INDIEGOGO
FIELD GUIDE

Crowdfunding - n. & v.

/kroud/ - /fəndiNG/

The process of raising money online through contributions made by many different people, sometimes hundreds or thousands, who share the same passion for your project.

Indiegogo empowers people around the world to fund what matters to them. As the largest global crowdfunding platform, campaigns have launched from almost every country around the world with millions of dollars being distributed every week due to contributions made by the Indiegogo community. At its core, Indiegogo is an open platform dedicated to democratizing the way people raise funds for any project – creative, entrepreneurial or cause-related.

This Indiegogo Field Guide is the product of years of data collection, hundreds of conversations with campaigners, and the combined know-how of our Indiegogo team. We have consolidated all of it to empower our campaigners to make the most of their Indiegogo experience and help them reach their goals.

Inside this field guide

BEFORE
LAUNCHING
YOUR
CAMPAIGN

Building your campaign

PLANNING YOUR PITCH

Indiegogo gives you many different opportunities to share what your campaign is all about with the world. This includes your pitch text, pitch video, gallery and more. Be sure to make each of them personal. Tell a compelling story of why you are passionate about your project. Present the idea in a way that makes it something others would want to support. Put yourself in the shoes of your target audience. Also, always ask someone else to proofread your pitch text and give feedback on your pitch video.

SETTING YOUR GOAL

Make sure you understand the difference between Fixed Funding and Flexible Funding[1] — you won't be able to change it after your campaign launches.

- **Flexible Funding:**
  You keep your contributions whether or not you hit your goal.

- **Fixed Funding:**
  You keep your contributions only if you hit your goal.

Research your expenses and make sure you understand how much it will cost to realize your project. If you are offering physical perks, make sure to take their cost into account (including shipping).

Make sure your goal is realistic. You should be able to raise 30% from within your own network (friends, family, etc). Strangers will want to see some traction to get excited about your campaign, which this initial group provides.

Setting a lower, more realistic funding goal[2] often means you'll raise more money in the end than if your goal is lofty. People want to be a part of successful campaigns; generally they don't stop funding once a goal is reached. For larger projects, consider running multiple campaigns with smaller funding goals for each stage of the project. (Examples: Sound it Out,[3] You've Been Trumped[4])

If you have any doubts about whether your campaign is more suited to Fixed Funding or Flexible Funding, please contact Indiegogo's Customer Happiness team[5] with your questions. Once you've launched, you won't be able to switch.
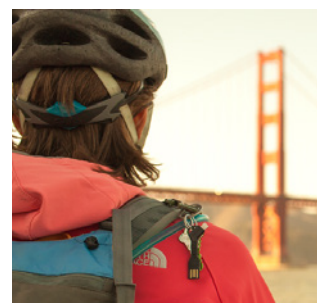
DECIDING YOUR CAMPAIGN LENGTH

Longer campaigns don't necessarily mean you'll raise more money. The longer the campaign, the harder it is to build a sense of urgency and maintain funding momentum.

40-day campaigns are most successful.[6]

Make sure to leave two weeks between the end of your campaign and the date you need your funds.[7]

Chargekey, a portable USB charging cable, met its goal in less than 100 hours, raising a total of $172,274.

Building your campaign

CREATING YOUR PERKS

Is there something directly associated to your campaign that you can offer?[8] Do you know local businesses or entrepreneurs who might want to offer campaign perks (i.e. cross-marketing)? Think of perks that you can add throughout your campaign to re-energize your community.

While possibilities for perks are endless, we've included a few examples below to get you started:

- The item you're raising money for—provide the device, game or album digitally and/or physically
- Dinner for two at a local restaurant
- A personalized tweet, Facebook post or Instagram mention
- A special thank-you video or thank-you note
- Placement of contributors' names in a visible space, for example, the wall of your new restaurant
- A donation to a good cause made in your contributor's name
- A coupon for a discounted price
- Your world-famous chocolate-chip cookies
- A distributor pack or a large shipment of perks offered at a lower per-unit cost
- A photo, mug or t-shirt featuring your organization or campaign

Also, don't forget the following tips when pulling your perks together:

When building/creating a perk, make sure you understand the steps necessary and know exactly how much money you'll need for creation and distribution.

When reaching out to any vendor to get a quote, don't forget shipping costs.

Allow ample time to fulfill your perks — it will take longer than you think.

Make sure your perks don't violate our Terms of Use.[9] We disallow only a few things (required by law) such as raffles, weapons, drugs, and pornography. Be sure to read the full Terms of Use so that your campaign isn't flagged for violation.

Amplifier
This full-service production and fulfillment company and Indiegogo partner enables campaign owners to easily produce, package, and ship perks such as shirts, hats, mugs, stickers, and more. Based in Austin, TX, Amplifier serves as a one-stop shop for merchandise production and fulfillment. Any campaign that uses Amplifier receives a 10% discount on Amplifier fees, as well as personalized support from Amplifier's customer service team, which includes coaching, a best practices toolkit, and shipment tracking tools.

LEARN ABOUT INDIEGOGO

Familiarize yourself with our educational resources:

- Help Center[10]
- Blog[11]—full of great insights and campaigner stories
- Popular Campaigns[12]
- Terms of Service[13]
- The Indiegogo Playbook
- Explore previous successful campaigns[14] for ideas and strategies

Building your campaign: Checklist

YOUR PITCH VIDEO

☐ Make a short video (1-3 minutes) that expresses you goals and intentions.

☐ The first ten seconds of your video count. First impressions are everything.

☐ Star in the video yourself to make it more personal.

☐ Give contributors a sneak peak of your project, product, film, etc.

☐ Use music to set a tone for the video and the campaign.

☐ Make sure the video is clear and concise — visuals help.

☐ Invite your audience to join you on your journey — you're not just asking for money.

☐ End with a clear call to action.

☐ Do your homework. Check out Indiegogo's "Top 5 Pitch Videos of 2013".[15]

WRITTEN PITCH — TELL YOUR STORY

☐ Put the most important information first.

☐ Tell a compelling story, and keep it short.

☐ Explain exactly why you are raising money.

☐ Share details about yourself, your team, and important events or people that shaped your project.

☐ Build trust with a specific budget breakdown.

☐ Spelling and grammar are important, so be sure to proofread.

☐ Break long text into sections with headings.

☐ Include pictures of your perks in the pitch text. They add personality and help break up lots of copy.

SMALL IMAGE, TITLE, AND SHORT DESCRIPTION

☐ Make sure your image is both interesting and relevant to your campaign. This information is what people will see on the Indiegogo landing page, and they should be compelled to click on it.

☐ Your title and short description are like the headline and subhead of your project — make sure you include everything someone would need to know for them to want to contribute.

PERKS

☐ Make perk names and descriptions clear.

☐ Ensure you can fulfill perks and still complete your project.

☐ Call out the urgency of perk availability related to the length of your campaign. Use words like "limited edition," "exclusive," and "early-bird."

☐ Create perks that will connect the contributor to the project emotionally as well as physically. Example: 1:Face Watches[16]

☐ Consider your perk pricing strategy[17] — offer a $25 perk and a $100 perk to incentivize funders with varying disposable incomes.

☐ Be reasonable with your perk prices. Offering a magnet and mug for $500 or a t-shirt for $1,000 won't encourage contributions.

☐ If you are running a Flexible Funding campaign, keep in mind perk fulfilment in the event you don't hit your goal.

☐ Make sure to tell contributors to add the cost of shipping — or include it in the perk's value if it's a physical good.

LINKS

☐ Add links to Facebook, Twitter, and other social media channels related to your campaign.

☐ Add links to your business/other website — outside links help legitimize your campaign.

Building your campaign

PUTTING TOGETHER YOUR TEAM

Campaigns run by two or more people typically generate 94% more funds[18] than those run by an individual.

Find people who can help you with your campaign, especially those who may specialize in certain areas like social media, etc. Who's that friend who knows everyone? Make their network yours.

Make sure your Indiegogo profiles are updated with photos and contact info. People want to recognize and relate to you.

FINDING SPONSORS/PARTNERS

A great way to find early funding for your campaign and/or build social media momentum is to partner with like-minded individuals and organizations willing to spread the word about your project.

If you're raising funds on behalf of another organization or individual, sync up with them so that both parties know how and when you will disburse money to them. Add the organization or individual[19] to your campaign's team to verify your legitimacy.

Misfit Shine raised $846,675 to bring an elegant activity tracker to market.

Planning and building buzz

BUILD BUZZ

Let friends and family know about your campaign before it goes live. Plan a "Soft Launch" event. Encourage your close friends and family who you know you can rely on for funding to contribute as soon as you go live to gain instant momentum.

Hold events and remind your attendees when you are launching.

Use social media to build mystery and intrigue.

LEVERAGE SOCIAL MEDIA

☐ Create a Twitter Account.

☐ Sign up for HootSuite[20] to broadcast and schedule updates across all your social platforms.

☐ Create a campaign-specific Facebook page, Twitter handle, and any other relevant social profile — if you don't already have a significant pre-existing following.

☐ Create a blog and follow other bloggers.

USE YOUR SPONSORS/PARTNERS

If you have sponsors or partners, make sure they tap into their networks to build anticipation and announce your campaign's launch.

PLAN YOUR MARKETING

How will you get the word out? Who will help you? What actions will you take offline to find contributors?

☐ Draft a press release and create a media plan.

☐ Compile a list of blogs and tastemakers with audiences that might be interested in your story.

☐ Email these contacts your press release after you've received some contributions from your friends and family to get you started.

FORM A LAUNCH COMMITTEE

Just before you launch:

☐ Invite 5-10 friends over to review the draft mode of your campaign.

☐ Have them give feedback on what they like and what they would change. This engagement will encourage your friends and family to take more ownership in your project and share your campaign with their networks.

Protest The Hero a metal band from Ontario, Canada, left their record label and raised $341,146 for their fourth album.
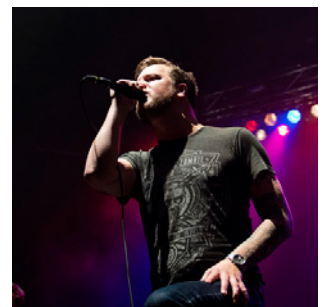
LAUNCHING
YOUR CAMPAIGN

Creating early momentum

SETTING UP AND TESTING YOUR DISBURSEMENT INFO

If you want to receive campaign contributions via PayPal, make sure your account is set up correctly.[21] Test that it's working perfectly by making a $1 contribution (or more) to your campaign before asking others to contribute.

If you accept contributions via credit card, you will be prompted for your bank information via email as soon as the first contribution is received. Double check your information to make sure it's accurate.

FUNDRAISING BENCHMARKS

Aim to raise at least one contribution on Day 1. 85% of campaigns[22] that reach their goal receive their first contribution within one day of going live.

Aim to raise a third of your goal within the first quarter of your campaign. Successful campaigns generally raise 30% of their goal[23] in under two weeks. Funding also tends to slow in the middle of a campaign,[24] so it's a good idea to add new perks to keep up momentum throughout.

LISTEN

Be ready to incorporate feedback and make changes based on the advice of your close friends and family as well as your early contributors.

The more you engage your audience, the more likely they are spread the word about your campaign. This collaborative dynamic is one of the great benefits of using Indiegogo to fund your campaign.

THE GOGOFACTOR

The gogofactor[25] is a merit-based, data-driven method Indiegogo uses to rank campaigns. This algorithm determines which campaigns are promoted on the homepage, in the weekly newsletter, in the blog, and on our social media networks.

Your gogofactor combines a variety of online data including: your campaign activity, the completeness of your pitch, and your media presence.

Indiegogo doesn't curate campaigns or offer paid promotion. The visibility of your campaign is controlled entirely by you and your community.

The gogofactor evolves over time and depends on a variety of activities, so it's important to keep your campaign active.

Canary, a home securty device, raised a total of $1,961,862— 1,962% of their original goal.

Spreading the word

INNER NETWORK

Get people excited about your campaign and have them commit to spreading the word through their various networks, both on and offline.

Consider throwing a launch party where you get your friends and family excited about your idea. Have a laptop around for people to contribute.

EMAIL

Email is a great way[26] to directly reach out to people in your network. Make sure you explain the project succinctly, ask personally for their contribution, include a link to your campaign, and invite them to spread the word.

Avoid spamming your email network. People are far more receptive to a one-on-one personal ask. Though this may take a little longer, it will likely result in more contributions.

Also, be sure to include your campaign link in your email signature.

OFFLINE

Spreading the word for your campaign doesn't only happen online. Think of ways you can spread the word in your community,[27] and offline.[28] Local media outlets — print, TV, and radio — are always hungry for good local content, and your campaign is a great story.

SOCIAL MEDIA

The very definition of crowdfunding implies that engaging audiences online is crucial to gaining awareness, momentum, and funds for your campaign. Social media in its various forms is a great way to get your pre-existing network excited and also connect with potentially interested individuals and organizations you don't yet know. The ability to post and share pictures, videos, and more also makes social media a wonderfully dynamic medium.

Remember, you're not simply asking people to contribute their money — you're inviting them to collaborate with you.

Wrymwood, an Aussie zombie film, was able to raise not only the dead, but $37,275 as well.

Social media:
Checklist

TWITTER

- ☐ Use popular and trending hashtags to raise awareness for your campaign.
- ☐ Always include your campaign link whenever you tweet about it.
- ☐ Ask for retweets to help spread the word.
- ☐ Tweet at people (even those you don't know) who might have a special interest in the subject of your campaign.
- ☐ Gain followers by following others and actively engaging them.
- ☐ Be careful not to tweet too much — nobody likes spam.
- ☐ Make sure your teammates also tweet to their followers about the campaign.
- ☐ Tell people about your perks — be specific.

FACEBOOK

- ☐ Use both a personal and a campaign-specific profile to send regular campaign updates.
- ☐ Always include a link to your campaign whenever you write about it on Facebook.
- ☐ Ask people for feedback and engage them with questions.
- ☐ People are more likely to "Like" and "Share" media, not just text.
- ☐ Use pictures and videos to show your perks, campaign sneak peeks, and more.
- ☐ Tell people about your perks — be specific.

INSTAGRAM

- ☐ Take pictures documenting your campaign journey.
- ☐ Take pictures of events relating to your project.
- ☐ Follow others on Instagram who might be interested in your project or who work in its industry.
- ☐ Tag words that relate to your project and/or Indiegogo.
- ☐ Tag your pictures with a link to your campaign.
- ☐ Use photos to show your perks, campaign sneak peeks, and more.

PINTEREST

- ☐ Use your Pinterest account to build your project's vision and "brand."
- ☐ Pin pictures of your perks and anything else visually interesting that relates to your project.
- ☐ Pin videos and images that lead back to your campaign.
- ☐ Include a campaign link on your profile page.

MAINTAINING
YOUR CAMPAIGN
MOMENTUM

Maintaining the momentum & making the final push

ADD PERKS

Add new perks throughout your campaign. 20% of repeat contributions[29] are for perks added after the campaign went live.

RUN A REFERRAL CONTEST[30]

Award a prize to the Indiegogo user who refers the most contributors to your campaign.

POST UPDATES

Engage your contributors using the "Update"[31] feature on your campaign page. Updates are posted to your campaign and sent to everyone who has contributed to your campaign, so they become more effective as your community grows. Post updates once or twice per week that feature your campaign's progress (example: 50% to goal), new media, or any other compelling content your audience might be interested in. Use updates and new perks to combat the usual mid-campaign lull in contributions. Campaigns that send out at least three updates raise about 115% more money than those that don't.

CONTINUE SEEKING SPONSORS/PARTNERS

It's never too late to connect your campaign with like-minded individuals and organizations who can help propel its success.

FEATURED

$169 >

Geek Blue
Want to stream your audio to Geek Pulse from your Android, iDevice, or other Bluetooth-enabled device? Grab this add-on for 30% less than its MSRP of $249. Please add $40 for international shipping.

Estimated delivery: April 2014

5 out of **15** claimed

$49 >

LightSpeed Jr. Add-on
Want to add on an additional LightSpeed Jr. cable? Add $59 for 1m, $83 for 2m, $101 for 3m, or $131 for 5m. If you've already contributed for a Geek Pulse, no need to add for int'l shipping. Otherwise, please add $10.

Estimated delivery: April 2014

95 claimed

Ending strong

SENSE OF URGENCY

When your campaign has under a week left, make sure you build a sense of urgency. Time is running out to contribute.

THANK CONTRIBUTORS

Send personal thank you email each time you receive a contribution. 62% of campaigns[32] that reach their goal have repeat funders.

SOCIAL MEDIA

Celebrate campaign milestones on social media.

Look for other Indiegogo campaigns that might be offering social media shout-outs as perks — if you get the right campaign to tweet at you, your $5 spent could end up going a long way. Cross-promotion can also be an effective tool.

STUNT

Try a "stunt" in the closing days/hours of your campaign. The 'Who Gives a Crap' campaign is a great example: "I won't get off the toilet until we've raised $50,000 - and I'm going to livestream the whole thing."[33]

Who Gives A Crap—toilet paper that builds toilets, raised $66,548 to fund their first bulk toilet paper production run.

AFTER YOUR
CAMPAIGN ENDS

Staying informative

Frank Moore: Mending the Line, a documentary about Frank Moore, a 90-year old WWII veteran and fly-fishing legend, raised $50,888.

TRANSPARENCY AND FULFILLMENT

Keep your contributors well-informed about the status of their perks[34] — people are surprisingly patient as long as they know they'll have to wait and that you're making progress (even if there are unexpected delays).

Maintain relationships and communication with your contributors and followers through your social channels and your website or blog.

Be ready to implement your budget wisely. A number of online services can help you efficiently fulfill perks.

To more clearly see your commitments, you can export a list of contributors and perks from your Campaign Dashboard.[35]

LOOK BACK AND MOVE FORWARD

Take a moment to think about what went well and what could be improved—you can use this knowledge to make your next Indiegogo campaign even more successful.

If you need to raise additional funds, consider launching a follow-up campaign,[36] and update your old campaign with a link to the new one.

Reaching out

Close to a Cure raised $25,208 to support the Mayo Clinic in finding a cure for melanoma.

TRANSPARENCY, AGAIN

Use the "Updates" tab to update your followers on your project's progress and perk fulfillment.

Make an announcement through your social channels about your campaign ending — especially if you have a product, film, etc. that will eventually benefit from an audience. Now is a great moment to build buzz for your finished product.

What will your success story be? Visit indiegogo.com to start your campaign today!

YOUR CAMPAIGN HERE

MORE
RESOURCES

Reference List

1. The Difference between Flexible and Fixed Funding
http://bit.ly/1zJGkCd

2. Realistic funding goal
http://bit.ly/FundingGoal

3. Sound it Out
http://bit.ly/1qg8l2v

4. You've Been Trumped
http://bit.ly/1mi2cdM

5. Contact Indiegogo's Customer Happiness Team
http://bit.ly/ContactCH

6. Most successful
http://bit.ly/CampaignLength

7. Date you need your funds
http://bit.ly/Disbursements

8. Top 12 Perks of 2012
http://bit.ly/TopPerks2012

9. TOS
http://bit.ly/IndiegogoTOS

10. Help Center
http://bit.ly/IndigogoForums

11. Blog
http://bit.ly/IndiegogoBlog

12. Popular Campaigns
http://bit.ly/PopularCampaigns

13. Terms of Service
http://bit.ly/IndiegogoTOS

14. Successfully funded campaigns
http://bit.ly/1sQadfV

15. Top 5 Pitch Videos of 2013
http://bit.ly/1igSv4f

16. 1:FACE Watches
http://bit.ly/1Face

17. Perk pricing strategy
http://bit.ly/PerkPricing

18. Typically generate more funds
http://bit.ly/CampaignTeams

19. Add the organization/individual
http://bit.ly/AddTeamMembers

20. Hoot Suite
http://bit.ly/HootSuiteAcct

21. PayPal account is set up
http://bit.ly/1rhzDFn

22. 85% of campaigns
http://bit.ly/Day1Contribution

23. 30% of goal
http://bit.ly/ThirdOfGoal

24. Middle
http://bit.ly/MiddleGame

25. Gogofactor
http://bit.ly/gogofactor

26. Great way
http://bit.ly/DirectEmail

27. Locally
http://bit.ly/GrassrootsMarketing

28. Offline
http://bit.ly/OfflineTraction

29. 20% of repeat contributions
http://bit.ly/RepeatFunders

30. Referral contest
http://bit.ly/RefferalContest

31. Update
http://bit.ly/UpdateFrequently

32. 62% of campaigns
http://bit.ly/RepeatFunders

33. Who Gives a Crap
http://bit.ly/WhoGivesACrap

34. Status of their perks
http://bit.ly/UayFfh

35. Campaign dashboard
http://bit.ly/CampaignDashboard

36. Launching a follow-up campaign
http://bit.ly/RelaunchCampaign

START YOUR
CAMPAIGN TODAY.
INDIEGOGO.COM