

Dear Members of the Kickstarter Board of Directors,

We're writing on behalf of Kickstarter United to share context on our contract campaign and to ask for your support on the Union's two central priorities.

As you may be aware, our Union is a form of distributed ownership and collective stewardship of Kickstarter—a company we all care about so deeply. We fought for this union to strengthen Kickstarter's mission and values, not dilute them. Yet in recent years, we've seen decisions made by leadership that lean more toward grind culture than toward the creative, values-driven approach our PBC charter calls for. This has raised concerns among contributors who came to Kickstarter precisely because it has never been about profit above all. From the start, it has stood firm in its commitments to being innovative and principled. We're now asking for your support to ensure those commitments remain strong.

Specifically, we are seeking your endorsement of our top priorities:

1. Codifying the 32-hour, 4-day work week that has been our reality for over three years
2. Raising compensation for the lowest-paid employees, who are often front-line support to our valuable community of backers and creators.

Why we want to codify the 32-hour, 4-day work week

Kickstarter has worked successfully under a 4-day, 32-hour model for three and a half years. We've adapted how we work to maintain the same output in less time, while also creating space for employees to invest in their creative lives, their personal lives, and their community. This is not an experiment—it is a proven model that protects against burnout while enabling us to sustainably meet our business commitments.

This approach is fully in line with the ethos that makes Kickstarter what it is: creative, principled, and values-driven. Our charter promises that "Kickstarter's operations will reflect its values." To us, that means designing our workplace in a way that prizes well-being and creativity—not just profit.

Why we want to raise compensation for our lowest-paid colleagues

Currently, salaries are benchmarked at the 60th percentile nationally, but this leaves many Kickstarter employees earning less than \$85K—low enough to qualify for affordable housing in some regions. This system undervalues roles critical to our backers and creators, including Trust & Safety analysts, who protect our platform from fraud; customer support specialists, who retain countless creators with their expertise, patience, and empathy; and our outreach team members, whose deep relationship with creators keeps vital blockbuster and repeat campaigns on Kickstarter.

The market may undervalue this work, but Kickstarter cannot. These are the employees whose efforts directly sustain our community and business. At a mission-driven company, every contributor should be able to thrive—and not just survive.

How these two priorities connect to Kickstarter's PBC mission

Our contract fight is not just about Kickstarter. It ties directly into the broader movement for a more just and sustainable tech and creator labor market—and we know that this is a value that members of this board have publicly championed. To quote Fred Wilson, “We think companies that align their values with their customers and communities will benefit over the long term, not suffer. And that alignment can produce value for shareholders sustainably and profitably.”

Kickstarter was the first of its kind, and it once led by example in progressive work policy. Now we have the opportunity to lead again. This contract is a chance to reaffirm Kickstarter's role as both a moral and practical leader in shaping the future of work.

What we are asking from you

- Join us for our next bargaining session on Wednesday, September 11th.

- Publicly endorse these two key priorities, codifying the 4-day, 32-hour work week and raising the minimum salary for our lowest-paid workers
- Encourage leadership to negotiate in good faith toward a fair contract
- Uphold Kickstarter's commitments to its workers and its status as a public benefit charter

We believe that our Union and the Board share the same goal: a thriving, creative, and equitable Kickstarter. With your support, we can secure a contract that reflects the company's values and strengthens its mission for years to come.