

Interreg
Mediterranean



**BLUE
CROWDFUNDING**

WP3 – [Testing]
[D.3.1.1 Adopted crowdfunding training tool]

MODULE 4: POST-CAMPAIGNING

Module 4: POST-CAMPAIGNING

Finish your Crowdfunding campaign:

After a successfully finished Crowdfunding campaign, founders often focus on their main businesses. Do not forget your Crowd!

Thank!

- Communicate your success
- Special thank your supporters
- Update your campaign-page
- Follow-up journalists and influencers
- Party with your team

Fulfill!

- Send out backer-surveys
- Produce your product
- Invite supporter to events
- Prepare bills for everyone
- Check your taxes/account
- Reward supporters as promised
- Write quarterly reports*
- Communicate milestones

Grow!

- Redirect to your online shop
- Document learnings from your campaign
- Identify “true” believers amongst your supporters
- Work with your success
- Prepare another campaign
- Establish a Crowd-business
- Turn Crowdfunding into eCommerce

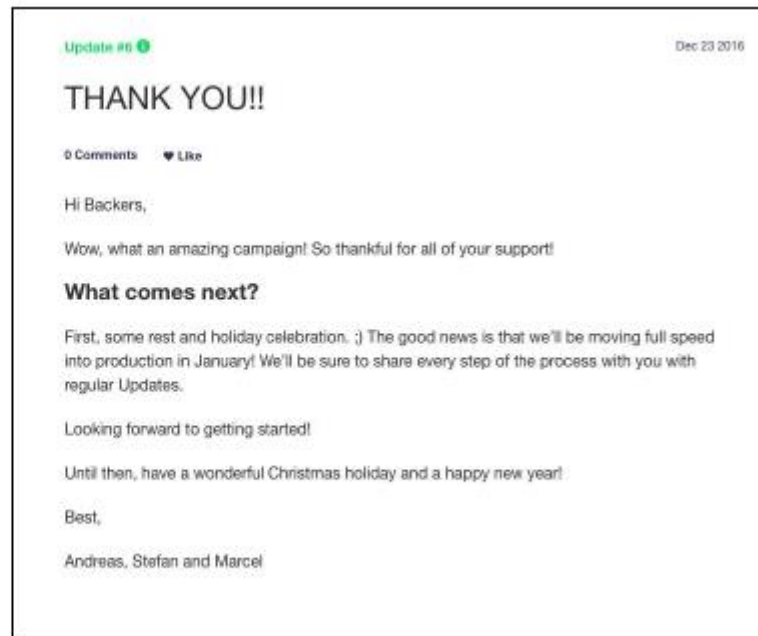
Source: Crowd-fund-port

*mandatory on equity- and lending-based CFPs

Module 4: POST-CAMPAIGNING. Thank!

Communicate your success

The moment your campaign ends successfully is the moment to tell everyone about this fact. Spread the word!

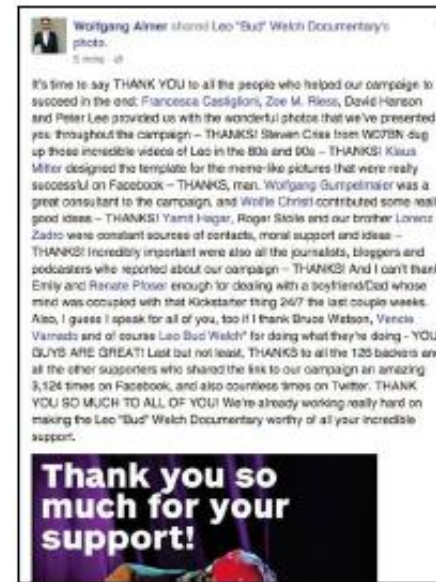


Source: bionicTOYS on Facebook,
https://www.facebook.com/pg/bionictoys/posts/?ref=page_internal; bionicTOYS on Kickstarter,
<https://www.kickstarter.com/projects/1229300248/bionictoys-because-nature-is-flexible/posts/1770190>

Module 4: POST-CAMPAIGNING. Thank!

Special thank your supporters

Include personalized thank you notes in Facebook, where you can tag the supporters.

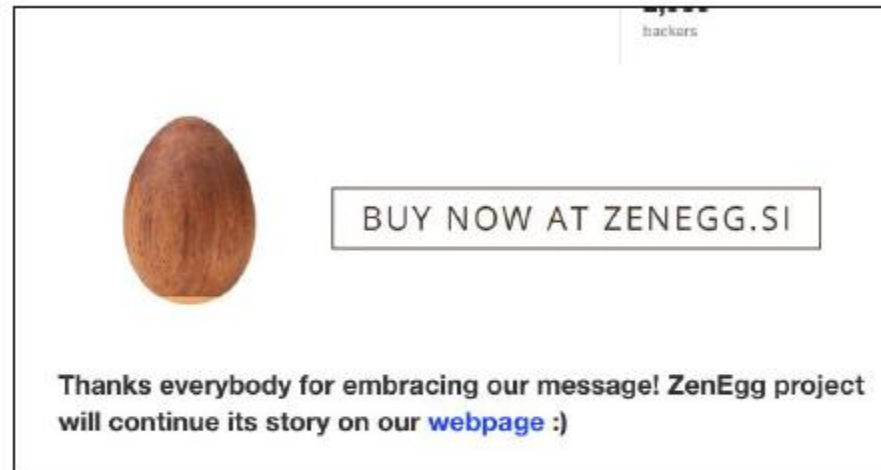
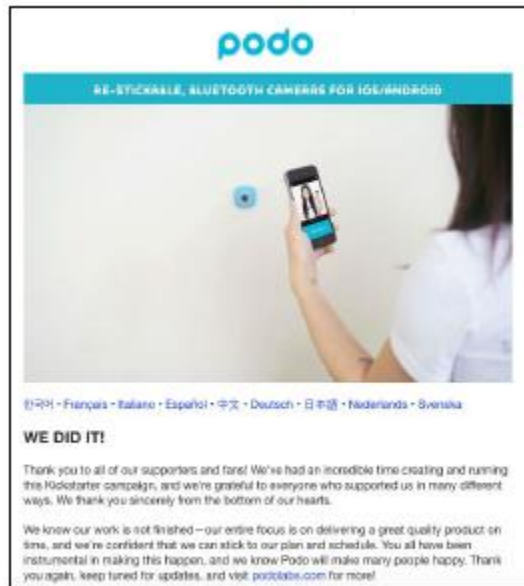


Source: Fairytale Fashion on Facebook, <https://www.facebook.com/FAIRytaleFairFashion/posts/889997341046771>; Brlog on Facebook, <https://www.facebook.com/BRLOGpivovara/photos/a.595212653952922.1073741830.586559691484885/732922000181986/?type=3>; Late Blossom Blues (Leo "Bud" Welch Documentary) on Facebook, <https://www.facebook.com/LeoWelchMovie/photos/a.720984224622804.1073741828.720030751384818/756348724419687/?type=1>;

Module 4: POST-CAMPAIGNING. Thank!

Update your campaign-page

Add an additional text block to inform visitors about the successfully funded project and redirect them.



Source: Podo on Kickstarter, <https://www.kickstarter.com/projects/podolabs/podo-the-first-stick-and-shoot-camera?lang=en>; ZEN EGG on Kickstarter, <https://www.kickstarter.com/projects/323324338/zenegg-create-time-for-yourself>

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Reflect your Crowdfunding experience

Use the post-campaign strategy to write about what the Crowdfunding campaign achieved, but also what went wrong

What we learnt about crowdfunding, from our own crowdfunding campaign.



M Article from
medium.com

Read it

In case you haven't heard, we recently finished a very successful Kickstarter campaign. According to Kickstarter we were the 6th most...

Published November 17, 2015
Written by LUUV

Source: <https://medium.com/@teamLUUV/what-we-learnt-about-crowdfunding-from-our-own-crowdfunding-campaign-d84d15cddd8f>

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Follow up journalists & influencers

Do not forget to update journalists after you finished your campaign. You will need so more press-coverage for your product-launch in the future.

Most Successful European Crowdfunding Campaign

04/04/2014

The new press release is available here.

[Read more](#)

Bragi goes Kickstarter

31/03/2014

The high resolution press kit is available here.

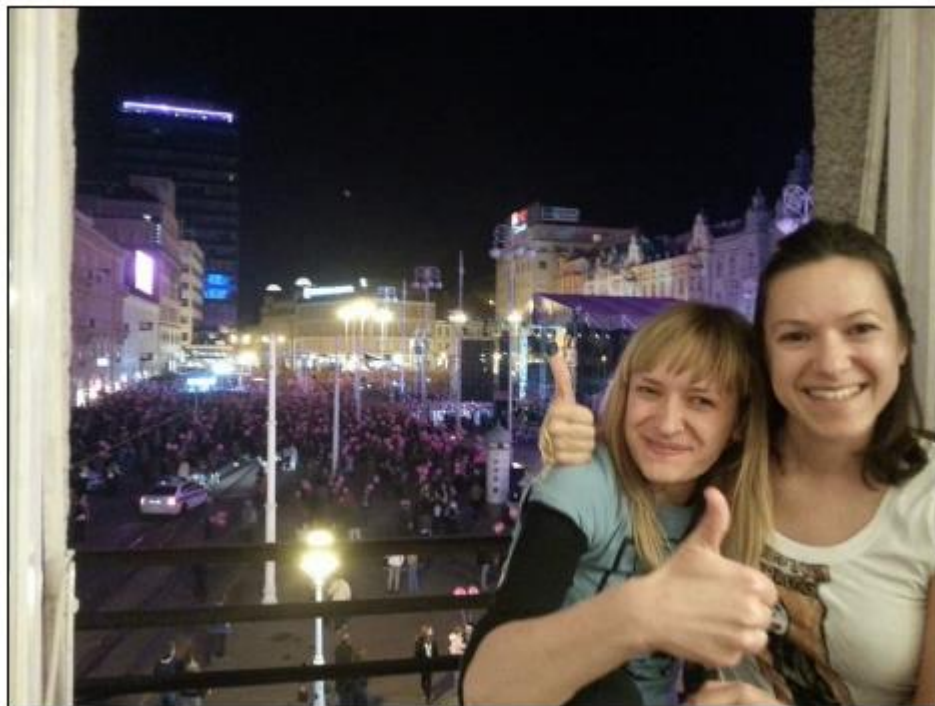
[Read more](#)

Source: Bragi Website, <https://www.bragi.com/press>;

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Party with your team

Sometimes a Crowdfunding campaign seems like a 24/7 job. After you reached your goal, take a moment, breathe and celebrate. But do not forget to take a picture :)

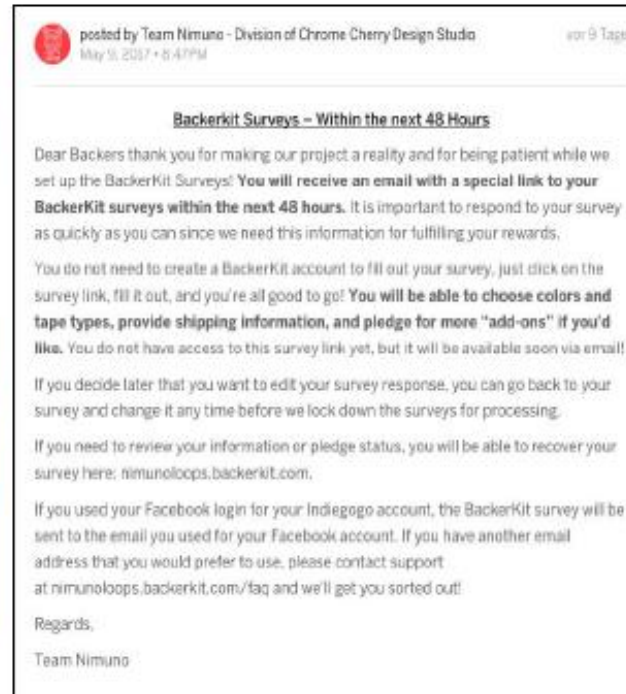


Source: Brlog on Facebook,
<https://www.facebook.com/BRLOGpivovara/photos/pcb.732018306939022/732014550272731/?type=3&theater>

Module 4: POST-CAMPAIGNING. Fulfill!

Send out supporter surveys

Make sure all your supporter-data is correct before sending out rewards.



Source: Nimuno Loops on Indiegogo, <https://www.indiegogo.com/projects/nimuno-loops-the-original-toy-block-tape#/updates>

Module 4: POST-CAMPAIGNING. Fulfill!

Produce your product

After you finished your campaign, you have to make sure to start with producing your product properly.

Finish prototyping:

- Find a manufacturer
- Find a retailer
- Open a webshop
- Organise shipping
- Manage packaging
- ...

Source: Crowd-fund-project

Module 4: POST-CAMPAIGNING. Fulfill!

Invite supporters to events

Organise a supporters/investors party to show your product and give away your rewards, if promised.

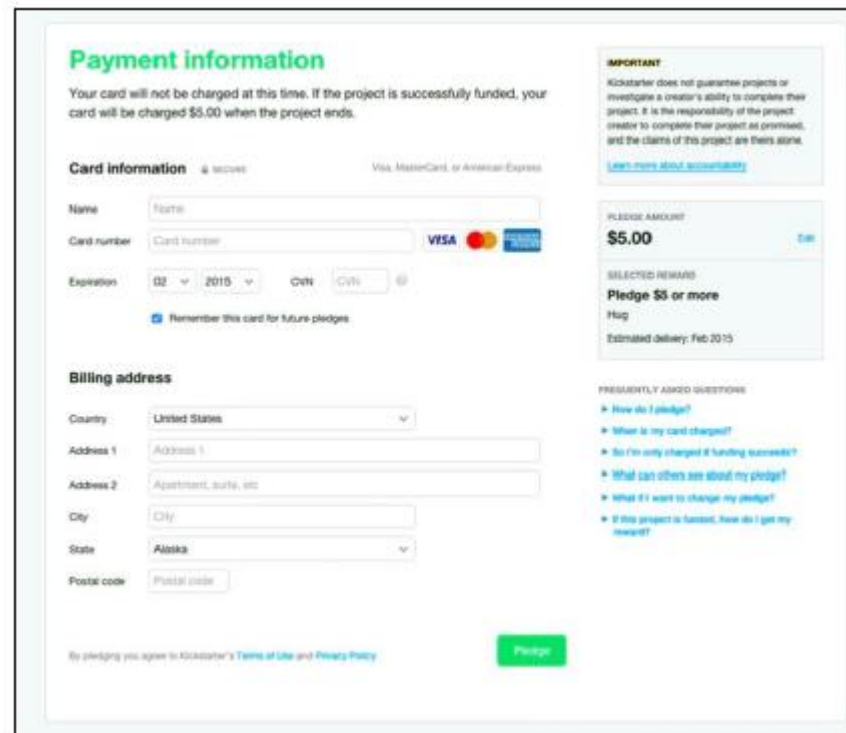


Source: VRESH on Facebook,
https://www.facebook.com/events/209102059586858/?acontext=%7B%22ref%22%3A%221%22%2C%22action_history%22%3A%22null%22%7D

Module 4: POST-CAMPAIGNING. Fulfill!

Prepare bills for everyone

After the campaign, you have to provide a bill to all supporters. Platforms will let you download all information necessary to correctly create those bills.






The screenshot shows a Kickstarter payment form titled "Payment information". It includes fields for card information (Name, Card number, Expiration, CVN, CVV), billing address (Country, Address 1, Address 2, City, State, Postal code), and a "Pledge amount" of \$5.00. The form also displays a "Selected reward" of "Pledge \$5 or more" with a "Hug" reward and an "Estimated delivery" date of Feb 2015. A "Pledge" button is visible at the bottom right.

Payment information

Your card will not be charged at this time. If the project is successfully funded, your card will be charged \$5.00 when the project ends.

Card information & secure Visa, MasterCard, or American Express

Name

Card number   

Expiration CVN CVV

☒ Remember this card for future pledges

Billing address

Country

Address 1

Address 2

City

State

Postal code

IMPORTANT

Kickstarter does not guarantee projects or investigate a creator's ability to complete their project. It is the responsibility of the project creator to complete their project as promised, and the claims of this project are theirs alone.

[Learn more about accountability](#)

PLEDGE AMOUNT

\$5.00 Due

SELECTED REWARD

Pledge \$5 or more

Hug

Estimated delivery: Feb 2015

FREQUENTLY ASKED QUESTIONS

- [How do I pledge?](#)
- [When is my card charged?](#)
- [Do I'm only charged if funding succeeds?](#)
- [What can others see about my pledge?](#)
- [What if I want to change my pledge?](#)
- [If this project is funded, how do I get my reward?](#)

By pledging you agree to Kickstarter's [Terms of Use](#) and [Privacy Policy](#).

Pledge

Source: Kickstarter Blog, <https://www.kickstarter.com/blog/making-payments-easier-for-creators-and-backers>

Module 4: POST-CAMPAIGNING. Fulfill

Check your taxes/account

Talking to your tax consultant is important - especially afterwards to avoid unexpected payments.

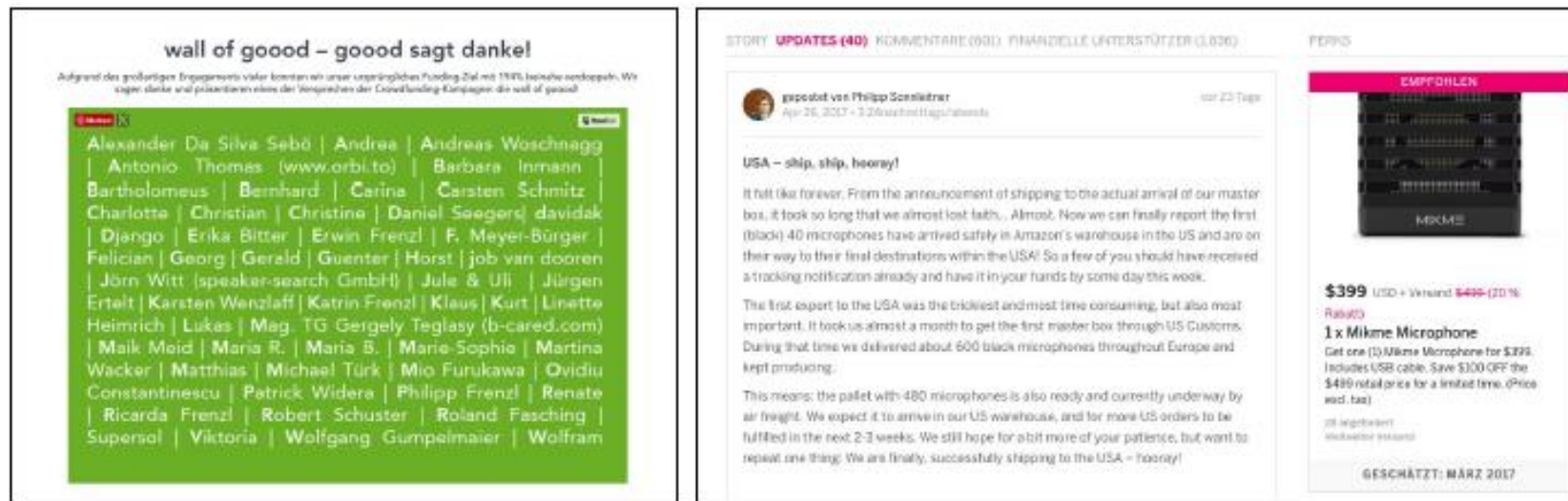
- VAT on Sales for Reward-Based
- Income Tax for Donation- and Reward-Based
- Capital Tax for Equity- and Lending-Based

Source: Crowd-fund-port

Module 4: POST-CAMPAIGNING. Fulfill!

Reward supporters as promised

No matter if you promised a reward or regular updates, do not forget to fulfill them as soon as possible.

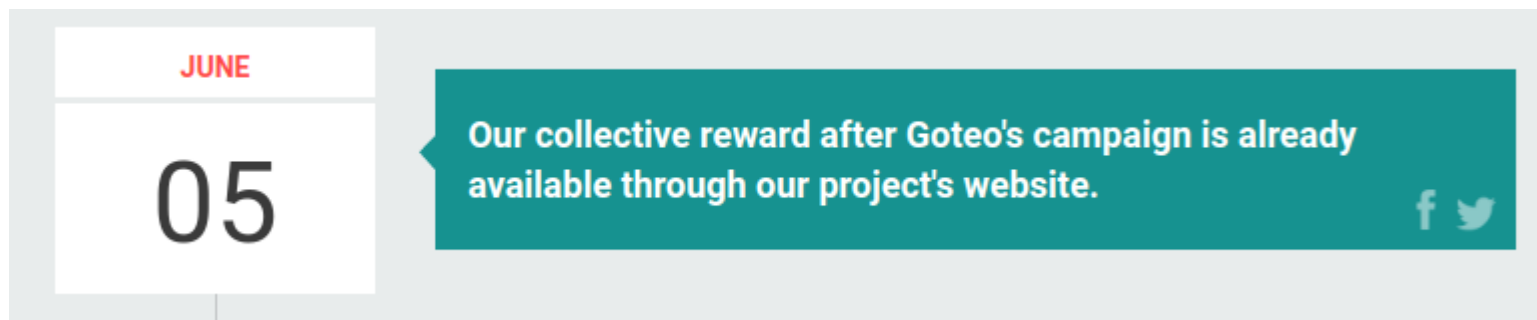
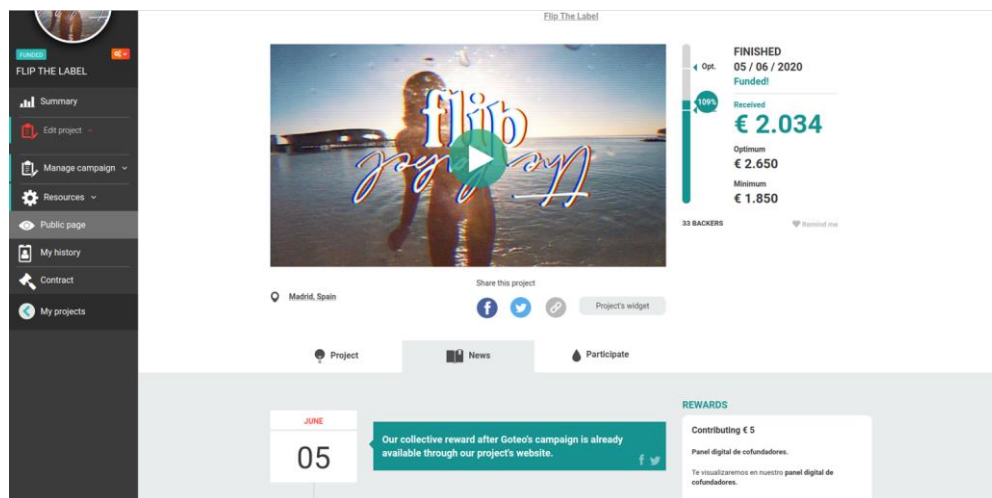


Source: goood on Startnext, <https://www.startnext.com/goood>; goood Blog, <https://www.goood.de/blog/wall-of-goood-goood-sagt-danke>; MIKME on Indiegogo, <https://www.indiegogo.com/projects/mikme-wireless-recording-microphone-audio/x/10470871#/updates>

Module 4: POST-CAMPAIGNING. Grow!

Redirect to your online shop

Let people know that you are running a business and that your product is finished by redirecting them to your online shop.



Source: Goteo. Flip the label. <https://en.goteo.org/project/flip-the-label/updates>

Module 4: POST-CAMPAIGNING. Grow!

Write down learnings from your campaign

Even if you fail, try to document your learnings and take your business to the next level.

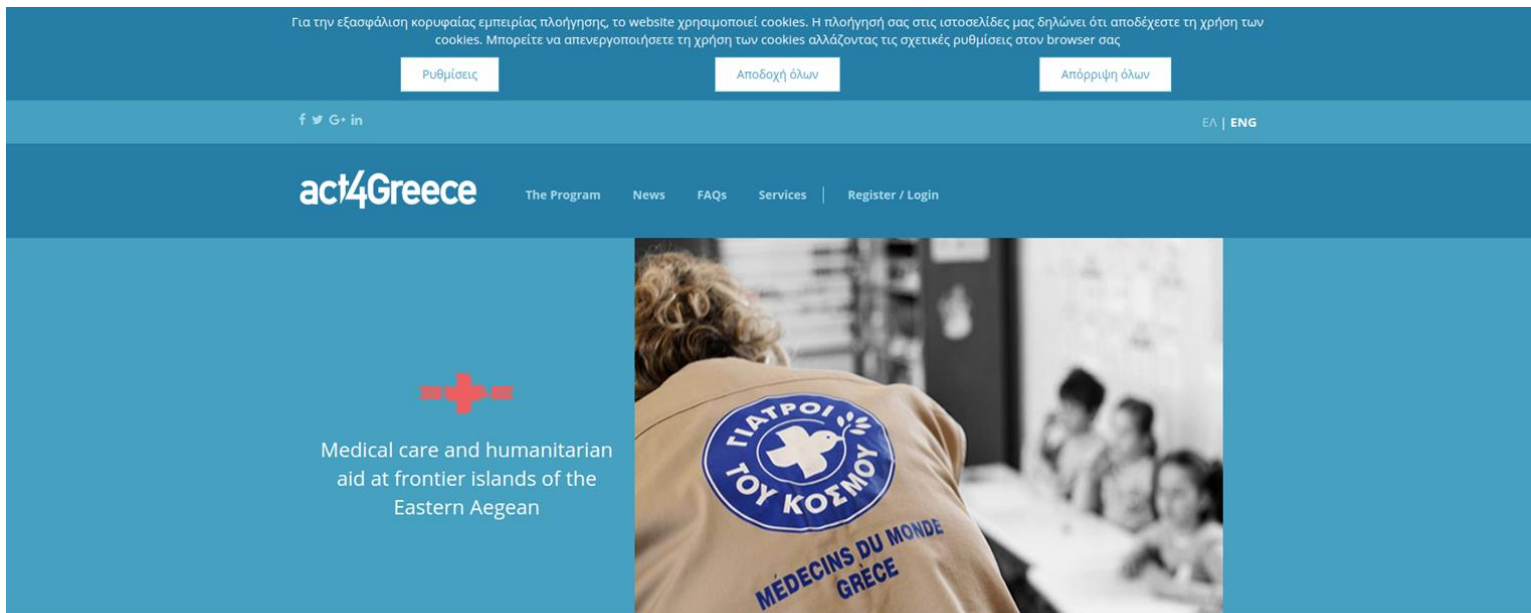
The screenshot shows the Indiegogo website interface. At the top, the Indiegogo logo is on the left, and navigation links 'Explore', 'What We Do', 'For Entrepreneurs', 'Start a Campaign', 'Log In', and 'Sign Up' are on the right. The main content area features a video player on the left with a play button and a 'Watch later' button. To the right of the video, the campaign title 'The Ocean Cleanup: FEASIBILITY STUDY' is displayed, followed by the description 'World's first realistic Ocean Cleanup Concept? Help us determine its feasibility.' and the creator's name 'Boyan Slat' with '1 Campaign | Delft, Netherlands'. Below this, a progress bar shows '€79,690 EUR' raised, '1,997 backers', and '111% of €71,217 Flexible Goal'. A 'FOLLOW' button and social media icons are also present. At the bottom of the video player, there is a text box that reads: 'In our next Kickstarter campaign, As we got a lot of positive feedback we have decided to go ahead and not stop here. Help us to understand? Please help us and fill out our small survey'. To the right of the video player, there is a small box showing '\$401,085 USD' and a progress bar.

Source: Indiegogo. The Ocean Clean Up <https://www.indiegogo.com/projects/the-ocean-cleanup-feasibility-study#/>

Module 4: POST-CAMPAIGNING. Grow!

Identify “true” believers amongst supporters

There are a few supporters who stand out of the Crowd. Contact them and make them to friends or team.



Source: Act4Greece. Medical care and humanitarian aid at frontier islands of the Eastern Aegean.

https://www.act4greece.gr/actions/Action_perithalpsisenisia

Module 4: POST-CAMPAIGNING. Grow!

Work with your success

A successfully funded Crowdfunding campaign helps you reaching your further goals, e.g. more press coverage, new investors etc.

Prepare another Crowdfunding campaign

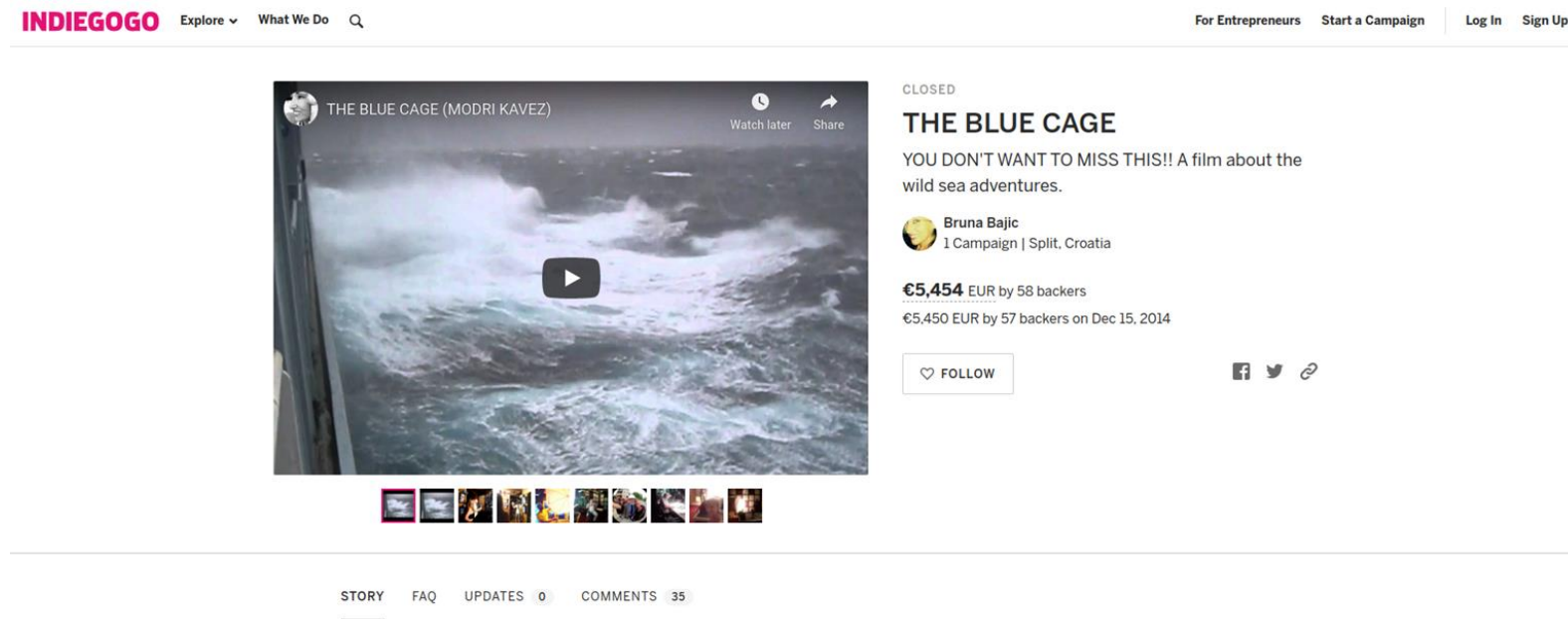
You can use Crowdfunding several times, e.g. for getting initial funding and later finance another product or part of your project.

Source: Crowd-fund-port

Module 4: POST-CAMPAIGNING. Grow!

Establish a Crowd-business

Some artists, but also creative entrepreneurs or journalists integrate Crowdfunding in their business models and follow new approaches.



Source: Indiegogo. <https://www.indiegogo.com/projects/the-blue-cage#/>

Thank you!

Monica Ioannidou Polemitis
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Project Owner

- #1 - Limited knowledge on alternative finance
- #2 - Underestimation of costs
- #3 - Unpredictable market factors
- #4 - Reputational damages due to unfulfillment
- #5 - Exit strategy & fluctuation of cash flows
- #6 - Intellectual Property Right & Copyright infringement
- #7 - Uneven or unclear regulatory system

