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KICKSTARTER
#BlackLivesMatter

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Our Rules

Kickstarter is a community of people committed to bringing creative projects to life.

We welcome and support projects from a variety of categories: Art, Comics, Crafts, Dance, Design, Fashion, Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology, and Theater. Here are five rules every Kickstarter project must follow.

✓ **Projects must create something to share with others.**

Kickstarter can be used to create all sorts of things: art and gadgets, events and spaces, ideas and experiences. But every project needs a plan for creating something and sharing it with the world. At some point, the creator should be able to say: “It’s finished. Here’s what we created. Enjoy!”

✓ **Projects must be honest and clearly presented.**

Our community is built on trust and communication. Projects can’t mislead people or misrepresent facts, and creators should be candid about what they plan to accomplish. When a project involves manufacturing and distributing something complex, like a gadget, we require projects to show backers a prototype of what they’re making, and we prohibit the use of misleading imagery.

- **Prototype demonstration** should reflect a product's current state and should not include any CGI or special effects to demonstrate functionality that does not yet exist. If a project requires software and hardware integration, creators are required to show that functionality and any dependency clearly, or disclose that it has not yet been developed.
- **Misleading imagery** includes photorealistic renderings and heavily edited or manipulated images or videos that could give backers a false impression of a product's current stage of development.

Additional context on our rules requiring prototypes and prohibiting misleading imagery can be found [here](#). Further guidance on crafting an honest and clearly presented project can be found [here](#).

✓ Projects can't fundraise for charity.

While nonprofits are welcome to [launch projects on Kickstarter](#), projects can't promise to raise funds to donate to a charity or cause. Funds raised on Kickstarter must go towards facilitating the project outlined by the creator on the project page.

✓ Projects can't offer equity.

Investment is not permitted on Kickstarter. Projects can't offer incentives like equity, revenue sharing, or investment opportunities.

✓ Projects can't involve prohibited items.

We do not allow any of [these things](#).

These rules don't cover every possible use of Kickstarter, but they explain our purpose and perspective.

We value community.
View our policies for
etiquette on Kickstarter.

Have a question about
starting a project?
We're here to help.

We're all capable of
making incredible
things. A few tips to get
started.

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