**Short Summary**

Contributors fund ideas they can be passionate about and to people they trust. Here are some things to do in this section:

* Introduce yourself and your background. (Also put this in About Me)
* Briefly describe your campaign and why it's important to you.
* Express the magnitude of what contributors will help you achieve.

Remember, keep it concise, yet personal. Ask yourself: if someone stopped reading here would they be ready to make a contribution?

**What We Need & What You Get**

Break it down for folks in more detail:

* Explain how much funding you need and where it's going. Be transparent and specific-people need to trust you to want to fund you.
* Tell people about your unique perks. Get them excited!
* Describe where the funds go if you don't reach your entire goal.

**The Impact**

Feel free to explain more about your campaign and let people know the difference their contribution will make:

* Explain why your project is valuable to the contributor and to the world.
* Point out your successful track record with projects like this (if you have one).
* Make it real for people and build trust.

**Risks & Challenges**

People value your transparency. Be open and stand out by providing insight into the risks and obstacles you may face on the way to achieving your goal.

* Share what qualifies you to overcome these hurdles.
* Describe your plan for solving these challenges.

**Other Ways You Can Help**

Some people just can't contribute, but that doesn't mean they can't help:

* Ask folks to get the word out and make some noise about your campaign.
* Remind them to use the Indiegogo share tools!

And that's all there is to it.