

# How to Make Money With Your iOS App: PatronKit

There are a few ways to support your app development efforts, including freemium, ads, and in-app purchases. One that was recently made popular by [Overcast](#) is called “the patronage model.” (Spoiler: I built [something](#) to help with patronage.)

In the patronage model your app is entirely free. The only different thing is the addition of a screen that allows users to optionally pay you some money through an in-app purchase. The IAP doesn’t unlock any features, but it allows users to say thank you for your hard work.

I recently met Overcast’s developer, [Marco Arment](#), at the Apple TV Tech Talks in New York City. He was really kind and answered a few questions I had about how he implemented patronage in his app. When I started implementing it in [Ultimate Zmanim](#), I realized that I could abstract it out into a framework.

So, I’m proud to introduce [PatronKit](#). PatronKit allows you to build the patronage model into your app with just a few lines of code. Have a look at the GitHub repo, and give it a star if you’d like.

PatronKit works by collecting in-app purchases that you specify and presenting them to your users in a table view controller. (The in-app purchase product identifiers follow a simple convention. They end with a period/full-stop followed by a number, representing length of patronage in months.) Once you specify which product identifiers to use, and turn on CloudKit entitlements, PatronKit takes over.

When a user “purchases patronage,” PatronKit records the product identifier in iCloud, and then figures out when the patronage expires, based on previous purchases and the product identifier. Then it updates the total number of people who became patrons which it uses to encourage others to become patrons.

PatronKit will show the user when their patronage expires, and how many people became patrons this month. (In Overcast, the app dynamically changes “month” to shorter or longer units of time, depending on what is the shortest unit of time that yields a respectable number of patrons. I’d like to implement this in the future.)

PatronKit also downloads the number of reviews for the current app version from the iTunes API. Although PatronKit doesn’t display this to you, it makes the data available for you to show to your users in the appropriate place.

I haven't submitted it in any live apps yet, but I'll report back once App Review has a chance to poke around it. If you like PatronKit, please leave a star on GitHub, and consider submitting a PR. If you use PatronKit in an app, tweet at me: [@bermaniastudios](https://twitter.com/bermaniastudios).

Best of luck!