

# K Getting Started on Kickstarter for Food

People connect through food. Maybe that's why folks from every conceivable corner of the food-universe have used Kickstarter to tell their story, build an audience, and embrace their creative independence. Whether you're a homebrewer, a sustainable farmer, or a molecular gastronomist, there's a seat for you at this table.

[Start Drafting your Project](#)

## Get advice

Approach a Kickstarter campaign like you would approach *sous vide* — low and slow. [Take it from Nomiku creator Lisa Q. Fetterman](#), leaving yourself plenty of time to plan and prepare is critical.

## The basics

Here are a few resources that should be helpful as you begin to develop your Kickstarter campaign:

[Getting Started](#): Here's a quick introduction to the Food category from our (former) Food Outreach Lead and (present) cookbook author/vegan hero, Terry Hope Romero.

[Unsolicited Advice](#): Adam J. Kurtz on setting a goal, planning rewards, and keeping your anxiety in check.

[Everything else](#): Case studies, blog posts, and worksheets are all available in our Resources Compendium.

## Do your homework

We asked a handful of creators for their must-reads when preparing for a Kickstarter project. Here are a few of our favorites:

Bet you didn't know salami could be open source. Chef Jonny Hunter talks [resource sharing and community building](#).

Cookbook author Leanne Brown [built a food movement](#) through her cookbook, *Good and Cheap: Eat Well on \$4 a Day*.

[Amanda Palmer's \*The Art of Asking\*](#) (which was inspired by her [TED talk](#)).

Did you write something or read something that's not mentioned here? [Share it!](#)

## Other people's projects

[Our project creators agree](#), the best way to learn how to make a great Kickstarter project is to browse and support campaigns similar to yours. When browsing, take a look at each project's video, story, and rewards. Pay attention to each campaign's aesthetic and what seems to resonate with their communities.

Start browsing the Food category [here](#), and use "Refine search" to dig into sub-categories.

## Project Planning Timeline

A checklist for planning and launching your campaign.

## Launch Checklist

A checklist of things to do before you hit the big green launch button.

## More resources

### [Kickstarter Blog](#)

Featuring guest posts from previous creators and roundups of answers to our most common questions.

### [Kickstarter Tips](#)

Follow us on Twitter for more advice on running a stellar campaign, or to ask questions.

### [Help Center](#)

Your step-by-step guide to getting started. Visit Campus to ask questions, or the FAQ to see what's already been asked.