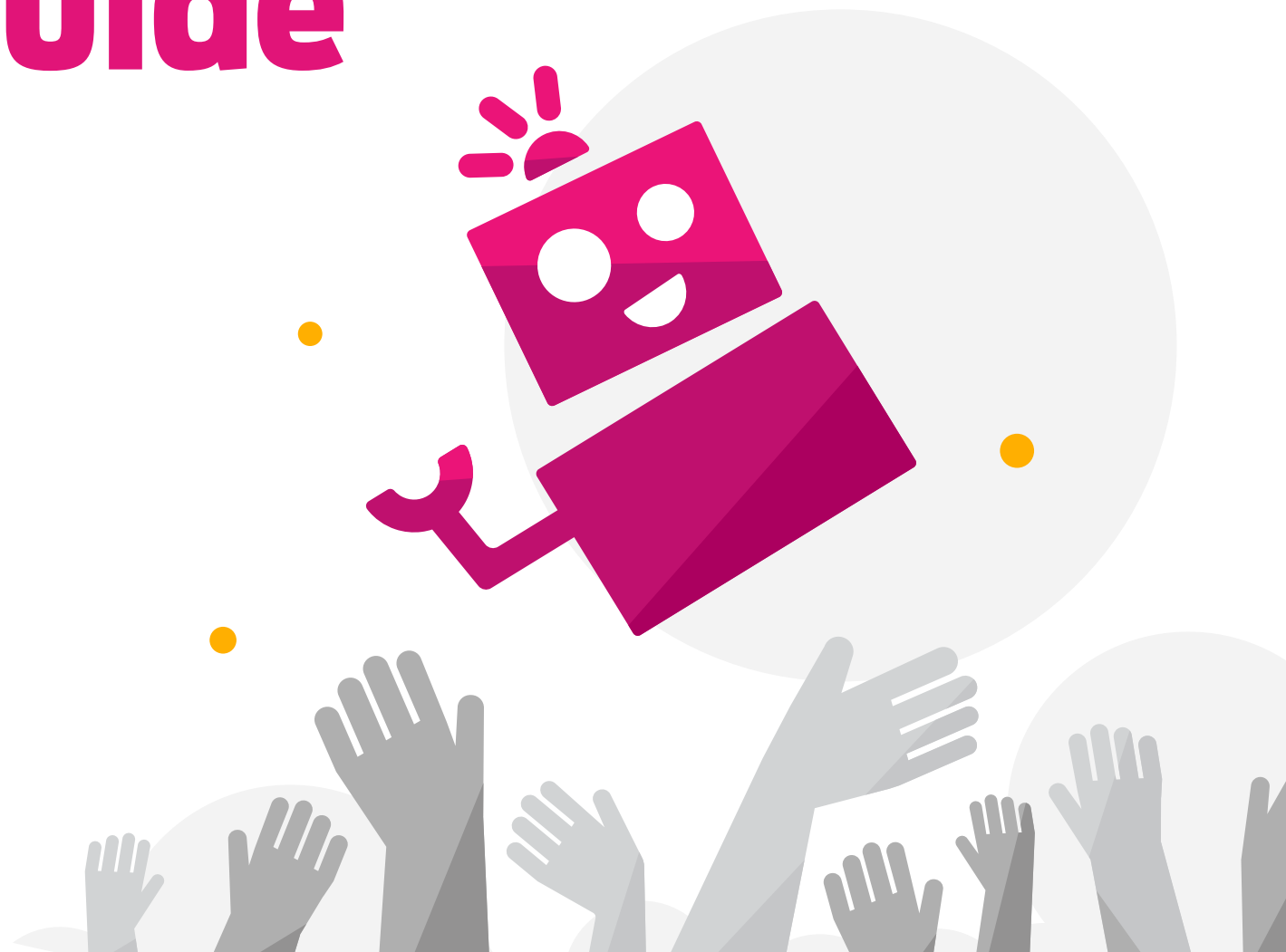


INDIEGOGO.
**Crowdfunding
Field Guide**



INDIEGOGO®

Your Launchpad for Entrepreneurial Ideas

For entrepreneurs, Indiegogo is a place where ideas take flight, moving seamlessly from product to market. Whether you're raising funds, finding your first customers or taking advantage of Indiegogo's incredible partnerships and products, our community of millions can help you scale your business.

Start your campaign today, or access more education at entrepreneur.indiegogo.com.

Inside this field guide

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. Designed to help entrepreneurs make the most out of their Indiegogo experience, it is the ultimate resource for reaching your crowdfunding goals.

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**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 expenses and make sure you understand how much it will cost to realize your project. If you are offering physical perks, take their cost into account (including shipping). Verify that 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. Your goal is one of

the most important elements of your campaign, so it is important to set it thoughtfully. Setting a realistic goal will help you increase credibility as it demonstrates that you've carefully considered the costs of bringing your idea to life.

We recommend setting your goal to the smallest amount you need to complete your project and fulfill your perks. This will help your campaign build momentum faster. Please note that the minimum goal amount for a campaign, regardless of whether you choose fixed or flexible funding, is 500 (USD/CAD/GBR/EUR/AUD). It's also important to keep in mind Indiegogo's fees, as well as our Reserved Funds feature when deciding on your goal.

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](#).³

Make sure to leave two weeks between the end of your campaign and the [date you need your funds](#).⁴



Bluesmart

Bluesmart, a smart, connected carry-on, met its \$50K goal in just hours and shipped out all initial units.

Building your campaign

CREATING YOUR PERKS

Is there something directly associated to your campaign [that you can offer?](#) ⁵

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 necessary steps and know exactly how much money you'll need for creation and distribution.
- When reaching out to any vendor for a quote, don't forget shipping costs.
- Allow ample time to fulfill your perks — it will take longer than you think.
- Verify that your perks don't violate our [Terms of Use](#).⁶ We prohibit only a few things (required by law), such as raffles, weapons, drugs and pornography. Be sure to read the full Terms of Use so your campaign isn't flagged for violation.



Cuddle + Kind

Cuddle + Kind raised over \$446,000 to produce knit dolls, and the money raised for each doll helped provide 10 meals to children in need.

LEARN MORE

Find educational resources for your campaign development at entrepreneur.indiegogo.com/education

Building your campaign: Checklist

YOUR PITCH VIDEO

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

First impressions are everything — remember to make the first ten seconds of your video count.

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. For further education, visit our [guide to creating a pitch video](#).⁷

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 — include everything potential backers need to know 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: [Cuddle and Kind](#)⁸

Consider your [perk pricing strategy](#)⁹ — 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 perk fulfillment in mind should you not hit your goal.

Add the cost of shipping when setting up the perk — instructions [here](#).

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 funds¹⁰ 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 likeminded 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 so both parties know how and when money will be disbursed. Add the organization or individual¹¹ to your campaign's team to verify your legitimacy.

CONSULT THE EXPERTS

As a member of the Indiegogo community, you can benefit from our extensive network of crowdfunding experts. Whether you need expert support at midnight, help designing your prototype or access to cutting-edge technology, we're here for you. Indiegogo also provides campaigners with connections to our exclusive manufacturing, technology, fulfillment and retail partners.

If you're building a tech product, you'll want to check out the Arrow Certification Program. It provides free one-on-one consultations to entrepreneurs to give them the necessary tools and services to bring their product ideas to life.

Easyship, our exclusive shipping partner, is another important asset to keep on your radar. Easyship is the leading crowdfunding shipping platform which allows Indiegogo entrepreneurs to ship smarter by taking advantage of their global supply chain services & expertise.

Check out the full list of Indiegogo-approved experts in our new Experts Directory.



Misfit Shine

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

Planning and building buzz

BUILD BUZZ

When you are ready to launch your campaign, think about doing a soft launch first.

A "soft launch" means going live, but only promoting your campaign to your friends, your family and your closest network of supporters — all of whom have probably been hearing about your campaign for some time now.

Asking your closet network to contribute early is a great way to build early momentum — and get that green bar going to the right. This helps validate the campaign before strangers start flocking to it.

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 a tool like HootSuite to broadcast and schedule updates across all your social platforms.

Create a campaign-specific Facebook page, Twitter handle, and any other relevant social profiles — 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.

Email outreach is a powerful way to build early momentum for your Indiegogo campaign. We find that it plays a critical role in raising the first 30% of your funding goal. If you don't have an email list, be sure you take the time to work on building one before you launch your campaign. Learn more [here](#).

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.

CREATE A PRE-LAUNCH PAGE

A pre-launch landing page will help you give potential customers a hint on what's coming so you can start building buzz early. More importantly, it lets you collect email addresses from people who are interested in learning more about your campaign — and the bigger your email list, the [better your chances of success](#).



Protest the Hero

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

FUNDRAISING BENCHMARKS

We recommend that you try to raise 30% of your goal in the first 48 hours of your campaign. Most campaigns that eventually hit their goal have strong launches, and the best way to launch with momentum is by sharing your campaign with a strong email list.

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 to spread the word about your campaign. This collaborative dynamic is one of the great benefits of using Indiegogo to fund your campaign.



Canary

Creating early momentum Canary, a home security 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 online and offline. Consider throwing a launch party to get your friends and family excited about your idea. Have a laptop around for people to contribute.

EMAIL

Email is a great way to directly reach out¹³ 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 word of mouth marketing in your community.¹⁴

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 connect with individuals and organizations you don't already 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.



Super Troopers 2

Through word of mouth and incredible perks, Super Troopers 2, everyone's favorite cop comedy film, was able to raise \$4.6M.

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.

RUN A REFERRAL CONTEST

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

Or encourage people to spread the word by offering a special [referral perk](#) available only to people who share your campaign.


POST UPDATES

Engage your contributors using the “[Update](#)”¹⁵ 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.

Perks

Perks are incentives offered to backers in exchange for their support. You may edit your perk details until the perk is claimed. [Visit the Help Center](#) to learn about different kinds of perks you can offer. 


CREATE NEW PERK

CREATE SECRET PERK

Set a featured perk 

T-Shirt Time!



Price	Title	No.	Est. Delivery
\$35	T-Shirt Time! 	Unlimited	May 2017

You can also set featured perks for your campaign.

Ending strong

SENSE OF URGENCY

When your campaign has less than a week left, build a sense of urgency by letting your community know time is running out to contribute.

THANK CONTRIBUTORS

Send a personal thank you email each time you receive a contribution. One of the most personal ways is by filming a [thank you video](#)¹⁶ for your backers. It's also a great way to showcase you or your brand's personality, as well as an opportunity to outline next steps for your project.

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.”¹⁷



Who Gives a Crap

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

TRANSPARENCY AND FULFILLMENT

Keep your contributors well-informed about the [status of their perks](#)¹⁸ — 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](#).¹⁹

LOOK BACK AND MOVE FORWARD

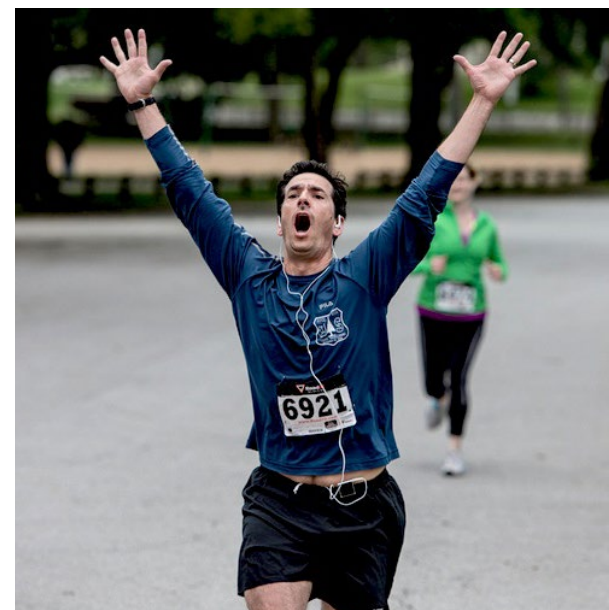
Take a moment to think about what went well and what could be improved—you can use this knowledge to make your next Indiegogo campaign even more successful. If you need to raise additional funds, or would like to launch your next product, consider launching a [follow-up campaign](#)²⁰ and update your old campaign with a link to the new one.

KEEP RAISING FUNDS AFTER YOUR CAMPAIGN ENDS

Met your goal? Take the next step in your entrepreneurial journey with Indiegogo InDemand, a platform that helps successful campaigns bridge the gap between crowdfunding and commerce. [Using InDemand](#), you can continue to raise funds, accept pre-orders and build your backer community.²¹

TRANSPARENCY, AGAIN

Use the “Updates” tab to keep your followers in the loop regarding your project’s progress and perk fulfillment. You should send an update once a month. 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.



Close to a Cure

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

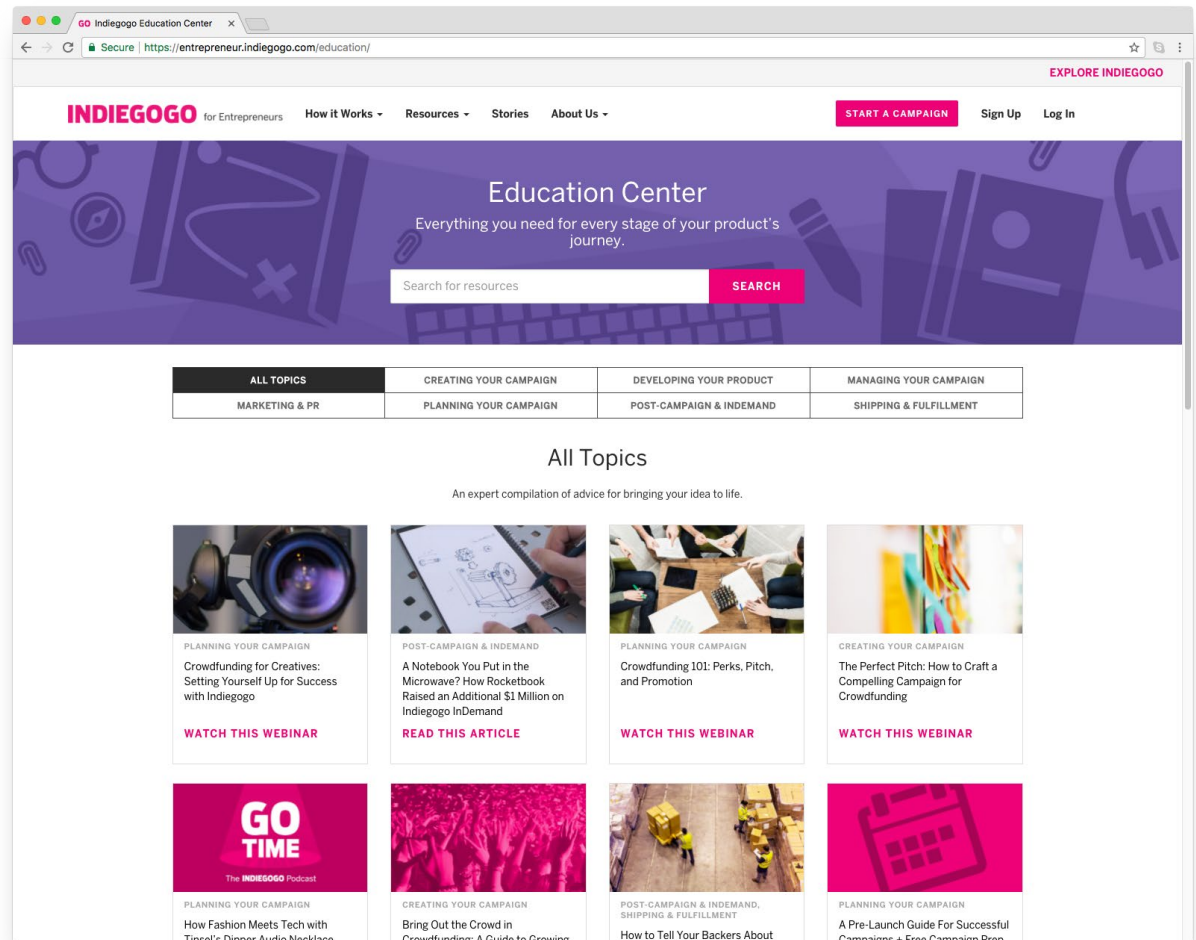
READY TO GET STARTED?
[Launch Today](#)

MORE RESOURCES

Indiegogo Education Center

We're making your search for information easier with [Indiegogo for Entrepreneurs](#). It's a resource that provides everything essential to your product's journey in one place, including:

- [The Education Center](#): A one-stop destination for all things crowdfunding and beyond. From planning your launch to shipping your product, you can find how-tos and expert advice via articles, guides, webinars and more, brought to you by Indiegogo and our partners.
- [The Experts Directory](#): A place where you can find companies to help you launch your campaign, grow your business and take your product to market. Our Experts are vetted by Indiegogo and come highly recommended by campaigners or staff.



READY TO CHECK IT OUT?

Discover all the information [Indiegogo For Entrepreneurs](#) has to offer.

Reference List

1. [The Difference between Flexible and Fixed Funding](#)
2. [Realistic funding goal](#)
3. [Most successful](#)
4. [Date you need your funds](#)
5. [Perk ideas](#)
6. [TOS](#)
7. [Pitch Video Best Practices](#)
8. [Cuddle & Kind](#)
9. [Perk pricing strategy](#)
10. [Typically generate more funds](#)
11. [Add the organization/individual](#)
12. [30% of goal](#)
13. [Email marketing](#)
14. [Local marketing](#)
15. [Update](#)
16. [Thank you video](#)
17. [Who Gives a Crap](#)
18. [Status of their perks](#)
19. [Campaign dashboard](#)
20. [Launching a follow-up campaign](#)
21. [Indiegogo Indemand](#)