

# WEBINAR:Kickstarter Campaigns

3-4pm EST, April 23, 2019



# A Big Welcome!

From the WBUR BizLab team



**JOAN DIMICCO**  
Executive Director



**SARAH BLOOMER**  
Experience Strategist



**LINDSY GOLDBERG**  
Program Manager



**TED FULLER**  
Business Technology & Analytics  
Lead

# WBUR BizLab

- **What is BizLab?**
  - A lab at WBUR testing new revenue ideas for public media
  - <http://publicradiobizlab.org/>
- **CPB & Knight** are funding a 2019 six-station collaboration
- Many stations have already done really interesting (and lucrative) revenue experiments!

# BizLab Webinar Series

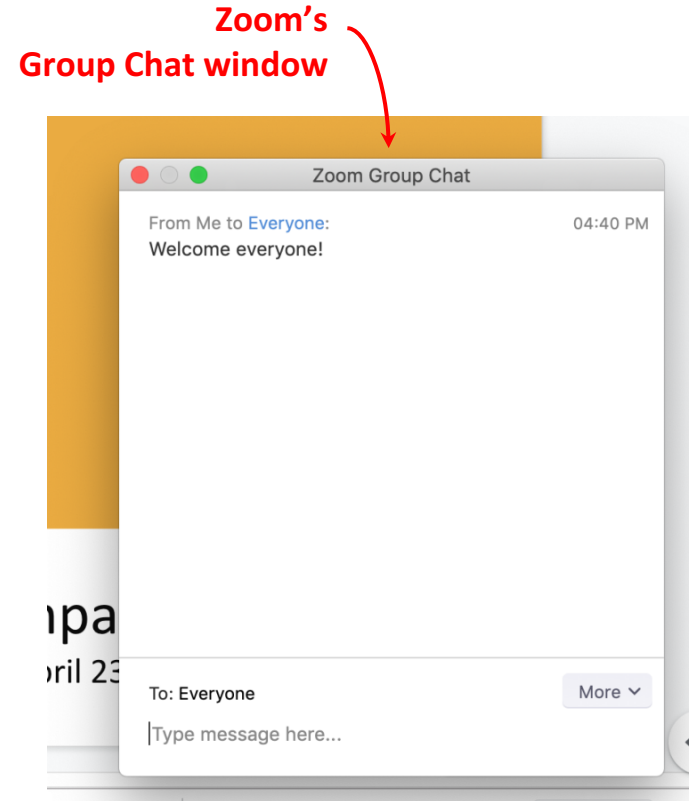
- Different topic every time
  - Always about revenue generation & experimenting
  - Detailed case studies, sharing exactly what works
- 4th Tuesday of the month
  - Slides will be shared afterward through our mailing list
- **Join our mailing list:** <http://publicradiobizlab.org/>
- Follow us on Twitter: @WBURBizLab

Thank you for attending!



# Webinar Logistics

- Zoom meeting, everyone is muted by default on entry
- Ask questions in the chat window!
  - Lindsay Goldberg will facilitate asking questions to presenters



Today's Topic

**KICKSTARTER**

**for PUBLIC  
MEDIA**

# Today's Topic: Kickstarter Campaigns





# Today's Topic: Kickstarter Campaigns



**Courtney Hurtt**  
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# KICKSTARTER

Overview of the basics |

# Overview of the four Kickstarters

<b>Project</b>	<b>2018 Dates</b>	<b>Fundraising Goal</b>	<b>Total Amount Raised</b>	<b>Number of Donors</b>
<b>Framed</b> by WDET	June 28 – July 31	\$15,000	\$19,453	228
<b>Gothamist</b> by WNYC	April 3 – May 4	\$200,000	\$200,147	2,860
<b>LAist</b> by KPCC	May 22 – June 15	\$50,000	\$54,673	1,032
<b>DCist</b> by WAMU	May 22 - June 22	\$75,000	\$86,920	1,449

# Presentations:



**Courtney Hurtt**  
[courtney.hurtt@wdet.org](mailto:courtney.hurtt@wdet.org)



**Dan Fitchette**  
[dfitchette@wnyc.org](mailto:dfitchette@wnyc.org)



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**Maddie Poore**  
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# F R

## Framed by WDET– Photography and stories from Detroit



A photo book and multimedia exhibition of community stories told by Detroit-based photographers and storytellers.

Stay in touch!

Created by

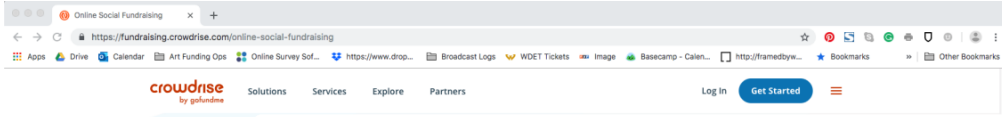
WDET 101.9 FM

228 backers pledged \$19,453 to help bring this project to life.

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# So, why Kickstarter?

- ▶ Offers a **highly engaged** form of giving
- ▶ Reach and engage **new audiences** we typically don't reach during a traditional fundraiser
- ▶ Leverage it as a robust **e-commerce platform** for creative products
- ▶ **Manage the risk** of our idea



Beautiful

# Let's build vibrant communities and crowdgrant Urban Farms & Community Gardens

Patronicity brings together local citizens and sponsors to support great initiatives in their communities.

Need Help? Contact us!

WSU Giving About Apply Now Log In

**\$1,695**

47%  
Raised toward our \$2,500 Goal  
10 Donors

53 DAYS LEFT  
Pledge ends on July 15, at 11:45 AM EDT

> Project Owners

Pledge Support

Support the **Student Pharmacists Inclusion Network (SPIN)**, a student-run peer-mentoring program designed to inspire Wayne State undergrads from diverse backgrounds to pursue PharmD degrees and serve their communities as health care professionals.

Founded in 1988 by impassioned pharmacy student Monica Maxwell (CMI) is





# Integrated giving experience

[Download document »](#)



## ● VALUE PROPOSITION

- ▶ What does the audience value about your product?
- ▶ What makes your service unique?

## ● THE ASK

- ▶ In relation to this service, what are you asking supporters to do?
- ▶ Other than giving money, what else can they do?
- ▶ This most likely starts with a verb!

## ● USER EXPERIENCE

- ▶ How can supporters take this action?
- ▶ Where do they go to show or give their support?

## ● RETURN ON INVESTMENT

- ▶ What will the listener receive in return?
- ▶ This should most likely link to what it is they value

# Content Producers

WDET Staff + Artists

# Membership Team

Strategy + Expertise

# Magazine Partner

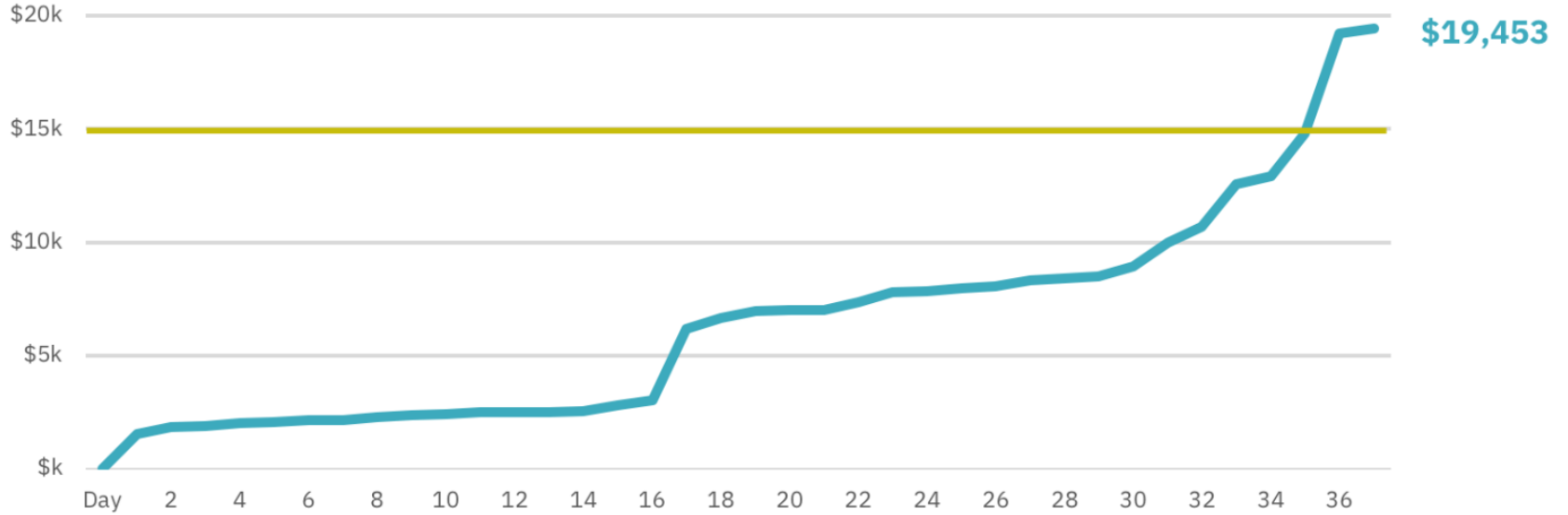
Graphic Design + Outreach

# Kickstarter Coach

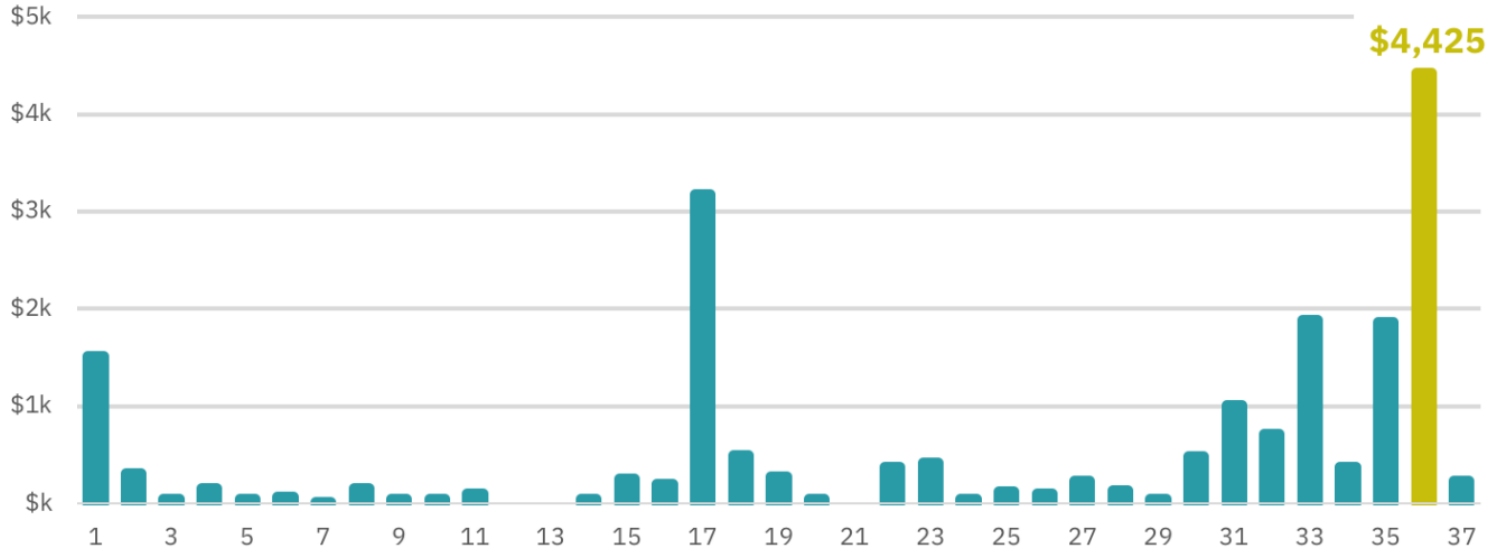
All the above :)

[Contact form »](#)

## Amount pledged over time



## Amount pledged by day



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**Don't panic!** The final days were our strongest.

**66%**

of backers made their pledge during the **last 9 days** of the campaign

**+\$10,500**

**30%**

of backers made their pledge during the **last 3 days** of the campaign

**+\$4,655**



In hindsight, I would have considered ways to build milestones throughout the campaign to build momentum.

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Consider accounting for credit card failures and Kickstarter's processing fees when setting your goal.

**.5%**

of pledges were  
dropped due to  
**payment processing  
failures**

**8%**

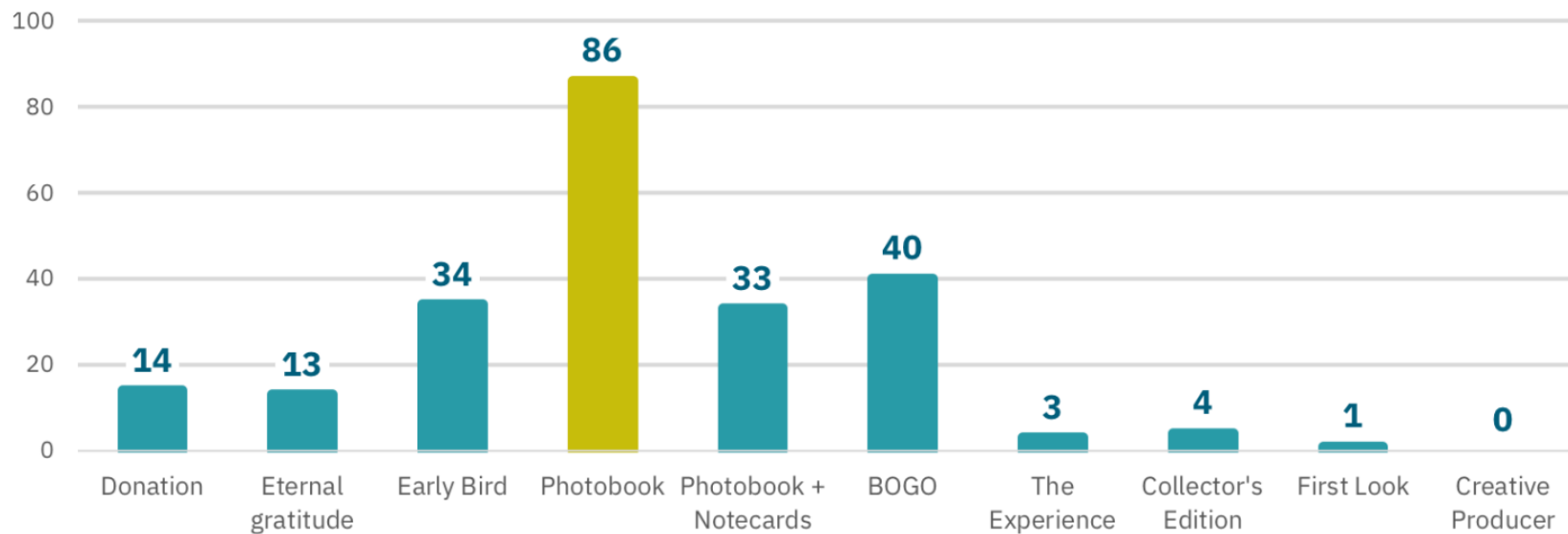
of remaining pledges  
covered Kickstarter's  
**processing fees**

**91%**

of pledges were given to WDET to **fund  
the project**  
**+\$17,764**

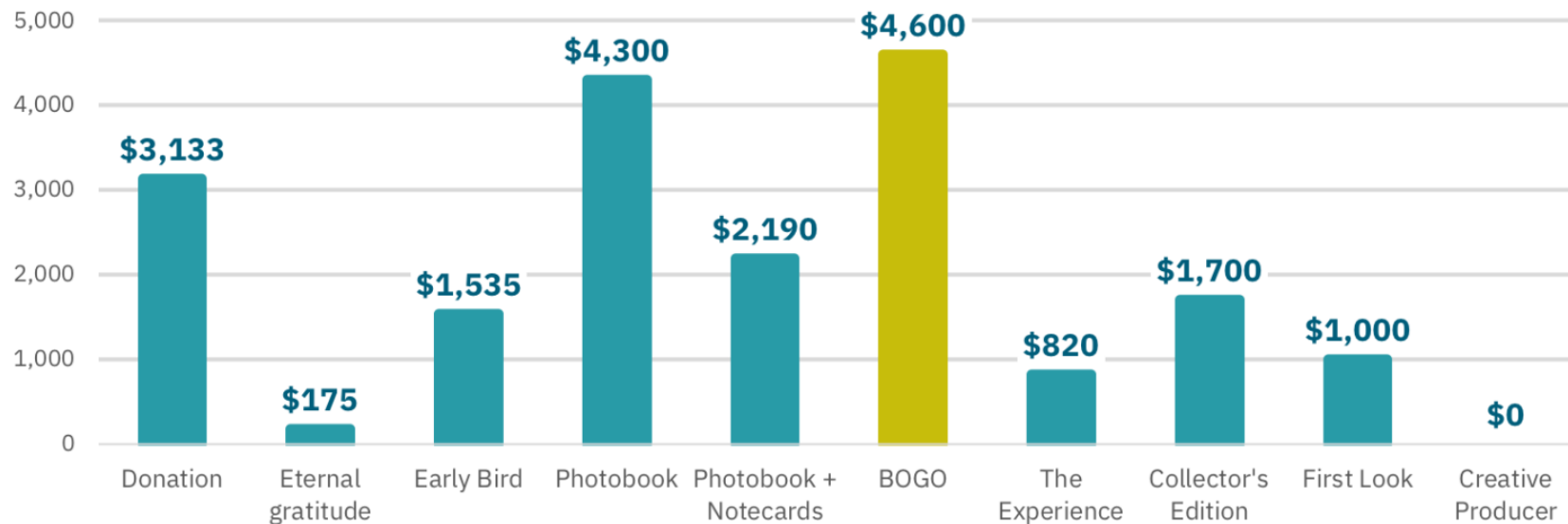
	Eternal gratitude	Early Bird	The photobook	Photobook + Notecards	Buy One, Give One	The experience	Collectors Edition	First look	Creative Producer
Acknowledgment									
Early invitation									
Matched by grant									
Photo book		\$35	\$45		x2		x2 (Signed)	x2 (Signed)	x2 (Signed)
Notecard set					x2		x2	x2	x2
VIP event tickets									x2
Personalized tour									
Review session + special thanks									
<b>Amount</b>	<b>\$10</b>	<b>\$35 + shipping</b>	<b>\$45 + shipping</b>	<b>\$55 + shipping</b>	<b>\$100 + shipping</b>	<b>\$250</b>	<b>\$400</b>	<b>\$1,000</b>	<b>\$2,500</b>

## Number of backers by reward level





## Total amount pledged by reward level



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## What I would've done differently with rewards

- ▶ Have a clearer understanding of the related costs of your project, including shipping!
- ▶ Consider setting reward levels to account for the 9-12% of each pledge that would cover Kickstarter's fees
- ▶ Be more generous with your expected delivery date, especially if it's an item you've never produced before

[Download Kickstarter worksheet »](#)





**Engaged journalism** allows us to interact with people in exciting and meaningful ways.

So, how do we leverage these opportunities to increase financial support from new and existing donors?

NEW TARGET GROUP

# Past attendees

400 CONTACTS

# \$101 AVG. GIFT

*Framed by WDET* listserv subscribers gave the largest average gift

**+\$1,210 in total**

View email »



FRAMED BY WDET



10

COMMUNITIES

18

ARTISTS

160

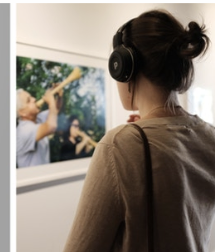
PHOTOS

100

VOICES

Since 2014, WDET has partnered with local photographers and audio journalists to present authentic stories about their own communities and neighbors through a series of radio stories and multimedia installations across metro Detroit.

This year, we have launched a [Kickstarter](#) to produce a *Framed by WDET photo book* and **multimedia exhibition** that will combine—for the first time ever—this entire body of work. [We need your help to make it happen!](#)



NEW TARGET GROUP

# NPR One Listeners

2.5K CONTACTS

# 20

NPR One listeners became backers on  
Kickstarter

**+\$1,350 in total**

Take a listen to outro »



Hi Fellow NPR One Listener,

Courtney Hurtt here from 101.9 FM WDET, Detroit's NPR station. I wanted to take a moment to let you know about a special storytelling series we are releasing on the NPR One app this summer, ***Framed by WDET.***

WDET has paired Detroit-based audio journalists and documentary photographers to present dynamic narratives and images from the city that go beyond the lens of decay.



NEW TARGET GROUP

# People connected to partners

# 22%

of backers knew someone who was involved in the project

+\$2,805 in total



Justin J Millz Milhouse is with Shannon Cason and 1 others.

July 26 at 4:03 PM · 🌐

Proud to be a part of Framed By WDET family. Detroit is full of beautiful stories worth sharing. Check out what has come from my previous work I've done with Detroit's NPR station and now Circus Magazine. [wDET.org/kickstarter](http://wDET.org/kickstarter). Had a great time capturing everyone's portraits!



👍👍 You, Amy Sacka, Alan Chin and 152 others

17 Comments 9 Shares

SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK

**KICKSTARTER**

**WDET.ORG/KICK**

SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK  
SUPPORT OUR PHOTO BOOK



NEW TARGET GROUP

# Featured communities

# 16%

of backers were members of communities  
featured within the project

**+\$2,230 in total**



NEW TARGET GROUP

# Kickstarter community

# 14%

of backers were referred from a Kickstarter  
message or page

**+\$1,515 in total**

## KICKSTARTER

### Congratulations!

We're huge fans of your project and it's now being featured as a Project We Love on Kickstarter. Don't worry about creating any badges or banners (seriously), we've added a neat little one right on your project image and project page.



Keep up the great work and go spread the news!





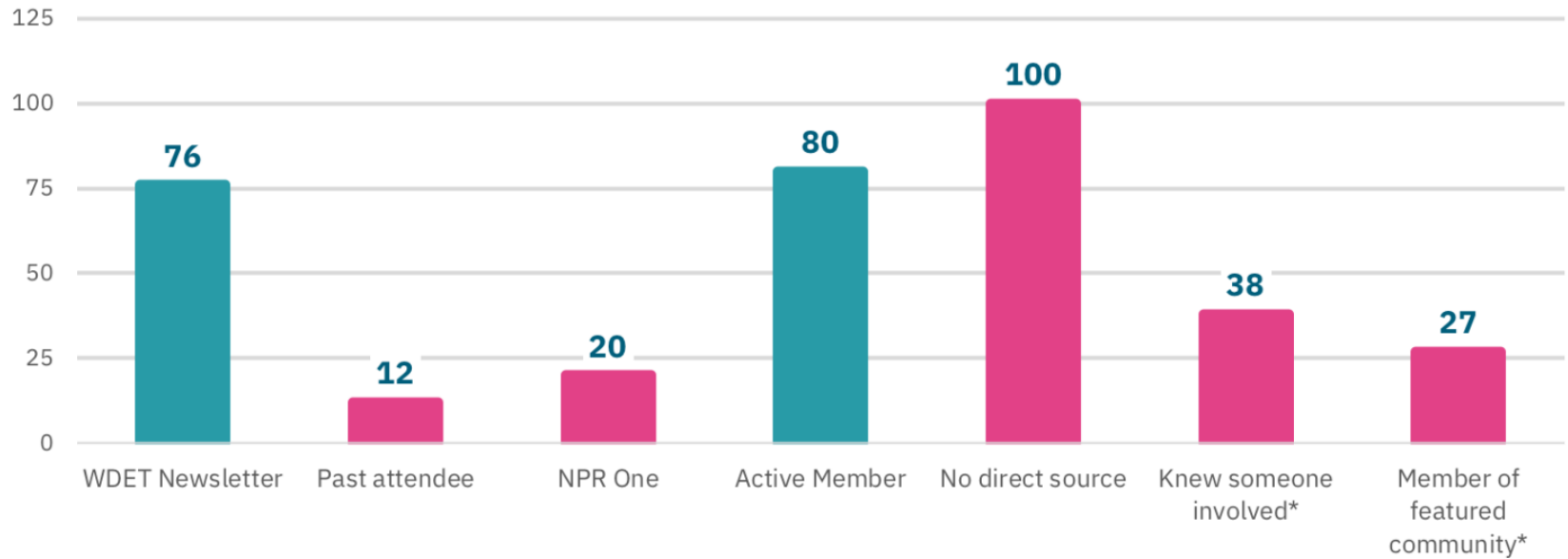
**Newsletter  
Subscribers**  
14k subscribers

**WDET Members**  
14.5k subscribers

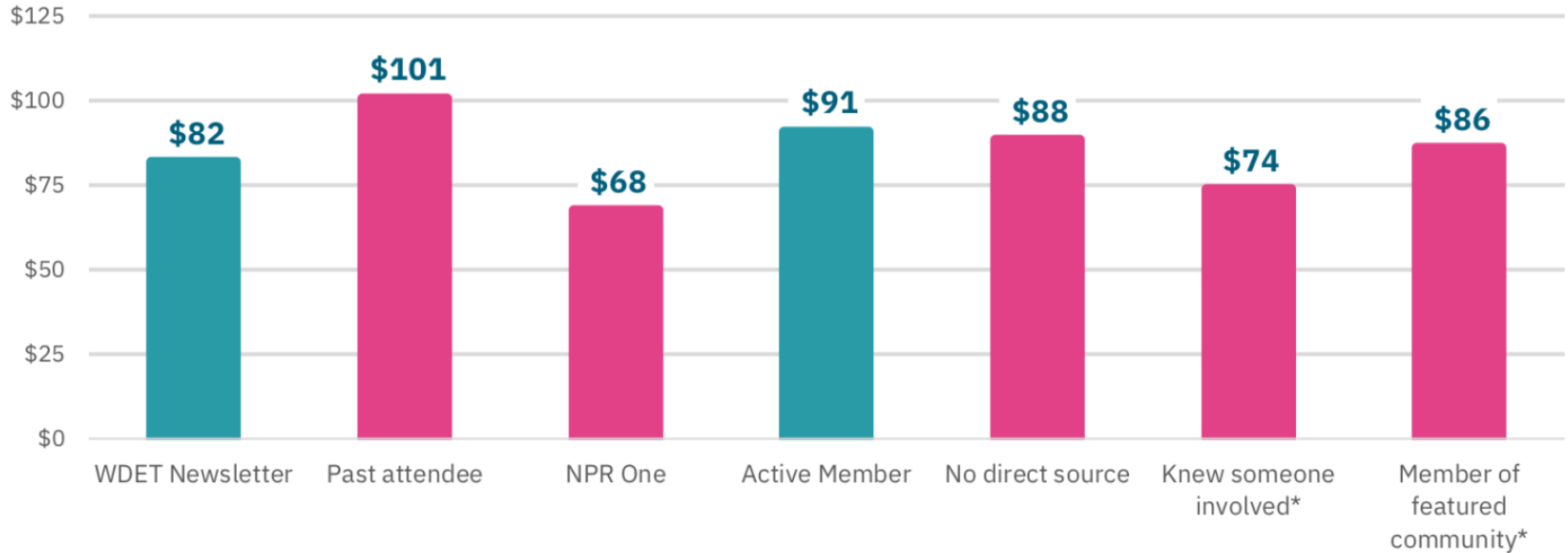
**WDET Listeners**  
120k each week

[Download Kickstarter worksheet »](#)

## Number of backers by audience group



## Average gift by audience group



NEW TARGET GROUP

# People who follow Detroit's arts and culture

# 161

people became new subscribers through our social ad campaign, but none actually backed the project.

Our most successful ad message »

**WDET 101.9FM**  
Sponsored · 🌐

Detroit's NPR station is trying something new!  
Sign up— and you'll be the first to hear about it.  
#documentaryphotography #detroit

—  
Image by Detroit-based photographer Amy Sacka [IG: @amysacka]

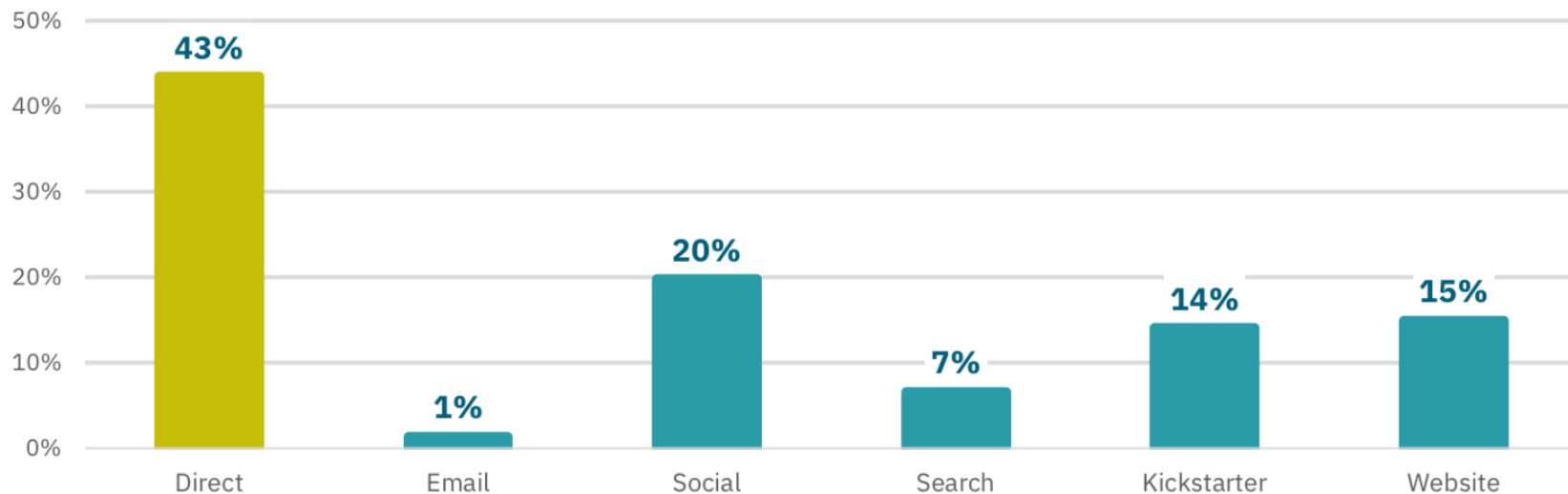
[WDET.ORG/NEW](https://www.wdet.org/new)  
**Detroit's NPR station is trying something new.**

👍 Theon Delgado Sr. and 12 others  
1 Comment 3 Shares

👍 Like    💬 Comment    ➦ Share



## Percentage of gifts by referral source





Some things we are still thinking about ....

Should Kickstarter backers become WDET members?

Should we integrate backers into our membership database or regular station communications? If so,

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## Key lessons that go beyond Kickstarter ...

**Engaged journalism** allows us to reach new audiences in deep and meaningful ways that provide unique opportunities to design new forms of support

**Collaboration across departments** accelerates our ability to generate new ideas as well as execute new giving experiences

Consider ways to **leverage relationships with community members and project contributors** to expand the reach of your campaign

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... but wait, there's more 

This past year, WDET explored ways to grow and sustain engaged journalism. With support from the Democracy Fund, they are documenting some case studies and tools to be shared with other local and non-profit media organizations.

Worksheet: Integrated giving experience questionnaire

Literature Review: Future Forward Strategies in Media

Inspiration: Other projects to be inspired by for your project

Resources: The Kickstarter guide for non profit organizations



## Bring Back Gothamist



Gothamist has joined New York institution WNYC, now they need you to step up and bring the site back to its former glory.

[www.gothamist.com](http://www.gothamist.com)

Created by

Gothamist

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2,860 backers pledged \$200,147 to help bring this project to life.

# Background

- Gothamist shut down in November 2017
- NYPR acquired Gothamist in February 2018
- Gothamist Kickstarter launched in April 2018
- Raised \$200,147 during course of campaign - most successful U.S.-based journalism Kickstarter ever

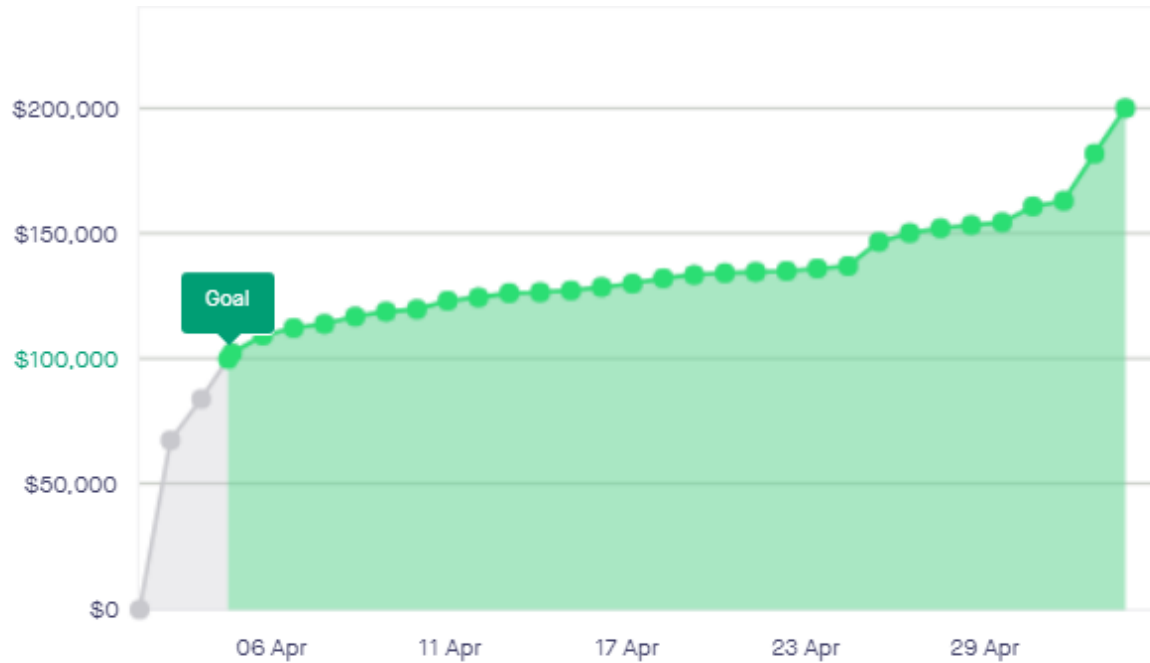
# Why a Gothamist Kickstarter?

- Unique fundraising project that lent itself well to Kickstarter
- Able to present as a compelling narrative
- No website or other assets for direct fundraising
- Focus on raising money from a new audience
- Need to raise goal in a short amount of time
  - Kickstarter comes with built-in urgency to drive action
- Leverage results of Kickstarter as a launchpad for future membership

# Building a successful campaign

- \$200,000 goal - set based on funding needs around acquisition
- Launched with initial \$100,000 public goal
  - Set an initial goal we could reach in first week
  - Announced “stretch goal” in third week
- Collaboration across the organization
- Structured campaigns with future membership in mind
  - Produced core premiums as rewards (mug, totebag, etc.)
- Included higher levels (\$1,000+) - worked with our major gifts team to find backers at higher levels
- Lots of collaboration and constant campaign upkeep
  - Doing something to keep momentum going every day

# Campaign overview



# Building and Maintaining Momentum

- E-blasts throughout the campaign
  - Sent 5 blasts during campaign - average 17.6% open rate
  - Launch day blast was largest overall driver of response - 371 pledges
  - Active email collection throughout campaign to add people to pipeline
- Updates on Kickstarter
  - Sent 11 updates over the 30 days
  - Featured placements/promotion by Kickstarter
- Social/External promotion (Twitter, Facebook, Instagram) throughout campaign
  - Twitter was most effective - 244 pledges
  - External referrers responsible for 50% of all pledges
- Relaunch of Gothamist.com in third week
  - Showed what was coming back - proof of concept for successful campaign
  - Highlighted what the partnership between WNYC and Gothamist
- Revealed special rewards throughout campaign - reason to reach out

# The Results

- \$200,147 raised
- 2,860 backers
- \$69.98 average pledge
- 72% of all pledges were \$75 and under
  - 17% of backers chose no reward
- The most successful U.S.-based journalism Kickstarter in history

# Let's Relaunch DCist Together



If you're looking to support us, stay tuned! We had a successful campaign and are excited to be a part of WAMU.

Follow along!

Created by

DCist

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**1,449 backers** pledged \$86,920 to help bring this project to life.



## EMAIL

**Email database size:** 31k

**Open rates:** 27% - 18%

**Unique click through rates:** 4.6% - 1.5%

**Results:** Email #1 was most successful raising \$13,111 from 231 people

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**In total:** email raised \$25,024 from 464 people.

## SOCIAL

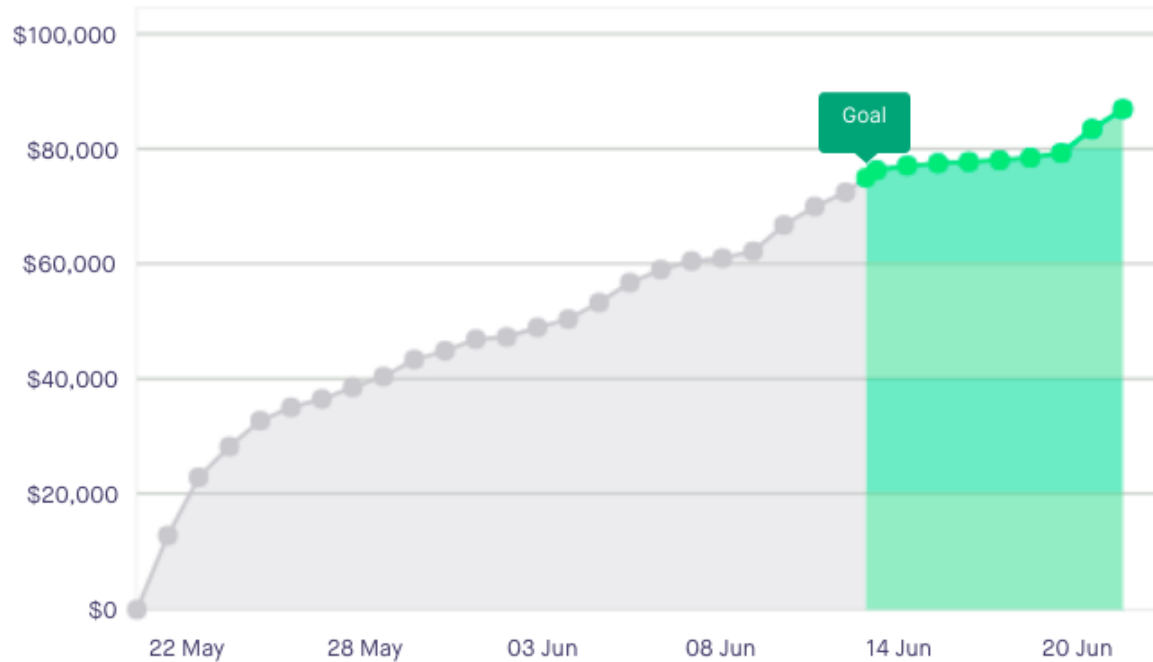
**Total:** \$17,486 (296 donors)

**Twitter** \$11,556 (197 donors)

**Facebook** \$3,755.00 (75 donors)

**Instagram** \$2,175.00 (24 donors)

## Funding progress



## Pledges

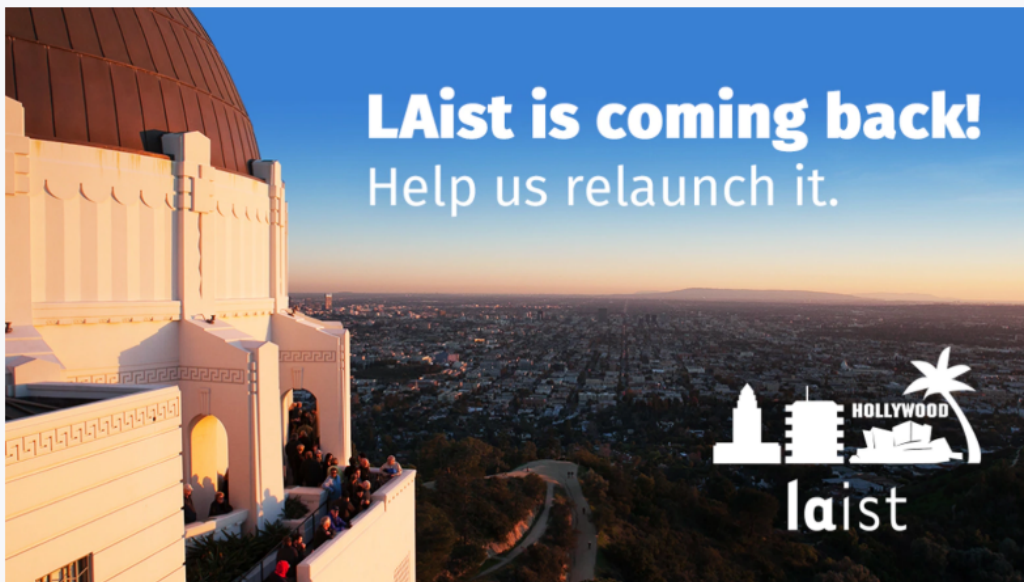


**\$59.99**  
Avg. pledge

- 9% **\$8,446**  
Pledged via Kickstarter
- 55% **\$48,458**  
Pledged via external referrers
- 34% **\$30,016**  
Pledged via custom referrers



## Bring LAist back!



LAist has joined forces with KPCC to bring back the website you love. It's a rich partnership — but not in actual money. We need you.

Created by

LAist

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1,032 backers pledged \$54,673 to help bring this project to life.

# ↖ Kickstarter

**Tone:** Familiar, Down-to-earth, Educational

**Strategies:** Fundraising Team ↔ Content

**Results:** \$54,673 from 1,032 donors  
over a 20-day campaign



Pledge \$10 or more

LAist Ally

Get bragging rights that you helped bring back LAist. We'll also sign you up for the fabulous, forthcoming newsletter — the ultimate easy way to keep up with the news and all the best things to do around L.A.

INCLUDES:

- LAist Newsletter

ESTIMATED DELIVERY

Jun 2018

243 backers



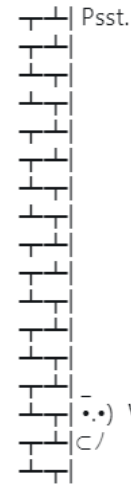
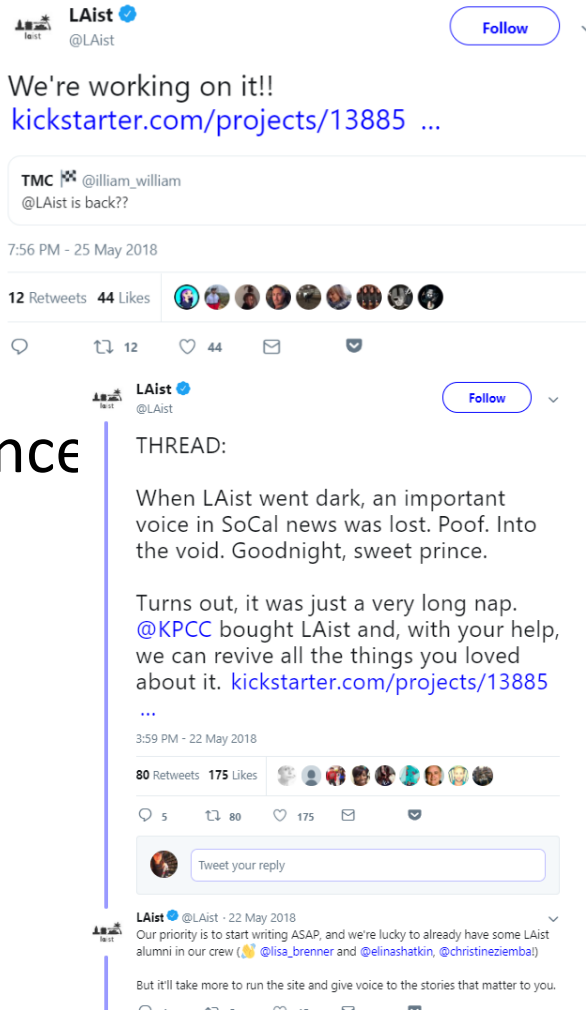
# Social

## Strategies:

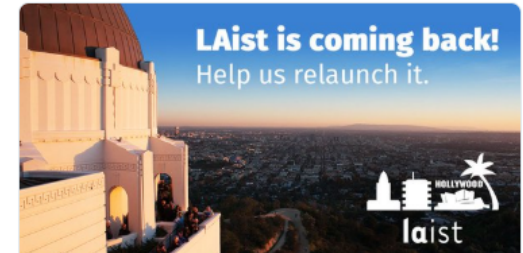
- Plan ahead
- Contact local influence
- Have fun

## Results:

- \$13k from social  
(second largest source after email)



THANK YOU !!!



Bring LAist back!  
LAist has joined forces with KPCC to bring back the website you love. It's a rich partnership — but not in actual money. We need you.  
kickstarter.com



# Community Outreach

- Expand and reach your audience where they are in the community
- Use local artists to design merch
- Promotional one-sheet



- arnedoodle** This is such a cool wall! Love this pic of Charlie!  
37w 3 likes Reply
- iamasuperhiro** Charlie finds the best walls!  
37w 2 likes Reply
- armigp** Where is this? 🙄  
37w 1 like Reply
- charlie\_dog\_in\_la @armigp** Everson Royce Bar downtown  
37w 3 likes Reply



# Lessons Learned

**Social lessons:** Collaborate with content

**Community Outreach lessons:** Be picky and creative

**Kickstarter lessons:** Backers are reward and outcome driven







# Discussion and Q&A

# Thank you to our presenters!



**Courtney Hurtt**  
[courtney.hurtt@wdet.org](mailto:courtney.hurtt@wdet.org)



**Dan Fitchette**  
[dfitchette@wnyc.org](mailto:dfitchette@wnyc.org)



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Thank you for attending!

[bizlab@wbur.org](mailto:bizlab@wbur.org)