



## **Guide to DIWO Filmmaking**

# IndieGoGo Fundraising Timeline

Time	A. Marketing Prep	B. Fundraising Prep	C. Profile Creation
Week 1	1. Prep Email Campaign	1. Breakdown Budget	1. Start Project Profile 2. Create Personal Profile
Week 2	2. Identify Influencers	2. Create Fundraising Timeline	3. Team Creates Personal Profiles
Week 3	3. Begin outreach to Influencers 4. Identify VIP Perks		4. Finish Project Profile
Weeks 4-10 (or earlier)	LAUNCH 1st ROUND OF FUNDRAISING FOR PHASE 1		
Weeks 11-16 (or earlier)	LAUNCH 2nd ROUND OF FUNDRAISING FOR PHASE 2		
Weeks 17-22 (or earlier)	LAUNCH 3rd ROUND OF FUNDRAISING FOR PHASE 3		
Weeks 23-29 (or earlier)	LAUNCH 4th ROUND OF FUNDRAISING FOR PHASE 4		

# A. CHECKLIST: Marketing Preparation

1. Prep for Email Campaign
  - Pull together email distribution lists (include lists from all team members and close supporters)
  - Select email CRM system (e.g. Vertical Response, Constant Contact, iContact, etc.) - OPTIONAL
  - Prepare Email; include Call-To-Action and Widget (see sample email attached)
    - Call-to-Action to include call for contributions and promotion.
    - Include instructions on how to promote.
2. Identify Influencers
  - Identify top 3 bloggers and proposed value exchange (e.g. executive credit for outreach)
  - Identify top 3 associations and proposed value exchange (e.g. executive credit for outreach)
  - Identify a company whose customers would want to know about your film
3. Reach out to Influencers
  - Reach out to bloggers: offer executive credit in return for including your widget and Call-To-Action message in their blog
  - Reach out to organizations: offer executive credit / free screening for their members in return for including your widget and Call-To-Action message in their member newsletter
  - Reach out to companies: offer sponsor mention in your film or on your website in return for including your widget and Call-To-Action message in a electronic mailing to their customers.
4. Identify Assets
  - Identify tangible and intangible assets / experiences you and your team or could offer as VIP Perks. For example:
    - Credit in film
    - Invite to a VIP Party
    - Day on set
    - Chance to be an “extra”
    - Character in film named after a supporter
    - Lunch with a celebrity friend

# B. CHECKLIST: Fundraising Preparation

## 1. Breakdown Budget

- Identify total budget
- Identify percentage of total budget to be raised on IndieGoGo (OK to estimate!)
- Determine phases of project and the associated funding requirements for each phase
  - Note: previous IndieGoGo projects have needed between 30-50 contributors to raise \$10K; every project and audience is different.
- Fill out FUNDING section of Project Profile (“Goal” should reflect funding requirement for first phase)

## 2. Create Fundraising Timeline

- Fill out Fundraising Timeline (see doc entitled “Fundraising Timeline”)
  - Identify which marketing outreach tactics go with which funding phase
  - Note: Matching outreach tactics with funding phases is just a temporary plan. If the first round of funding goes much more quickly than anticipated, you can quickly open a new round of funding right away. If the first round of funding goes slower than anticipated, you can begin to execute marketing tactics for future rounds earlier. You will learn as you go!

## 3. Set up Amazon Merchant Account

- Set up Amazon Payments Merchant Account for project
  - Note: You do not have to set up an Amazon Payments link on IndieGoGo. We do that for you. Contributions are immediately deposited to your Amazon Merchant account as they come in.

# C. CHECKLIST: IndieGoGo Profile Creation

## 1. Start Project Profile

- BASIC INFO: Include synopsis and tags
- MEDIA: Include pitch clip, trailer, rough cuts, other clips, images, links to websites and press. (Note: keep this section updated with fresh videos throughout fundraising and production to keep your fans entertained and returning to your project. Fresh content builds loyalty and brings new fans.)
- FUNDING: Enter first round's funding goal and associated VIP Perks based on Fundraising Prep
- TEAM: Invite cast and crew (enter IndieGoGo username or email address if not on IndieGoGo)
- PRIVATE: Upload docs you want to share only with FRIENDS on IndieGoGo

## 2. Create Personal Profile

- BASIC INFO: Include biography and tags
- MEDIA: Include trailers, and other clips of previous work, images, links to websites and press from other projects you've worked on
- PROJECTS: Select your role on your associated projects
- PRIVATE: Upload docs you want to share only with FRIENDS on IndieGoGo

## 3. Ensure team Creates Personal Profiles

- Make sure your teammates have created their personal profiles.

## 4. Finish Project Profile

- FUNDING: Enter first round's funding goal and associated VIP Perks based on Fundraising Prep

# Fundraising Timeline\*

PHASE	GOAL	USES of FUNDS	MARKETING TACTICS (I.e. Email to X; Blogger Y makes Call-To-Action)
<b>1.</b>	\$ _____	_____	1. _____ 2. _____
<b>2.</b>	\$ _____	_____	1. _____ 2. _____
<b>3.</b>	\$ _____	_____	1. _____ 2. _____
<b>4.</b>	\$ _____	_____	1. _____ 2. _____

\*Note: Your funding period ends when you achieve your funding goal, at which point you can open a new funding goal for the next phase of your project. Contributions are deposited directly to your Amazon Merchant account.



# Marketing Tactics

Email Lists	Est. No. of People
_____	_____
_____	_____
_____	_____
_____	_____

VIP Perks	Contrib. Value
_____	_____
_____	_____
_____	_____
_____	_____

Blogger / Organization	Pitch / Proposed Value Exchange
<b>Blogger 1:</b> _____	_____
<b>Blogger 2:</b> _____	_____
<b>Blogger 3:</b> _____	_____
<b>Org 1:</b> _____	_____
<b>Org 2:</b> _____	_____
<b>Org 3:</b> _____	_____
<b>Company 1:</b> _____	_____

\*Note: These are not hard rules, just guidelines that help you think about your marketing strategy.



# Sample Call-To-Action Email:

Dear \_\_\_\_\_,

As many of you know, I am making [*Project Name*], a film about [\_\_\_\_\_]. With a few minutes and/or a few dollars, you could help us make this film happen.

We are building a audience and raising \$[XXX] to cover the costs of [YYY]. Please click on the image below. It's called a widget. Once clicked, you will be brought to my project's IndieGoGo page. There you can learn all about [*project name*] - read the synopsis, watch the pitch clip, trailer and other videos, check out my team and more!

If you like what you see you can TAKE ACTION. You can contribute and get perks for your support. If you don't have a few dollars, you can endorse and promote the project. To promote the film, take a widget (by clicking on PROMOTE icon on the left) and place it on your blog, MySpace page or personal website. Once you're on the inside you'll continue to get updates about the progress of [*Project Name*].

Please take action for [*Project Name*] at:



Also, please forward this email to all of your friends who are interested in [the topic/issue of your project.] If everyone contributes a little bit, we can make [*Project Name*] happen!

Thanks!

Your Name / Team members Name



# Case Studies:

1. Robert Greenwald: *Iraq for Sale*

**4 Emails, 9 days, \$267,000 from fans**

<http://www.nettribution.co.uk/content/view/999/182/>

2. Lance Weiler: *Last Broadcast*

**Self-Distribution**

<http://www.variety.com/index.asp?layout=features2006&content=jump&jump=story&dept=indies2006&nav=FIIndies&articleid=VR1117949796>

3. Arin Crumley & Susan Buice: *FourEyed Monsters*

**Self-Distribution & Sponsorship**

<http://cinematech.blogspot.com/2007/06/first-feature-film-on-youtube-four-eyed.html>

4. M Dot Strange: *We are the Strange*

**Fan Building**

[http://video.on.nytimes.com/?fr\\_story=7ddc97187f91aa5e4988e54d34affe517fc887f2](http://video.on.nytimes.com/?fr_story=7ddc97187f91aa5e4988e54d34affe517fc887f2)

5. *The Guild*

**Crowdfunding of web series**

<http://www.watchtheguild.com/>

See more case studies on the DIWO Download ([www.indiegogo.com/blog](http://www.indiegogo.com/blog))



# Resources:

DIWO Download	<a href="http://www.indiegogo.com/blog">www.indiegogo.com/blog</a>	Tips, tools & tactics on DIWO Filmmaking
Peter Broderick Newsletters	<a href="http://www.peterbroderick.com">www.peterbroderick.com</a>	Self-distribution
Lance Weiler's Workbook Project	<a href="http://www.workbookproject.com">www.workbookproject.com</a>	Self-distribution
Kevin Kelly Blog	<a href="http://www.kk.org/thetechnium">www.kk.org/thetechnium</a>	1,000 True Fans
Scott Kirsner Blog	<a href="http://www.cinemattech.com">www.cinemattech.com</a>	Trends in digital cinema

# NOTES: