Film Crowdfunding Checklist

Assess your budgetary needs & crowdfunding goals

- **Define your scope:** Decide if you're funding the entire film or specific parts (e.g., post-production, marketing, festival circuit)
- **Create a detailed budget:** Ensure it includes all aspects of production and campaign costs
- **Account for rewards costs:** Calculate the cost of rewards and adjust your funding goal accordingly
- **Set realistic funding goals:** Ensure your goal is achievable within the platform's model (e.g., all-or-nothing on Kickstarter)
- **Leverage awareness opportunities:** Plan to use social media to raise awareness, build a community, and generate additional crowdfunding support

Decide on a film crowdfunding platform

KICKSTARTER

- 👍 **Pros:** Large user base, high visibility, creates urgency
- 👎 **Cons:** All-or-nothing model, competitive, strict guidelines

INDIEGOGO.

- 👍 **Pros:** International reach, flexible guidelines, flexible funding option
- 👎 **Cons:** Higher fees for flexible funding, less urgency, lower success rate

SEED&SPARK

- 👍 **Pros:** Tailored for filmmakers, in-kind partnerships, extensive support and education
- 👎 **Cons:** Smaller user base, higher project readiness required, niche focus

Other

Research alternatives that fit your project's specific needs

Determine your platform asset needs

- **Visual assets:** Title treatment/logo, Digital poster, Graphics suite
- **Pitch video:** Produce a professional and compelling crowdfunding pitch video
- **Compelling copy:** Write engaging and transparent descriptions of your project, cast and crew, fund allocation plans, and backer rewards
- **Physical rewards:** Plan and budget for merchandise (e.g., T-shirts, posters) and unique experiences (e.g., set visits, premiere tickets)

Get crowdfunding support

- **Assemble your team**
  → **Campaign manager:** Oversee the campaign and coordinate communication
  → **Social media coordinator:** Manage social media accounts, create content, and engage with supporters
  → **Administrative support:** Track donations, handle rewards distribution, and maintain communication with backers
- **Set up a schedule:** Assign specific tasks and responsibilities to team members and ensure consistent social media visibility

Keep up with your film crowdfunding promises

- **Communicate regularly:** Share behind-the-scenes content, progress reports, and milestones
- **Deliver rewards:** Have a clear plan for the distribution of rewards and communicate any delays promptly to maintain backer trust
- **Manage expectations:** Be realistic about your production timeline and keep backers informed of any changes or delays