



OFFICE OF ARTS & CULTURE
SEATTLE

CROWDFUNDING GUIDE 2018



Massive Monkeys teaching kids class during Art on the Fly in South Lake Union for Seattle International Dance Festival, photo credit: Warren Woo.

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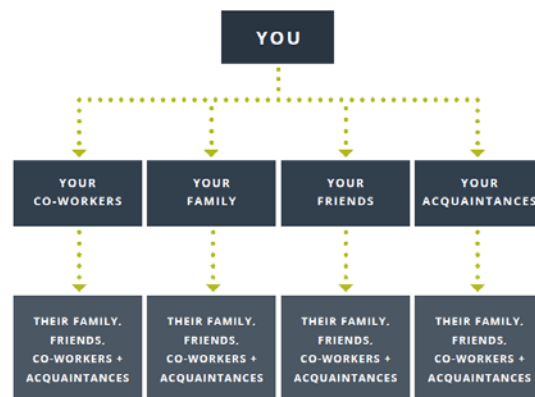
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ABOUT CROWDFUNDING

What Is Crowdfunding?

According to the Pew Research Center, the collaborative element of the digital economy is attractive for those interested in investing in a cause, project, or individual(s). Crowdfunding describes a fundraising style where an individual or organization raises small amounts of money from a large number of people via the Internet.

Crowdfunding utilizes networks of people through social media and crowdfunding websites to spread the word about a project or venture in need of financial backers. Crowdfunding allows opportunities for engagement and feedback, as well as cultivates an online community of supporters. It has become increasingly popular in recent years and is projected to become a \$90-96 billion-dollar industry by 2025 (National Council of Nonprofits).



© Global Giving

About Crowdfunders

For large and established crowdsourcing websites, the donor base is approximately 60-70% male and 30-40% female. Donors are typically 25-34 years old and earn less than \$50,000 per year (Art of the Kickstart). Most donors are college graduates in urban or suburban areas. Approximately 24% of crowdfunders are White, 19% are Black, and 16% are Latinx (Pew Research Center).

In the United States, about 22% of adults have contributed to crowd-sourced, online projects; 41% have heard of these platforms but have never donated; and 36% have never heard of crowdfunding. Research has revealed that crowdsourcing and funding is most popular amongst recent college graduates and less prevalent with individuals 65+ (Pew Research Center).

Of the 22% of American adults who have contributed, 87% feel more connected to the projects they support, and 77% believe that contributing to projects and individuals is a simpler way for the campaigner to raise funds than applying for government grants or loans (Pew Research Center). The average donation to a crowdfunded project is \$66 - \$88. Approximately 62% of supporters are new donors, and about 28% of those donors will give again (MobileCause).

In 2015, approximately 30% of crowdfunding donors gave to the arts. Of all crowdfunders, 36% of men and 25% of women have donated to an artistic cause

Benefits

- Raise the profile of your project.
- Use crowdfunding as a marketing tool to promote your organization or project.
- Cultivate new, diverse group of supporters
- New channels to engage with supporters and potential supporters, driving interest in your work.
- Access to early feedback.

Risks

- Not meeting the campaign goal or not delivering on project goals would negatively affect a person or organization's public image.
- Donors who have been asked to give in other ways might get "donor exhaustion" and be less likely to give.
- All online platforms charge some form of processing fee, which varies by site and can cut into your bottom line.
- State fundraising regulations vary, and many do not specifically address crowdfunding solicitations.



Pratt Fine Arts Center Youth Summer Camp 2018 Students, photo credit: Natalie Quek

PLATFORMS

Comparing Crowdfunding Platforms

Each available platform has a different approach to crowdfunding and a different cost structure. The best option for you will depend on your project goals, your intended audience, and how your crowdfunding effort fits in to any other fundraising you might have planned.

Some questions to consider:

1. How long has the platform been in existence? Is it reputable?
2. Who does the platform serve? Does it only serve individuals, or does it also serve organizations?
3. What information will the site give you about your donors? Will you be able to contact them after fundraising ends?
4. What fees does the site charge?
5. Will you receive the fund even if you don't meet your goal?
6. Is there a deadline? How high (or low) will they let you set your goal?
7. Does the site support videos or images you want to use to promote your project?
8. Is the platform integrated with social media sites you'd like to use to promote your fundraiser?
9. Does the platform allow you to post offline donations?
10. What kind of support—fundraising and/or technical—is offered?
11. How customizable is the fundraising page? Will you be able to make it a unique representation of your project or organization?
12. Does the platform administer donor receipts or perform other administrative functions?
13. Does the platform's user base align with your target donors?

14. Is the platform mobile optimized?

15. Will the site promote your project through its own channels?

16. How quickly will you receive the money once your fundraiser ends?

Comparison Chart

This section gives a comparison of six of the most popular crowdfunding websites for artists:

Website	Purpose	Return/Fees	Features	FB Likes*
Facebook	Personal, family or household purposes and donation to nonprofits	2.60% + 0.30 USD fee per donation for personal fundraisers (in the U.S.) No fee for nonprofits	Personal fundraisers do not accept arts projects; registered nonprofits may fundraisers Easy to create page No donation incentives allowed All fundraisers are public, but only Facebook members can make donations Set your own fundraiser end date	212,945,366 likes 212,439,209 follows
GoFundMe	Personal causes, entrepreneurs, business owners seeking to gain capital to start new ventures	Fundraising goal must be met to collect 2-5% payment fee	Mobile friendly campaigns No penalties for missing goal and no deadlines Staff advice available 24/7	1,486,018 likes 1,5028,022 follows

Website	Purpose	Return/Fees	Features	FB Likes*
Hatchfund	Arts-focused site for individual artists who have previously received an award, grant, fellowship, or residency	<p>Free for artists if minimum goal is reached</p> <p>Funds are only disbursed once minimum goal is reached</p> <p>Donors are asked to make a 10% donation to Hatchfund and to cover credit card processing</p> <p>If minimum goal isn't met, Hatchfund keeps the donation</p>	<p>Possible opportunity to take advantage of matching funds if aligned with Hatchfund's existing matches</p> <p>Educational tools for new fundraisers and project managers to provide technical support</p> <p>Potential projects and artists are screened by Hatchfund's programming staff</p>	<p>11,188 likes</p> <p>11,009 follows</p>
Indiegogo	Funding platform for any industry and cause	<p>Users may collect if fundraising goal is not met</p> <p>5% fee for both fixed and flexible. Inability to reach flexible funding goal results in a higher fee (9%). No fee for not meeting fixed fundraising goal. 3% additional service fee</p>	<p>Fixed and flexible funding</p> <p>Fixed - campaign used to fund a certain amount</p> <p>Flexible – user would benefit from any funding given</p>	<p>543,535 likes</p> <p>530,854 follows</p>

Website	Purpose	Return/Fees	Features	FB Likes*
Kickstarter	Project based – must provide details of specific projects to provide a final deliverable. Not ideal for non-tangible goals	Project must be 100% funded to get money 5% fee + additional 3-5% payment fee	Kickstarter “Mold” – heavily encourages projects to create videos, write about the project, provide updates, purpose of funds, etc.	1,575,998 likes 1,525,086 follows
Patreon	Emphasis on funding creative projects. Designed to support creatives	Donors pay 2.9% + \$0.35 service fee/individual pledge (payment processing fees) Creatives make 95% of what they earned	Donors can provide regular contributions Patrons are able to get rewards for funding creators (exclusive access to creations, live chat, photos/videos of process/etc.)	163,045 likes 164,909 follows

* as of September 28, 2018

Please note that this information is included only for your convenience. The City of Seattle does not endorse any of these platforms.

	Advantages	Disadvantages
Facebook	<ul style="list-style-type: none"> • 1 billion daily active users • Ease of creating a fundraiser page • Flexible fundraiser end date (must be within 3 months of the start date) • Funds disbursed as donations are received • Updates and donations are automatically shared • No fee for nonprofits 	<ul style="list-style-type: none"> • No option for individual creative projects or organizations that are not registered nonprofits
GoFundMe	<ul style="list-style-type: none"> • Strong focus on individual and nonprofit campaigns • Personalization of page, easily sharable on social media • Can access funds regardless of campaign success • Option to create an all or nothing campaign • Mobile accessibility – app, share updates, social media, etc. 	<ul style="list-style-type: none"> • Users have reported to have a negative experience on the website for campaigns • Processing time – 5-7 business days • Several users have reported unsuccessful transactions, which led to misprocessing of finances from donors • Customer service sometimes unreliable
Hatchfund	<ul style="list-style-type: none"> • Arts-focused platform • Free for artists • Matching funds available • Fundraising, project development, and outreach support provided • Offline donations are accepted 	<ul style="list-style-type: none"> • Newer, smaller platform with fewer followers/donors • Only selected artists are eligible; must pass Hatchfund screening process • Not available to arts organizations
Indiegogo	<ul style="list-style-type: none"> • Easy to use, straightforward build-out process • Different audience of backers • Flexible funding • Less rules and regulations • More time to meet fundraising goal (up to 120 days) • Promotional tools (includes automatic promotions to social media platforms). 	<ul style="list-style-type: none"> • Audience/community of backers is relatively smaller compared to Kickstarter or GoFundMe • Slow traffic • Higher fees – withdrawals 8% to run campaign. Processing fees are high • Delay time on mailed product orders • Amount collected is reportedly misleading • Higher fail rate of projects

	Advantages	Disadvantages
Kickstarter	<ul style="list-style-type: none"> • Staff reviews proposed projects and offers feedback for approval • User interface – pre-built, well designed, saves users time • No equity – you can raise money without giving away shares of your project/business • Low risk • Brand credibility • Media outreach is best in industry 	<ul style="list-style-type: none"> • Possibility of no funding • Kickstarter cuts 5% of funds raised, Amazon cuts an additional amount (approx. 2%). Not ideal for slim margins. • Marketing outreach difficult for users with little experience • Limited customer support • Risks of rejected project proposal
Patreon	<ul style="list-style-type: none"> • Continuous crowdfunding for creators • Platform facilitates reward-giving • Fewer content restrictions than other crowd funders • Industry-standard fees • Patrons subscribe to content of the creator, making recurring payments on an ongoing basis • Simple application process, link with social media accounts • Offers a steadier income for creators/artists 	<ul style="list-style-type: none"> • Limited help from customer service • Lack of built-in promotional tools • 5% platform fee • Payment processing fee: ~5% • Customer service for patrons and creators may take up to 3-4 business days • Lack of breakdown of payment processing fees, etc. • Difficult to get donors to make recurring financial commitments to creators – harder proposition for many than making a onetime donation

Please note that this information is included only for your convenience. The City of Seattle does not endorse any of these platforms.

HOW TO SET UP YOUR CROWDFUNDING CAMPAIGN

Picking a Project

Crowdfunding is best applied to a specific project, not for general operating support. When selecting a project, think about a project for which you can tell a clear story. Strong fundraisers have a clear narrative that makes a personal, compelling ask. Think about your intended audience—both current and future supporters. What is most likely to motivate them to give?

The best crowdfunding projects are SMART:

- **Specific:** Narrow the scope of your project as much as possible. Describe exactly who you are, what you want to achieve, when and how you will complete it, and why the project is important.
- **Measurable:** Quantify your goal! More ways to think about this will be provided in the following section.
- **Actionable:** Think more deeply about how you will complete your project. Who will you work with? What resources do you/they have?
- **Realistic:** Consider the budget for your intended project. Is it an amount you think you can successfully raise?
- **Time-Bound:** Beginning and end dates create a sense of urgency for donors, motivating them to contribute sooner. Deadlines also provide you with opportunities to contact donors throughout your fundraiser and ask them to spread the word.

Setting a Fundraising Goal

Start by creating a budget for your project. How much will it cost you to complete? Can you get any supplies or services donated? Then, think about how much it will cost you to run a crowdfunding campaign. Will you incur any costs marketing your fundraiser? You may want to include transaction fees or costs associated with thanking your donors in your calculations.

Once you have a figure in mind, determine if you can feasibly raise that amount. Do you have a strong network who will contribute? How much have you successfully raised before? If you've never raised money before, you can look at crowdfunding campaigns for similar projects to get a sense.

Some platform may allow you to change your fundraising goal during the campaign. If that is the case, you can start small and keep increasing your goal as you hit the smaller ones.

Creating Your Crowdfunding Page

Regardless of what platform you choose, your fundraiser will have its own unique page where you will be able to upload photos and/or video and add a narrative about your project.

When crafting your narrative, you'll want to keep it short and simple. Start with your background as an artist/organization. What work are you doing? What do you plan to accomplish with this campaign? Use quotes from participants or first-person to create a connection with the reader. Talk about your inspiration for this project and why it's important to you and the community. Who will benefit from your project?

End your text with a clear ask for a donation, telling the potential donor what their support will mean to you or your organization. You should also ask donors to share your campaign page with their networks to increase your reach.

Photos and videos are another great way to engage potential supporters. Find colorful images or consider creating a short video introducing yourself/your organization and the project. Some platforms also allow you to upload your logo and change the page's color scheme to make it unique and visually appealing.

Making Donation Tiers

Donation tiers, or suggested gift amounts, have been shown to increase average donation amounts by approximately 12% (FrontStream). They help show your donors what amount is appropriate to give and what amounts will make a larger impact on the project. Crowdfunding platforms (aside from Facebook, which creates them for you) typically require you to have at least one donation tier, even though they also give crowdfunders the option to select their own donation amount.

When setting donation tiers, 4-6 different levels are recommended. Make sure the amounts are realistic. Unrealistic donation amounts could possibly turn donors off and prompt lower participation rates. If you have accepted donations before, think about the gift amounts you received. If you haven't, think about the lowest amount that would like to receive from one donor, and set the first level slightly higher (e.g. if you want donations to be \$10 or more, set your first tier at \$15 or \$20).

Donation tiers that are tied to the project are strongly encouraged. Talk about what each donation does (e.g. \$50 buys art supplies for 10 students, \$100 purchases a much-needed costume, \$25 buys teaching artists lunch for a week, etc.). Using this impact-based approach could also help you set the amounts for your donation levels. You can also use a recognition-

based rewards system, with each increase in donation level giving the crowdfunder more public recognition.

Keep donation descriptions short and sweet. You can also offer incentives or gifts for donors at each level, but be cautious as this will require more time and possible costs on your end. Additionally, offering gifts can actually decrease a person's willingness to donate as it reduces the feeling of altruism they receive from making a charitable gift. Facebook also does not allow donation incentives. Instead, think about free or low-cost ways to celebrate your donors. You could send your donors personalized thank you cards/emails. Can you recognize them publicly? Since crowdfunding is inherently a social process, harness the power of peer recognition to drive donations. The site you are using may offer a way to do this on the project page. You could put their names on your website, give them a "shout out" on social media, or make a YouTube video after your campaign has finished thanking your donors and talking about the impacts of the project.

Access-based incentives (personal meeting with the artist, a backstage tour, etc.) have proved to be very effective. Brainstorm ways to make your supporters feel like they're deeply involved in your project.

Promoting Your Fundraiser

There are many steps to take before you officially launch your campaign to make sure it's a success.

1. **Think About Your Target Audience:** The most important thing to consider when you are spreading the word about our fundraiser is your audience. Where are they most likely to hear about your campaign?
2. **Lay Groundwork:** What support do you have already? Do you have a Board, staff, volunteers, program participants, previous donors, family, or friends who would be willing to get the word out? Talk to your closest network and contacts. Tell them about your campaign and ask if they would be willing to make an early contribution. The closer you are to your goal when individuals who aren't familiar with your work see your page, the more legitimate they will feel the cause is.

If desired, you can appoint campaign ambassadors who will share the page with their networks and who set personal fundraising goals. It may be helpful to provide them with language and images they can use when they share the campaign with their networks.

3. **Share Your Page:** Once your site is live, it is recommended that you wait until you've raised 30% of your funds before you share your campaign publicly (except when using Facebook, where this is not an option). This, again, increases its legitimacy and motivates donors as the overall goal will seem more attainable. Post a link on your website or consider making a dedicated page. Use social media, email, and any other channels you can access.

Larger organizations may consider reaching out to journalists. You can also approach radio hosts, bloggers, pod cast hosts, student newspapers at local universities, or your local television station.

4. **Follow Up:** Crowdfunding is usually time-based, to create a sense of urgency, challenge, and potentially competition. Post updates on your fundraiser approximately once a week and be sure to share important milestones. Keep sharing your campaign and remind your network to donate if they haven't already. Use interim goals and deadlines (e.g. "I'm trying to reach 50% of my goal by the end of the week!") to drive donations. Remind donors to share the campaign.

Thanking Your Donors

Thanking and appreciating your donors is vital. 45% of donors said that an outstanding thank you letter inspired them to give again, and 23% said that the quality of the acknowledgement they received encouraged them to make a larger donation the second time.

Here are some ways to acknowledge your supporters:

1. **Post-Gift Acknowledgement:** After you receive a donation, follow up with a thank you as soon as possible. Make your acknowledgment as personal as you can and illustrate the impact of the donation in your life or the life of someone your donor sought to help.
2. **Public Recognition:** If you are able and the donor does not wish to be anonymous, find ways to list their name publicly.
3. **Campaign Updates:** During and after the campaign, send updates to your donors. Talk about what you need to do to reach your goal, any new details you can share about your project, and ask them to share the campaign with their networks. After the project is completed, you should let your donors know how it went, reminding them again of the impact they had in making it happen.

APPENDIX I: SPECIFIC PLATFORM INFORMATION

Please note that this information is included only for your convenience. The City of Seattle does not endorse any of these platforms. Information presented in this guide may change. Please check the platform's website for current information.

1. Facebook
2. GoFundMe
3. Hatchfund
4. Indiegogo
5. Kickstarter
6. Patreon



Duwamish Tribal Member James Rasmussen greets audience members for the Indigenous Futures special event at the Duwamish Longhouse as part of the Social Justice Film Festival 2018, photo credit: Daniel Swan.

Facebook

Facebook, Inc. is a social media company. Its fundraising feature allows users to create a fundraiser for themselves or someone else, or a registered nonprofit organization.

Key Information:

- Personal fundraisers only allowed for medical, memorial, personal emergency, pets/animals, family, education, faith, travel, sports, community projects, crisis relief, and volunteering.
- Donations to personal fundraisers are disbursed on a one-off basis five business days after they are made; donations to nonprofit fundraisers are made between 2 weeks and 90 days after the donation.
- Option for supporters to give anonymously.

	Advantages	Disadvantages
Facebook	<ul style="list-style-type: none">• 1 billion daily active users• Ease of creating a fundraiser page• Flexible fundraiser end date (must be within 3 months of the start date)• Funds disbursed as donations are received• Updates and donations are automatically shared• No fee for nonprofits	<ul style="list-style-type: none">• No option for individual creative projects or organizations that are not registered nonprofits

Interface:

The screenshot shows the Facebook interface for a fundraiser. At the top, there's a blue header with the Facebook logo and a 'Sign Up' button. Below the header, there's a navigation menu with 'Fundraisers' selected. The main content area features a colorful illustration of children playing. Below the illustration, the fundraiser details are displayed: 'Rick's fundraiser for Music With A Message for Kids Inc' by Rick Kelley. It shows a 'Donate' button, 'Invite', 'Share', and 'More' options. The progress bar indicates '\$1,470 raised of \$8,000' and 'Raised by 9 people in 317 days'. A 'Story' section contains a text update from Rick Kelley. On the right side, there's a summary of statistics: 9 donated, 356 invited, and 0 shared. Below this, it shows the creator 'Rick Kelley' and '396 friends'. There are also sections for 'Fundraiser Questions' and 'Related Fundraisers'.

GoFundMe

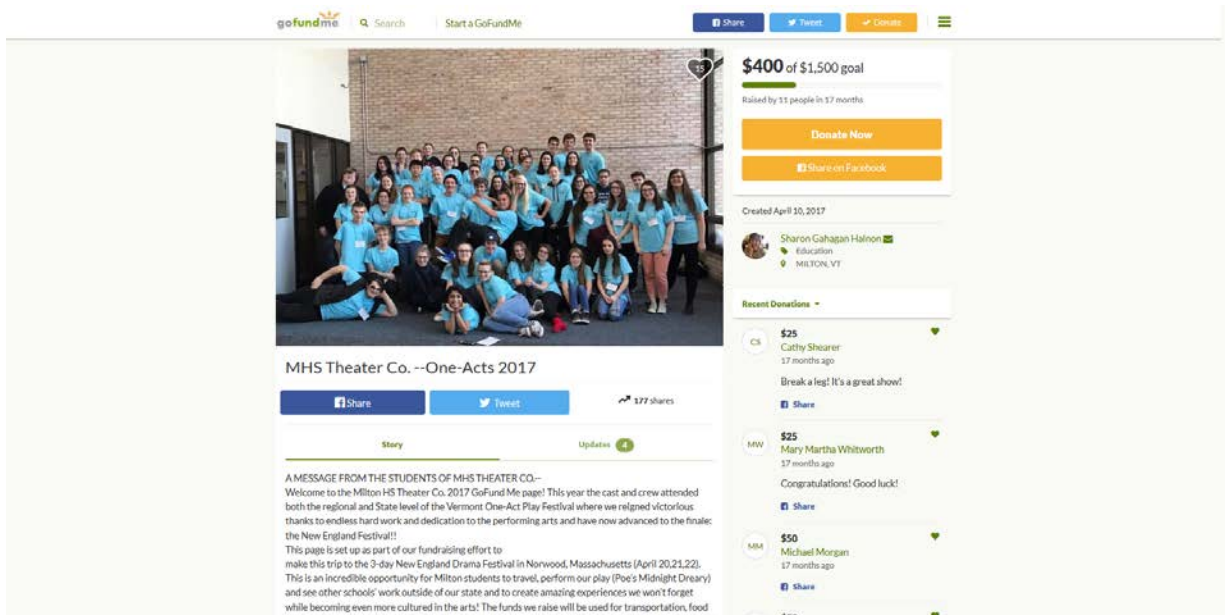
Launched in 2010, GoFundMe is the world’s largest social fundraising platform, with over \$5 billion raised so far and a community of more than 50 million donors. It is the charitable partner of Indiegogo.

Key Information:

- Top fundraiser categories: Medical, Memorial, and Charity
- Most active cities in the U.S.: New York City, Chicago, Houston, Los Angeles, Austin
- Top fundraising states: California, Texas, Florida, New York, Georgia

Advantages	Disadvantages
<ul style="list-style-type: none">• Strong focus on individual and nonprofit campaigns• Personalization of page, easily sharable on social media.• Can access funds regardless of campaign success.• Option to create an all or nothing campaign• Mobile accessibility – app, share updates, social media, etc.	<ul style="list-style-type: none">• Users have reported to have a negative experience on the website for campaigns.• Processing time – 5-7 business days• Several users have reported unsuccessful transactions, which led to misprocessing of finances from donors.• Customer service sometimes unreliable

Interface:



Hatchfund

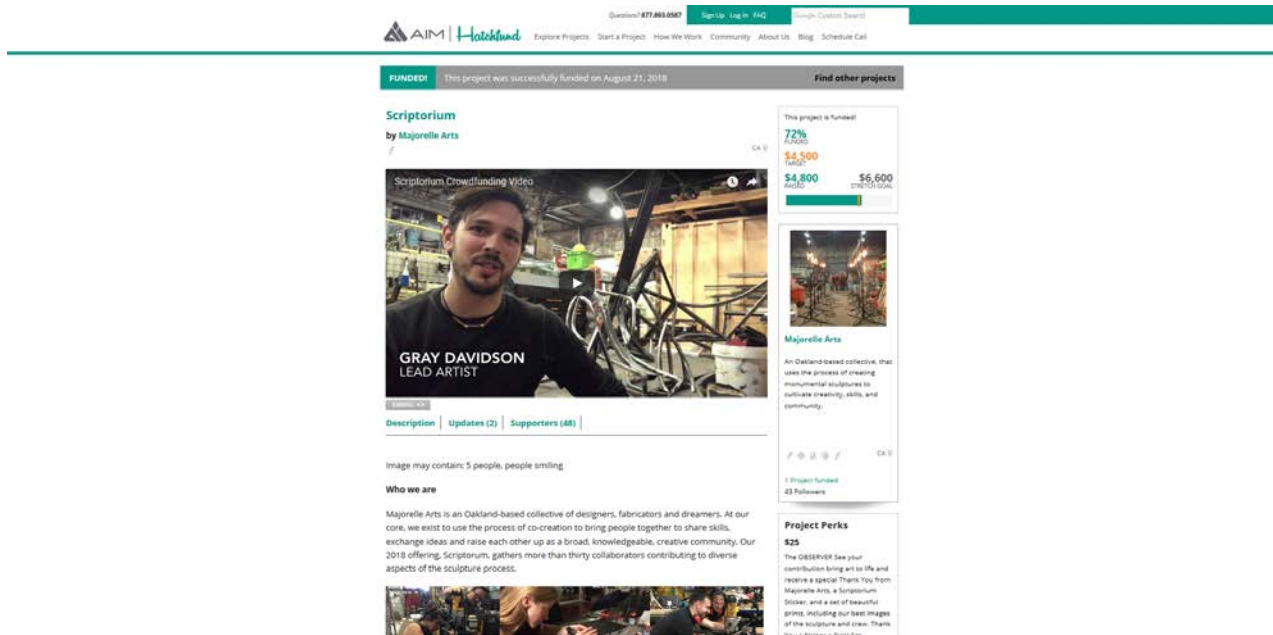
Hatchfund hosts an online community where artists can post projects for funding and connect with those support artists. Hatchfund provides educational services, which include fundraising education, project development, and outreach support.

Key Information:

- A total of 75% of all artists have been successful in funding their projects
- Offers a patent-pending matching fund program, which encourages and leverages contributions to help artists reach their goals faster
- All donations are tax deductible

Advantages	Disadvantages
<ul style="list-style-type: none"> • Arts-focused platform • Free for artists • Matching funds available • Fundraising, project development, and outreach support provided. • Offline donations are accepted. 	<ul style="list-style-type: none"> • Newer, smaller platform with fewer followers/donors. • Only selected artists are eligible; must pass Hatchfund screening process • Not available to arts organizations

Interface:



Indiegogo

Indiegogo’s mission is to empower people to unite around ideas that matter to them and together make those ideas come to life. It has helped bring more than 800,000 innovative ideas to life since 2008. It is the entrepreneur-focused partner of GoFundMe.

Key Information:

- 15 million people visit Indiegogo each month
- Focused more on for-profit projects and funding new products
- Project Types: Funding, Marketplace, Investing
- Each project type has a category: Tech & Innovation, Creative Works, Community Project

Advantages	Disadvantages
<ul style="list-style-type: none"> • Easy to use, straightforward build-out process • Different audience of backers • Flexible funding • Less rules and regulations • More time to meet fundraising goal (up to 120 days) • Promotional tools (includes automatic promotions to social media platforms) 	<ul style="list-style-type: none"> • Audience/community of backers is relatively smaller compared to Kickstarter • Slow traffic • Higher fees – withdrawals 8% to run campaign. Processing fees are high • Delay time on mailed product orders • Higher fail rate of projects

Interface:

The screenshot shows the Indiegogo website interface. At the top, there is a navigation bar with the Indiegogo logo, search options, and links for 'For Entrepreneurs', 'Start a Campaign', 'Log In', and 'Sign Up'. The main content area features a large video player for the 'Peak Shift - SMH 2018' campaign. The video thumbnail shows a play button over a scene with the text 'SCULPTURE MONTH HOUSTON 2018 Peak Shift'. To the right of the video, the campaign details are displayed: 'FUNDING Peak Shift - SMH 2018', a description of the festival, the project owner 'Sculpture Month Houston', and funding progress showing '\$600 USD raised by 2 backers' towards a '\$10,000 flexible goal' with '2 months left'. Below the video, there are sections for 'OVERVIEW' and 'SELECT A PERK'. The 'OVERVIEW' section includes a small image of a sculpture and text about the mission and dates. The 'SELECT A PERK' section shows a perk for '\$50 USD \$44 (16% Off) YOU ROCK!' with a 'D claimed' status.

Kickstarter

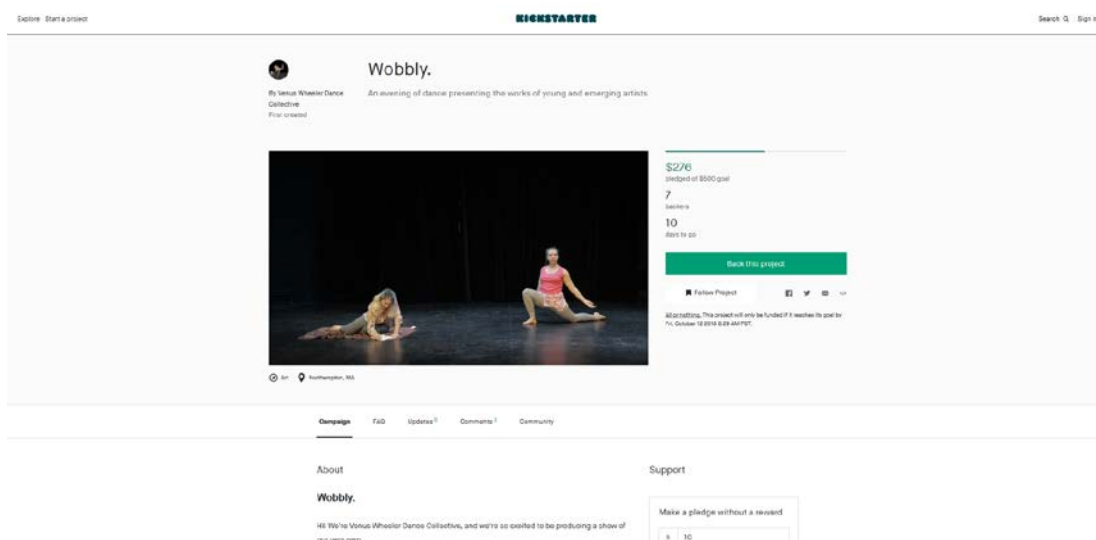
Kickstarter helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality. Since 2009, 15 million people have backed a project, \$3.7 billion has been pledged, and 144,755 projects have been successfully funded.

Key Information:

- Funding duration: up to 60 days
- Successfully funded project have fallen into the following categories: Music (25%), Film and Video (23%), Publishing (12%), Design (11%), Art (11%), Theater (6%), Fashion (6%), Photography (3%), Dance (2%), Journalism (1%)
- Kickstarter is a Benefit Corporation (B-Corp), a for-profit entity that is certified as voluntarily meeting higher standards of transparency, accountability, and performance

Advantages	Disadvantages
<ul style="list-style-type: none"> • Staff reviews proposed projects and offers feedback for approval. • User interface – pre-built, well designed, saves users time. • No equity – you can raise money without giving away shares of your project/business • Brand credibility • Media outreach is best in industry 	<ul style="list-style-type: none"> • Possibility of no funding. • Kickstarter cuts 5% of funds raised, Amazon cuts an additional amount (~2%). Not ideal for slim margins. <i>Paying a maximum of 10% of funds.</i> • Marketing outreach difficult for users with little experience. • Limited customer support • Risks of rejected project proposal

Interface:



Patreon

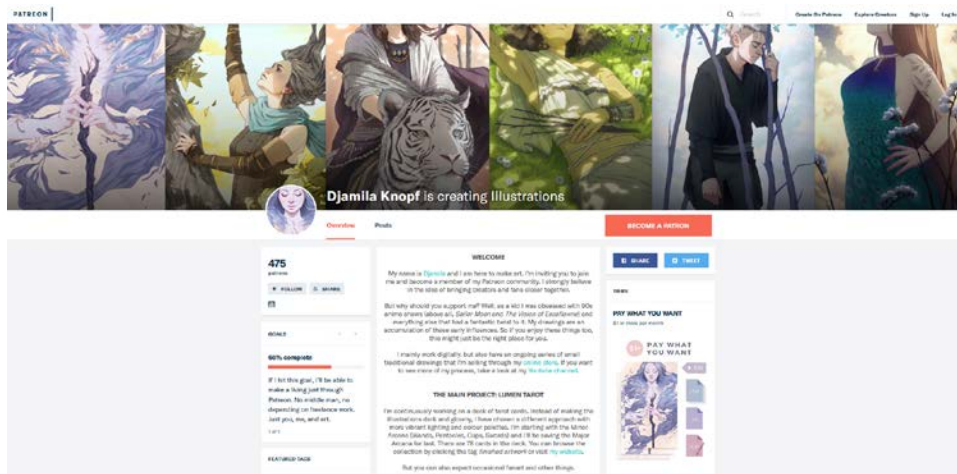
Patreon is a membership platform that provides businesses tools for creators to run a subscription content service, as well as ways for artists to build relationships and provide exclusive experiences to their subscribers, or “patrons”. Founded in May 2013, Patreon targets artists and online personalities in the business of content creation and powers membership businesses for creators.

Key Information:

- Option for monthly donations or per-creation donations
- Unlimited, continuous timeframe
- 2 million active patrons and 100,000 monthly active creators
- \$300 million creator earnings in 2018

Advantages	Disadvantages
<ul style="list-style-type: none"> • Continuous crowdfunding for creators • Platform facilitates reward-giving • Fewer content restrictions than other crowd funders • Patrons subscribe to content of the creator, making recurring payments on an ongoing basis. • Simple application process, link with social media accounts. • Offers a steadier income for creators/artists. 	<ul style="list-style-type: none"> • Limited help from customer service • Lack of built-in promotional tools • Customer service for patrons and creators may take up to 3-4 business days. • Lack of breakdown of payment processing fees, etc. • Difficult to get donors to make recurring financial commitments to creators – harder proposition for many than making a onetime donation.

Interface:



APPENDIX II: OTHER PLATFORMS

Please note that this information is included only for your convenience. The City of Seattle does not endorse any of these platforms.

CauseVox

<https://www.causevox.com/>

CrowdRise

<https://www.crowdrise.com/>

Do It Yourself

Some people opt to collect donations themselves using Stripe, Square, or PayPal.

Fundly

<https://fundly.com/>

GoGetFunding

<https://gogetfunding.com/>

JustGiving

<https://www.justgiving.com/>



All Power Exhibit at Photo Center Northwest, photo credit: Lilly Everett.

APPENDIX III: ADDITIONAL RESOURCES

Please note that this information is included only as an additional resource. The City of Seattle does not endorse any of these resources.

Creative Capital: “Crowdfunding Your Project with Jessica Massart of Kickstarter”

<https://blog.creative-capital.org/2018/03/crowdfunding-your-project-with-jessica-massart-of-kickstarter/>

CauseVox: “How to Plan a Nonprofit Crowdfunding Campaign”

<https://resources.causevox.com/ebook/how-to-plan-a-nonprofit-crowdfunding-campaign>

CauseVox: “How To Write a Fundraising Appeal for Nonprofit Crowdfunding”

<https://www.causevox.com/fundraising-appeal/>

Fundly: “Crowdfunding 101: Raising Money and Awareness Online”

<https://blog.fundly.com/crowdfunding/>

Global Giving: “Crowdfundamentals — The Beginner’s Handbook For Crowdfunding Success”

<https://www.globalgiving.org/learn/beginners-guide-crowdfunding-success/>

Hubbub: “The Crowdfunding Handbook: A Guide to Running Your Campaign”

<http://files.hubbub.net/HubbubHandbook.pdf>

Medium: “The Crowdfunding Handbook”

<https://medium.com/the-crowdfunding-bible>

ACKNOWLEDGEMENTS

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About the Seattle Office of Arts & Culture

The Seattle Office of Arts & Culture (ARTS) manages the city's public art program, cultural partnerships grant programs, the Langston Hughes Performing Arts Institute, and The Creative Advantage initiative in the effort to foster a city driven by creativity that provides the opportunity for everyone to engage in diverse arts and cultural experiences. In alignment with the City's Race and Social Justice Initiative, we work to eliminate institutional racism in our programs, policies and practices. The Office is supported by the 16-member Seattle Arts Commission, citizen volunteers appointed by the mayor and City Council.



Seattle Shakespeare Company's Shakespeare In Love, photo credit: John Ulman.