiences, people are more likely to donate to someone with whom they feel they share a connection.

Create your "Me, Too!" story. What is it about your artist, his/her journey, the latest project that the fans most relate to? Write his/her story below and use that as the center of your campaign efforts.

The "Me, Too" Story:

A large, empty rectangular box with a thin black border, intended for the user to write their "Me, Too" story. The box is centered on the page and occupies most of the lower half of the document.

How Will You Ask Them to Donate?

Now you know why they want to donate, but how will you ask them? Don't ever assume that just because someone *wants* to donate that they *will* donate. People want to be told what to do.

ALWAYS have a Call To Action statement within your campaign posts.

Avoid being "salesy" and don't ever "over-hype" the final product. Everyone's latest album or video is going to be "the best album/video ever made." Focus on the people donating, not the project itself. Connect with the fanbase.

Brainstorm 10 status updates that ask people to get involved. Use the Call To Actions below to help you & your artist get started.

Calls To Action:

Share now! **Forward to a Friend!** **Donate today!** **Get involved & click the link below!**
Help me reach my goal by clicking here & donating! **Submit donation here:**
Please retweet! **Go to my campaign page right now & join in the fun!** **Repost on Instagram!**

Post	Call to Action in Post
S/O to those who donated...	
Share part of your Me, Too story...	
Share a fact about the project...	

Core Fans

It's important to know your artist's Target Market, but it's even more important to recognize Core Fans. Those are the ones who go beyond being a fan of the music; they are a fan of your artist's successes and require little convincing to spread the word. Lady Gaga has her Little Monsters, Rihanna has her #RihannaNavy, and Nicki Minaj has her Barbz. Owning a hashtag and/or special title for these Core Fans wouldn't hurt either. They are your street team, your personal army, your cheerleaders. Lead your team, unite them, and they will follow.

List 10 people from your artist's fanbase who can share your campaign with 5 other people or help you brainstorm creative promotions for your campaign. Consider special incentives (early access to music or merch) to reward them for their efforts if/when the goal is achieved.

Name	Email

Special Reward:

In addition to the Core Fans, CrowdCrux.com wrote a very helpful blog post, [30 People to Promote Your Kickstarter or IndieGoGo Campaign to on Twitter](#). As you would assume, it lists 30 helpful contacts to reach out to who want to help you promote your message. Be sure the check them out and send your campaign page their way!

Rewards

Now that your campaign is flushed out, it's time for the fun part - what will your rewards be???

Make the rewards worth the donations (Is this something YOU would want as a fan?), but don't make them so incredible that the time and expense needed to produce them eat up your campaign profits. Also make sure the tier:reward ratios make sense. A reward for the largest donation tier should be significantly more exclusive and special than a reward for the smallest donation tier.

Reward	Donation Threshold	Delivery Method	Is it completed?

Editorial Calendar

It's never a good idea to "wing" the promotion of a campaign. Much like sketching out your artist's target market, it's important to outline a skeletal presentation of how you are going to roll out your promotional posts and tweets throughout the life of your campaign.

Do NOT let your campaign be the ONLY thing you promote while interacting on social media. Continue to post everyday updates, share others' news, and continue to spread your artist's image and brand as a whole through your updates. If you only post promotional updates you will very likely turn off a large percentage of followers, leaving you with wasted efforts.

An editorial calendar will allow you to visualize your plan and show these red flags more easily, allowing you to space out your promotional posts accordingly.

Not sure how to set one up? Contact me at Rock@TheRockStarAdvocate.com and I will send you a FREE **Editorial Calendar Template** for you to get started!

Weekday	Topic / Hashtag	Facebook	Twitter	Pinterest	Instagram	YouTube	Website	Bandcamp	ReverbNation	Soundclick	Other
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											

YOU DID IT!!!

Whether you're just now starting out after finishing this workbook, or you've reached an important benchmark in your campaign, or you've completed your goal entirely, take a moment to celebrate the triumphs, no matter how small!

Don't forget to update fans on your progress. Take moments to celebrate successful days throughout the campaign and share these moments with them. Photos & videos of such celebrations are always a plus!

Whelp, folks... that's all she wrote!

I hope you have found this Crowdfunding Workbook helpful.

You can find more helpful Rocksources by going to:

www.TheRockStarAdvocate.com/Rocksources.

If you have any questions contact me anytime at Rock@TheRockStarAdvocate.com.

To learn more about The Rock/Star Advocate™:

Read: www.therockstaradvocate.com/blog

Like: www.facebook.com/TheRockStarAdvocate

Follow: www.twitter.com/RockStarAdvo

Watch: www.youtube.com/user/RockStarAdvo

Hashtag: www.instagram.com/RockStarAdvo

Pin: www.pinterest.com/RockStarAdvo