



**FUND
WHAT YOU
LOVE**

Funding in the Future

Chorus America webinar

January 13, 2015 1:00pm

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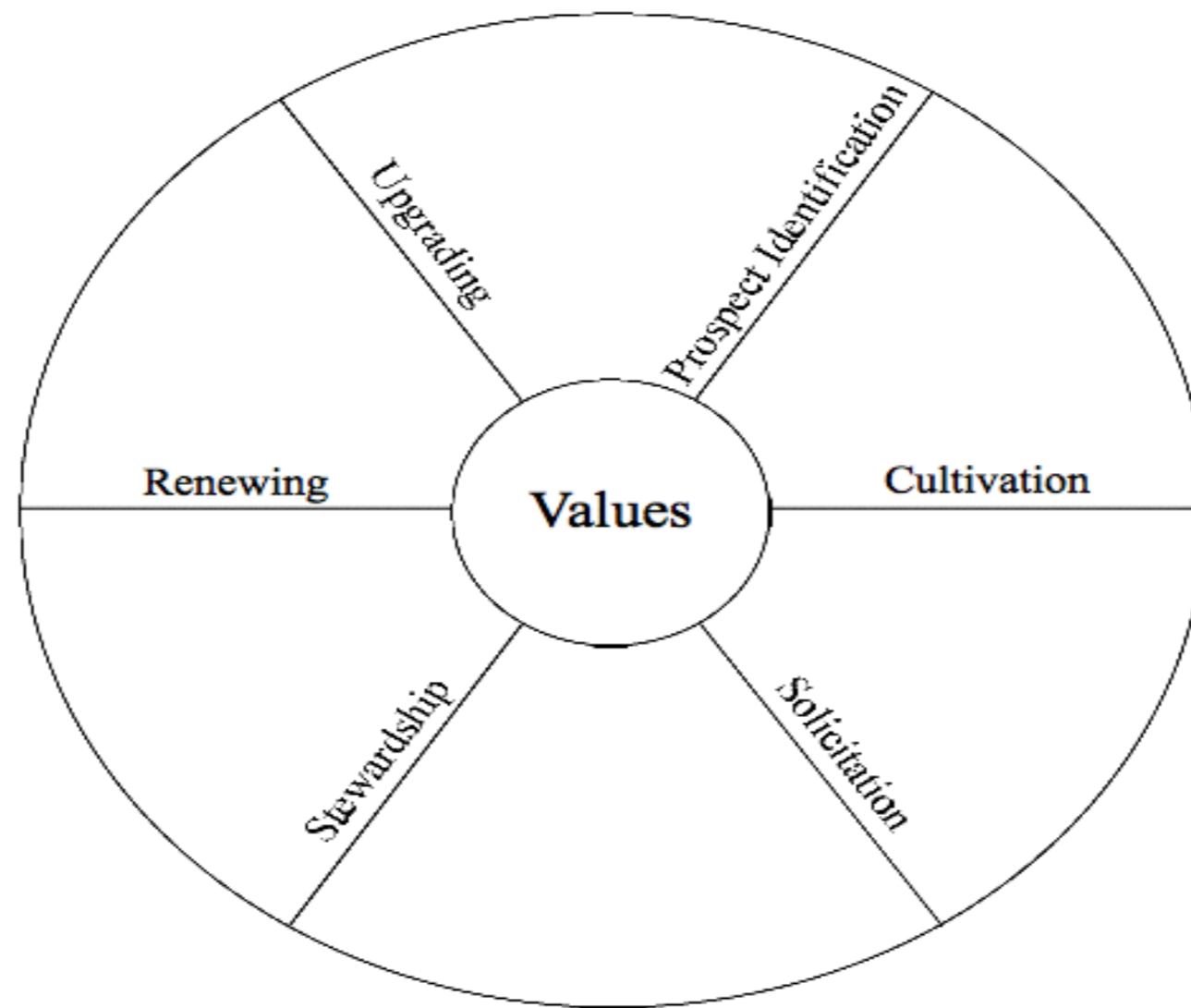
Crowdfunding

Definition: funding your group by raising many small amounts of money from a large number of people, typically via the internet.

- similar to individual giving in method and approach
- major difference is that gifts are smaller and can occur more frequently.

Apply what you've learned about individual donations and follow this advice.

Circle of Giving



Individual Giving

75%

of charitable gifts come from individuals nationally

How are you spending YOUR time?

Crowdfunding sites

Type 1: Project-based sites

KICKSTARTER



Crowdfunding sites

Type 2: Patronage sites



Crowdfunding

Patronage model:

- ongoing and automatic, not project-based
- potential solution for cash flow issues most artists/non-profits face
- asking donors to value you enough to support you for all that you do (support passion, not just one project)
- gives significant value to art in an age where streaming is “devaluing” your creations.

Why Crowdfunding?

- access point for younger donors (Starbucks)
- casting a wider net (larger donor pool, networking and discovery)
- \$10k from 1000 people vs. \$10k from one person.
- it's become a standard way for people to donate
 - \$529 million pledged on Kickstarter in 2014
 - Over \$1 million donated monthly on Patreon

Crowdfunding

Community: People want to find a community of like-minded people

Do you use any of these?

Facebook groups?

Twitter hashtags?

Discussion forums?

Crowdfunding

Goals: People like goals and structure.

Give your fans something to reach for, whether it's paying necessary legal fees or hosting costs, making an album, buying a piece of equipment or software, supporting your outreach efforts, touring, or hiring staff.

- Some sites are all-or-nothing meaning you must reach your funding goal or you won't get any money.
- When you reach your goal, if you can, add another.
- Keep fans updated on how your achieved goals have moved your project forward. Your fans are part of the process, and they are excited to know how they made a difference.

Crowdfunding

Video: Most crowdfunding sites allow you to make an introduction video.

Make a video!!!

- Short and sweet. I recommend 1:30 - 1:45. Nothing over 2:00.
- Tell your story.
- Make sure your fans know how to make a donation.
- Tell your funders what their support gets them - early access to new content? VIP passes? discounts on tickets or subscriptions? Google hangouts?
- Some sites have community or social media tools. Explain this to your supporters and encourage them to join the conversation.
- Clearly describe your group and its mission so that people know exactly what they're supporting and why.

Crowdfunding

Speaking of video...

Make videos!!!

- Younger patrons expect you to have a video presence these days.
- Video is a major access point. **YouTube is the 2nd largest search engine.**
- Tell your story.
- Share examples of what you do.
- Take your pre-concert lectures to YouTube.
- Charismatic conductors look good on camera too.
- Videos can be monetized (ads, pre-rolls, tip jars)
- Videos can reach a wider audience through the exponential reach of social media

Crowdfunding

and while you're at it...

Distribute your recordings digitally.

- Younger patrons expect to be able to access your recordings on iTunes, Spotify, Pandora, etc. Are you there yet?
- Do your recordings make you any money? If not, they can be one of your best marketing tools. YouTube may be a large search engine, but services like Spotify are where large numbers of people are discovering new music and new artists. Choral music fans will discover you there.
- Services like Loudr and CD Baby can handle your digital licensing and distribute your recordings to all the major outlets around the world including iTunes, Spotify, Pandora, AmazonMp3, GooglePlay, Shazam, Beats Music, etc.
- Loudr even does mechanical licensing for CDs as well (avoiding Harry Fox???) Yes, please.)
- **use your recordings as rewards** (more on that in a bit)

Crowdfunding

Rewards: Create rewards that are meaningful and realistic. Fans will lose interest (and you will lose fans) if they are not receiving their rewards.

Most donations are \$10 or less, so designate rewards appropriately.

Make this as visual as possible by adding images to the reward boxes and make sure to keep your images a uniform size.

Rewards might include:

- Access to the Fan Activity feed
- Social media connections
- **ACCESS** - Skype sessions, google hangouts, Reddit AMAs
- Live webcasts
- Advance access to content
- exclusive downloads (**RECORDINGS!!!**)
- Behind the scenes photos/videos
- Producer or special thank you credit at concerts
- VIP discounts

Crowdfunding

Fulfillment: For any rewards you owe your donors, make sure you...

- communicate with the donors
- deliver/fulfill them on time or early
- update immediately if there are any issues

Crowdfunding

Launch Day Tips:

- Launch through your regular content
- Place your crowdfunding campaign on your social media banners
- Work your social media connections.
- Livestream on launch day
- Be Present All Day
- Stick Around!!!

Important things to remember...

- Follow the Circle of Giving approach
- Focus on individuals and building relationships
- Set realistic fundraising goals



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