Toolsheet
on
Kickstarter

https://www.videogames4good.eu

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When to use it / Targeted skills:
This tool will help you understand how crowdfunding works and how to present your idea to a wide audience in order to raise funds. You will develop skills in project presentation, communication and campaign management.

What You'll do:
You will learn how to structure a crowdfunding campaign and create an effective project page to attract funding for your idea.

What You'll Need:
- Access to https://www.kickstarter.com/
- A Kickstarter account (if you decide to launch a campaign).
- A clear and well-defined project idea.
- Descriptive materials of your project (text, images, video).

How to use it:

- Explore Kickstarter: start by browsing Kickstarter.com. Look at projects that were successfully funded and those that were not. Try to understand what made them successful or unsuccessful.

- Identify your idea: think of a project you are passionate about and think others might be interested in. It could be an invention, a work of art, a game, a book, or anything else creative.

- Define your project: describe your project clearly and concisely. What is its purpose? Who is it aimed at? What makes it special?

- Create an engaging story: people support stories. Tell the story behind your idea, why it is important to you and why it should be important to others.

- Set a funding goal and rewards: how much money do you need to realise your project? Think of different "rewards" to offer supporters, depending on the amount they decide to donate.

- Prepare your materials: gather high quality pictures, explanatory videos and persuasive texts that best present your idea.

- Launch your campaign (simulated or real): if you are ready, you can create a draft of your project page on Kickstarter or simply imagine it and compile it following the structure of the platform.

- Promote your campaign: think about how you could make your project known to as many people as possible, using social media, e-mail, or other channels.

About this template:

- Register to the platform https://www.kickstarter.com/ by entering your name, email and password.
- You can search for projects, creators and categories and decide to support a project by making a donation.
- At the top right, click on 'For creators' and then on 'Get started.
- You will access the 'Creator Resource Hub' section where you will find various tips and tutorials on preparing, funding, managing and growing a project.
- Proceed to 'Start a project' by selecting a primary category and subcategory and the country.
- On the following page you will have to fill in all the details of your project, from the title to the images or videos to be uploaded, the funding goal amount and other details of your campaign, the rewards for your backers, the storytelling of your project with the people working on it and their roles, and the payment details.
- Submit your project for review and prepare it for launch, managing new details such as the project URL, tags, Google Analytics and so on.
- Once your project is launched, continue to monitor your progress and adjust your strategy to hit the target!

Tips for Reuse / Continuation:

You can reuse this approach for any project that requires a clear and persuasive presentation, whether for crowdfunding, investor presentations or competitions. You could also explore other crowdfunding platforms and compare their functionalities

Languages:

Multilingual.