

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!

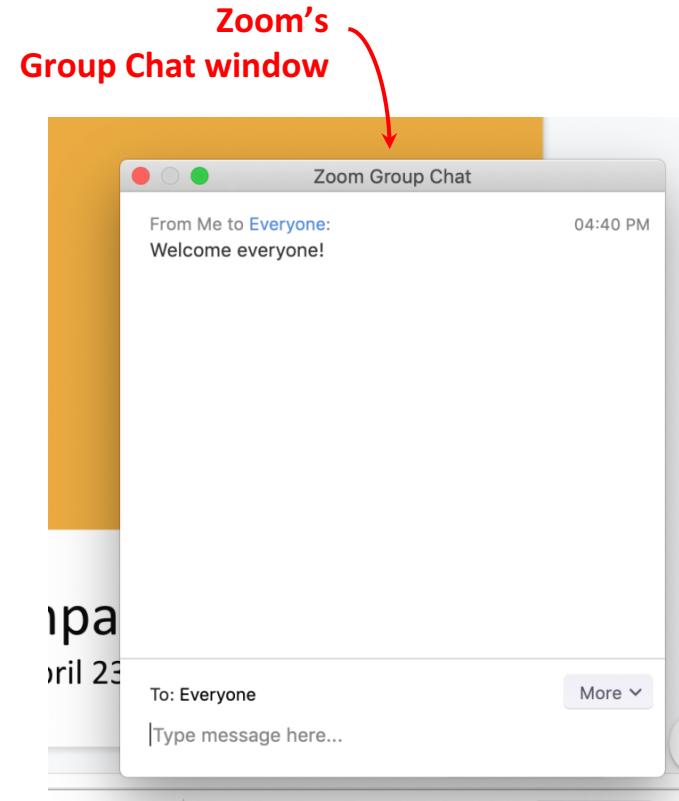
A collage of city names and their associated public media stations, arranged in a cluster. The cities and stations include:

- WGTE Seattle
- Boise
- WGBH Illinois
- Philly
- LPM Louisville
- Toledo
- Birmingham
- WBHM
- KQED Washington
- Boston
- WBUR
- WILL WHYY
- CPB Cleveland
- KUOW
- NPR
- Ann Arbor
- San Fran



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 Hurttt
courtney.hurttt@wdet.org



Dan Fitchette
dfitchette@wnyc.org



Deanna Archetto
darchetto@scpr.org
Alex Schaffert
aschaffert@scpr.org



Maddie Poore
poore@wamu.org

KICKSTARTER

Overview of the basics |

Overview of the four Kickstarters

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

Presentations:



Courtney Hurtt
courtney.hurtt@wdet.org



Dan Fitchette
dfitchette@wnyc.org



Deanna Archetto
darchetto@scpr.org
Alex Schaffert
aschaffert@scpr.org



Maddie Poore
poore@wamu.org



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.

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

Online Social Fundraising x

https://fundraising.crowdrise.com/online-social-fundraising

crowdrise by gofundme Solutions Services Explore Partners Log In Get Started

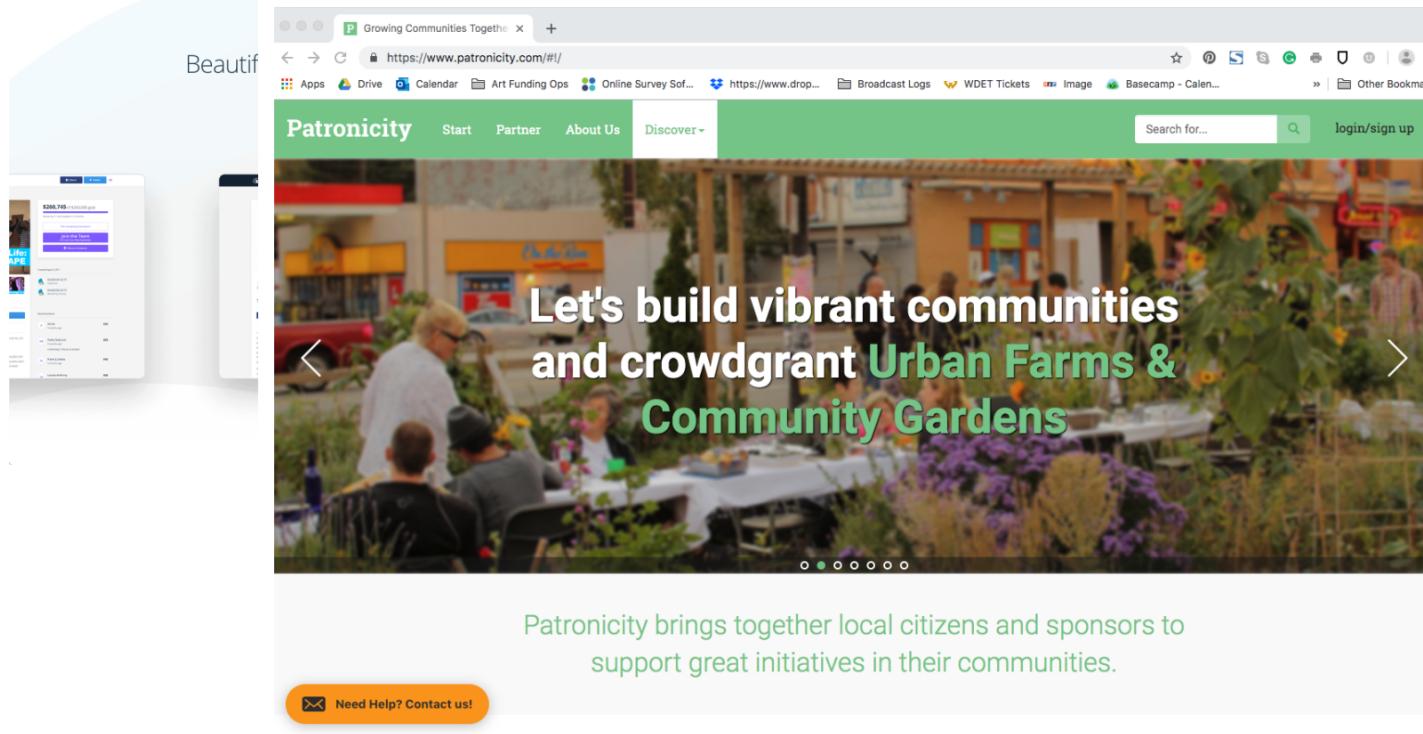


Beautiful

Growing Communities Together x

https://www.patronicity.com/#!/

Patronicity Start Partner About Us Discover Search for... login/sign up



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.

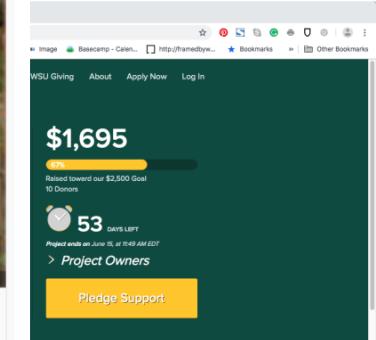
Need Help? Contact us!

WSU Giving About Apply Now Log In

\$1,695 4% Raised toward our \$2,500 Goal 10 Donors

53 DAYS LEFT Project ends on June 15, at 11:49 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.

Enacted in 2018 by accomplished pharmacists at Wayne State University College of Pharmacy.

Integrated giving experience

[Download document »](#)



Content Producers

WDET Staff + Artists

Membership Team

Strategy + Expertise

Magazine Partner

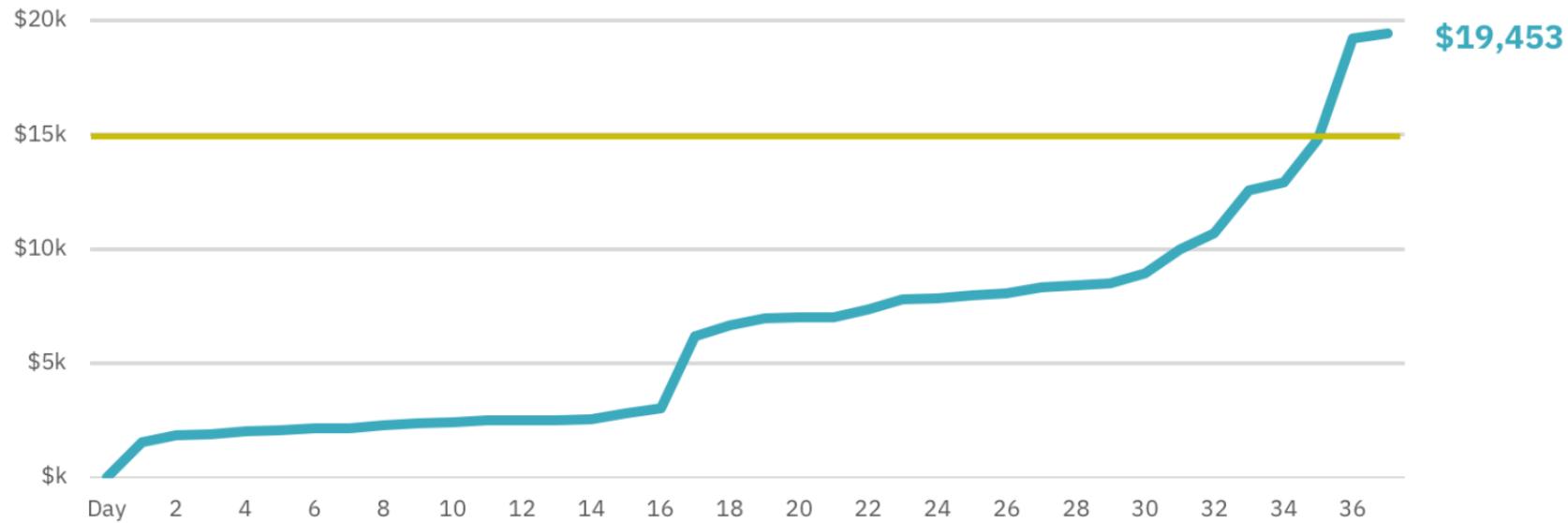
Graphic Design + Outreach

Kickstarter Coach

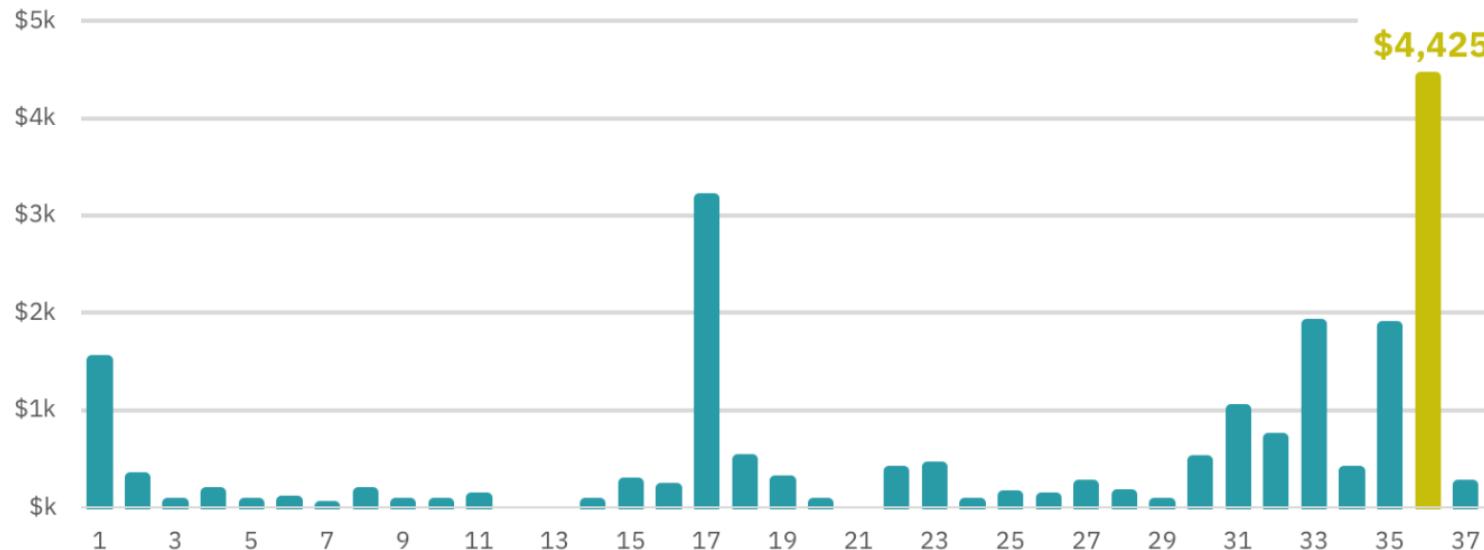
All the above :)

[Contact form »](#)

Amount pledged over time



Amount pledged by day



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.

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**

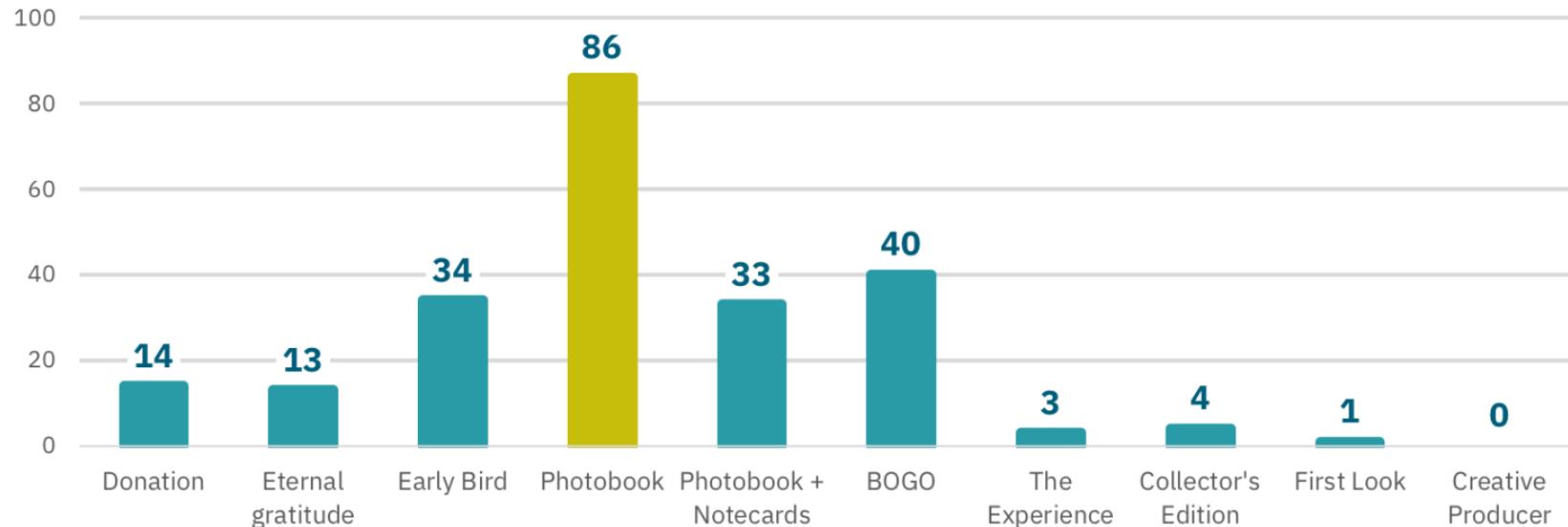
+\$17,764



	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									
Amount	\$10	\$35 + shipping	\$45 + shipping	\$55 + shipping	\$100 + shipping	\$250	\$400	\$1,000	\$2,500



Number of backers by reward level



Total amount pledged by reward level



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 Hurtz 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 JMillz Milhouse is with Shannon Cason and 152 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 previous work I've done with Detroit's NPR station and now Circus Magazine. 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](http://wdet.org/kick)

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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

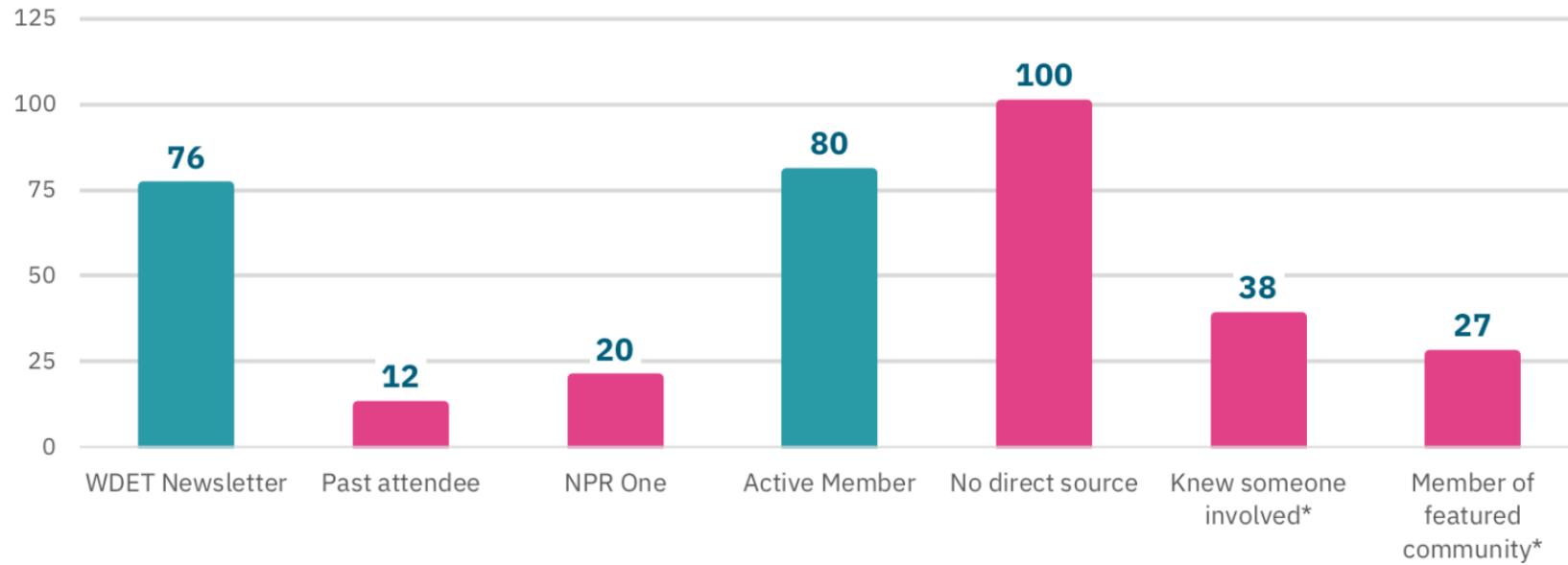
14k subscribers

WDET Members
14.5k subscribers

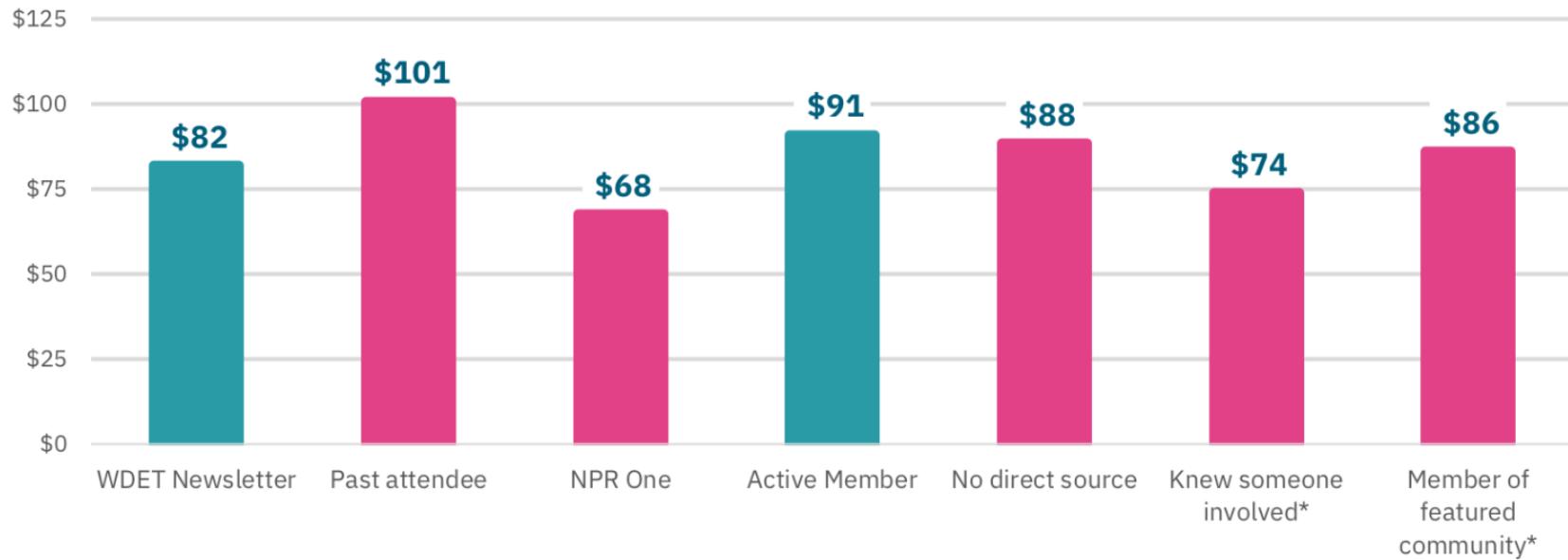
WDET Listeners
120k each week

[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
Detroit's NPR station is
trying something new.

SUBSCRIBE

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



Like



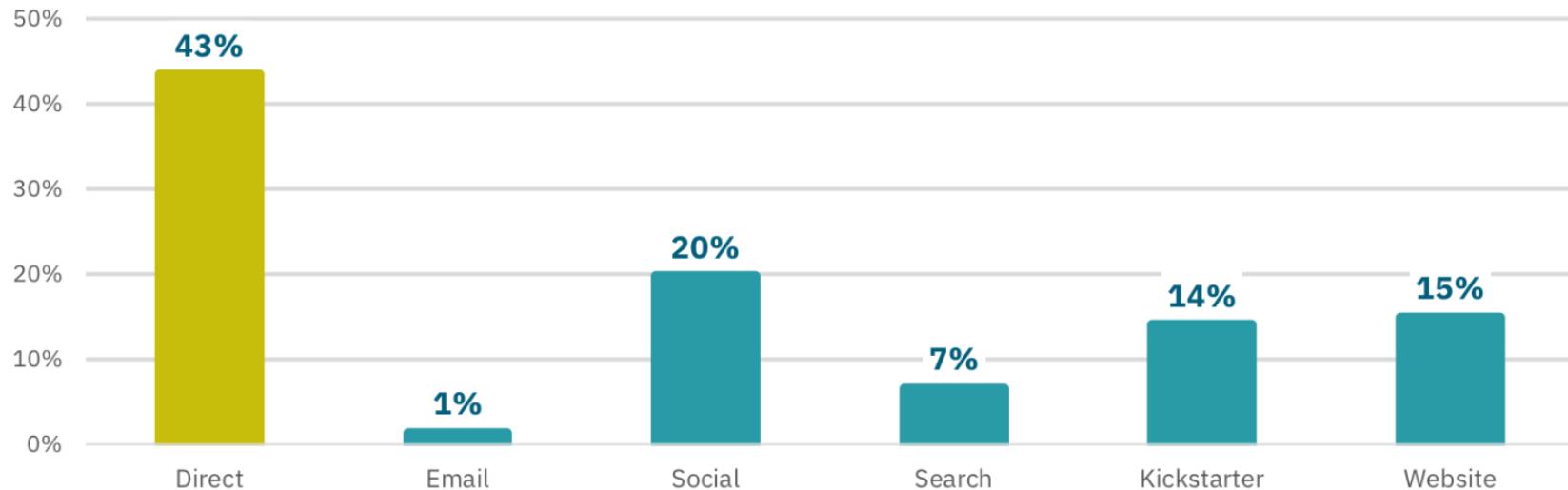
Comment



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,
1 - 2

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

... 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

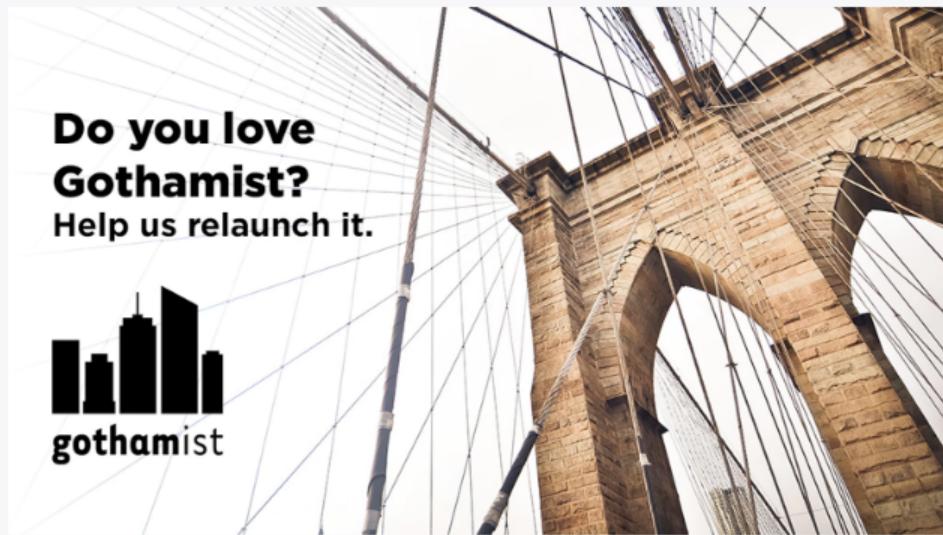
Literature Review: Future Forward Strategies in Media

Inspiration: Other projects to be inspired by for your project

Resources: The Kickstarter guide for non profit organizations

KICKSTARTER

Bring Back Gothamist



**Do you love
Gothamist?
Help us relaunch it.**

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

Created by

Gothamist

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

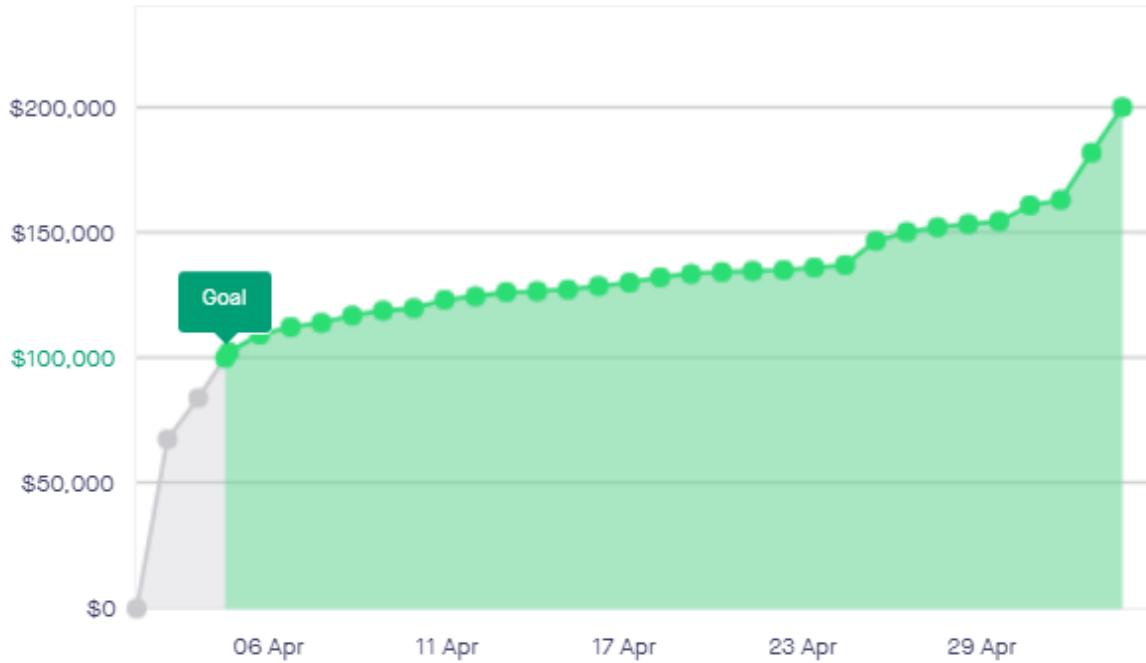
Why a Gothamist Kickstarter?

- 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

**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

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

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

SOCIAL

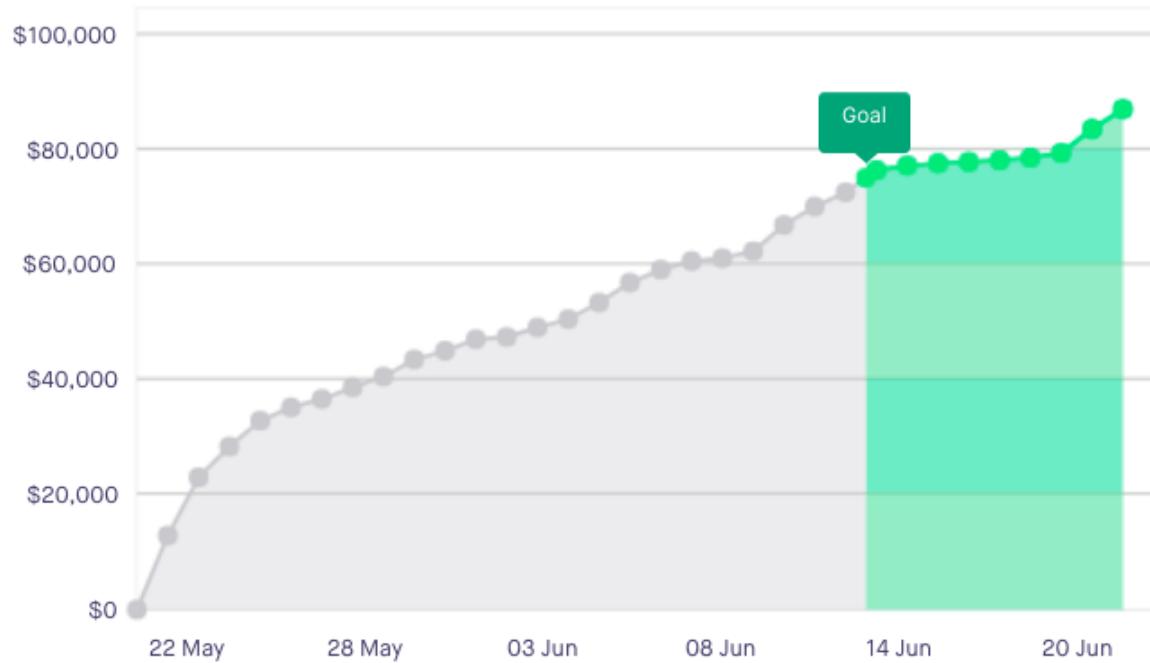
Total: \$17,486 (296 donors)

Twitter \$11,556 (197 donors)

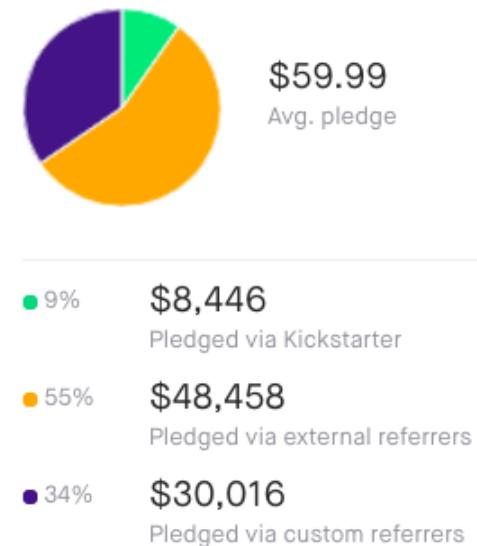
Facebook \$3,755.00 (75 donors)

Instagram \$2,175.00 (24 donors)

Funding progress

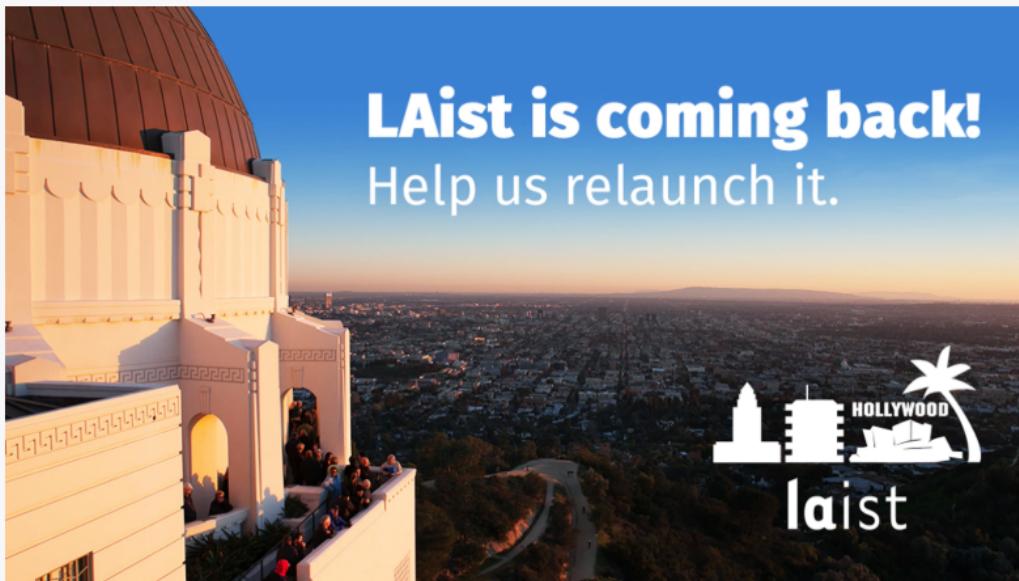


Pledges





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

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

Kickstarter

Tone: Familiar, Down-to-earth, Educative

Strategies: Fundraising Team

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

Results: \$54,673 from 1,032 donors

over a 20-day campaign



Social Strategies:

- Plan ahead
- Contact local influence
- Have fun

Results:

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



LAist

@LAist

Follow

We're working on it!! kickstarter.com/projects/13885 ...

TMC @illiam_william
@LAist is back??

7:56 PM - 25 May 2018

12 Retweets 44 Likes

LAist @LAist

Follow

THREAD:

When LAist went dark, an important voice in SoCal news was lost. Poof. Into the void. Goodnight, sweet prince.

Turns out, it was just a very long nap. @KPCC bought LAist and, with your help, we can revive all the things you loved about it. kickstarter.com/projects/13885

...

3:59 PM - 22 May 2018

80 Retweets 175 Likes

LAist @LAist - 22 May 2018

Our priority is to start writing ASAP, and we're lucky to already have some LAist alumni in our crew (@lisabrenner and @elinashatkin, @christineziembala)

But it'll take more to run the site and give voice to the stories that matter to you.

Psst.

-.-) We're 60% funded.

C/

THANK YOU !!!

LAist is coming back!
Help us relaunch it.

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](https://kickstarter.com/projects/13885)

4:07 PM - 31 May 2018

18 Retweets 90 Likes

Community Outreach

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



welikela Gotta give it up to the 🐕🐩🐩 in LA to find all the cool walls in this city
@charlie_dog_in_la #takeoveruesday
#welikela #kpcc #laist #losangelescalifornia

37w

arnedoodle This is such a cool wall! Love this pic of Charlie!
37w 3 likes Reply

iamasuperhero 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



Dan Fitchette
dfitchette@wnyc.org



Deanna Archetto
darchetto@scpr.org
Alex Schaffert
aschaffert@scpr.org



Maddie Poore
poore@wamu.org

Thank you for attending!

bizlab@wbur.org