



Crowdfunding Tips from 3AP (3Arts Projects) Artists



Fawzia Mirza

[Five Times a Day](#), \$18,201 raised from 76 supporters
(March 2019)

Know Your Story.

Why are you making this project, why does it matter and why should people care about this project now?

Build your Base.

Is this the first time you're asking folx for help or money or engaging with them on social media? Have you asked before? Do they trust you to deliver what you say you will? Is this the right time to ask for money for this project? If not, maybe wait until you can build your base a bit. The money doesn't come from random strangers, it comes from folx who know and love you. So maybe even feel it out and ask around.

Identify a Few Key Donors/Fans.

Is there anyone in your network you know for sure would give to you or wants to support your work? Ask them ahead of time if you can count on them, and then have them contribute as soon as it's online.

Do you Support Others?

People help folx who have helped them. So be someone who supports the work and campaigns of other people.

It's a Full-Time Job.

The money doesn't fall from the sky. It's work. Treat it like work. Be prepared to talk about this campaign with everyone you know, in person and over social media. Be prepared to feel like it might annoy folx. Be prepared to have some people mute you for a bit. Be prepared to be asking for money several times a day. Because you really need to be sending stuff out a couple times a day. And, thanking folx publicly was so fun to me. I got to say really nice, kind cool things about them, AND it gave me an excuse to also talk about the campaign again in a really organic and fluid way.

Perks/Rewards.

Have perks that are exciting to others but that are also doable for you. Don't try to give everything away or have such awesome perks that you cannot actually afford just to get the money. Otherwise you end up spending all your money sending out t shirts instead of making your art. Be creative and be strategic about the perks.

Time.

Do you need more time? Do you, actually? I find it is better to make the campaign period of time shorter because then I could focus on it. Because these campaigns need focus. It is easier to focus on 30 days then 45 or 60 for me. Because, like I said previously, this is a job.



Rashayla Marie Brown

[Reality is Not Good Enough](#), \$5,367 raised from 47 supporters
(August 2015)

Get the word out pre-launch.

Build momentum in the beginning by asking people close to you to donate so that it doesn't stall for the first week.

Make time for social media.

Make sure you have time to devote to promoting your campaign on social media. I tagged groups of people that I know with updated links about who has recently donated. Quite a few of my supporters found out this way.

Family.

Reach out to family, particularly elderly ones, by phone. Explain the project and ask them to send you a check if they aren't super familiar with online donating.

Updates and “soft rewards.”

Provide exciting content that is a “soft reward” of sorts for people following your project. I made a couple memes and shared them on Instagram, Tumblr, and Facebook to say thanks for reaching goals such as 25%, 50%, etc.

Keep donors informed even afterward.

Try to email your contributors within the month after the campaign is over to thank them and alert them to when you will send perks.