

*Instructions:* Create a plan that you will present to your artist client. Your plan should include the following information:

- Background information on the artist, including genre, how many years they've been releasing music, and how large of a fanbase they have as of today.
- Details, if any, of prior releases and how those projects were funded.
- Details about the creative project, whether it will be an album or a series of creative releases like music or even music videos. The more information, the better.
- What type of fan funding model and platform service makes the most sense for the artist's project and why?
- Outline how the funding campaign will work, including how long it will last, what exclusives can be offered to the artist's fans, what pricing tiers you recommend, and even what type of content the artist will want to create to promote the campaign and engage the fans who do pledge towards the campaign.
- Describe some of the potential challenges or risks associated with using fan funding.
- Finally, what other funding sources do you feel your artist may be eligible to utilize and why?

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# Little Fresh's Patreon

## Crowdfunding Campaign Planning

### Introduction:

I researched and assembled a crowdfunding plan for a fictional artist Little Fresh who has most of her following on Bandcamp in the U.S. She has about 5K engaged fans who she wants to tap into for this crowdfunding campaign for her second album "Get 'Em While You Can" with an accompanying music video. She has been making music and engaging her fans for 2.5 years now. Her first album was funded by parents and friends who really supported Little Fresh's dream. But she doesn't want to continue to lean on them. Especially as her career expands, the costs will rise and they may no longer be able to help.

I first assessed if her audience was large enough to run a successful crowdfunding campaign. Many successful campaigns have been launched with as few as 500-1,000 engaged fans. However, having a larger fanbase can increase your chances of success, especially if your funding goals are high. A typical conversion rate for crowdfunding is around 2-5% of your total fanbase. This means if you have 1,000

engaged fans, you might expect 20-50 of them to back your campaign.<sup>123</sup> People don't have to be at Amanda Palmer level. It also depends which tiers one opts into, because a few high-ticket opt-ins can be worth more than several low-ticket opt-ins. We want to prepare for all scenarios: 1) more low ticket, 2) more high ticket, or 3) a blend and pick the one that is safest to shoot for with hopes to be pleasantly surprised.

## Platform/Tools:

I first assessed various crowdfunding platform options<sup>4567</sup>:

### 1. Kickstarter

- Focus: Creative projects (art, music, film, games, technology, etc.).
- Funding Model: All-or-nothing. Projects must reach their funding goal to receive any money. **This is a downside.**
- Fees: 5% platform fee + 3-5% payment processing fee.
- Project Duration: 1 to 60 days.
- Unique Features: Backer updates, reward-based funding, robust community and visibility.

### 2. Indiegogo

- Focus: Wide range of projects (creative, technology, charity, personal). **Broad scope**
- Funding Model: Flexible funding (keep what you raise) and fixed funding (all-or-nothing).
- Fees: 5% platform fee + 3% payment processing fee + \$0.30 per transaction.
- Project Duration: Up to 60 days.

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<sup>1</sup> <https://www.kickstarterforum.org/kickstarter-and-crowdfunding-questions-only-strict-f4/conversion-rates-t7375.html>

<sup>2</sup> <https://www.launchboom.com/blog/resources/what-is-the-average-conversion-rate-for-kickstarter-followers/>

<sup>3</sup> Admin. (2020, September 4). *The 1-3 rule of crowdfunding*. Adrià Tarrida. <https://tarrida.co.uk/the-1-3-rule-of-crowdfunding/>

<sup>4</sup> <https://money.usnews.com/investing/articles/best-crowdfunding-platforms>

<sup>5</sup> Chambers, B. (2024, May 23). *How to choose the best crowdfunding website for your next fundraiser*. GoFundMe. <https://www.gofundme.com/c/blog/top-crowdfunding-sites>

<sup>6</sup> *Crowdfunding Platforms - Kickstarter vs GoFundMe vs Indiegogo*. (n.d.). Grasshopper.

<https://grasshopper.com/resources/tools/crowdfunding-platforms-kickstarter-gofundme-indiegogo/>

<sup>7</sup> *10 Best Crowdfunding Sites and Platforms in 2024*. (2024, May 17). Shopify. <https://www.shopify.com/blog/crowdfunding-sites>

- Unique Features: InDemand (continue raising funds after campaign ends), marketplace for products, extensive support and resources.

### 3. GoFundMe

- Focus: Personal causes, charity, emergencies, medical expenses. **Not relevant in this case.**
- Funding Model: Keep what you raise.
- Fees: 0% platform fee (for personal campaigns in the US) + 2.9% payment processing fee + \$0.30 per transaction.
- Project Duration: No limit.
- Unique Features: Emphasis on personal stories and social sharing, high success rate for personal causes.

### 4. Patreon

- Focus: Ongoing support for creators (artists, podcasters, YouTubers, etc.).
- Funding Model: Subscription-based (monthly or per creation).
- Fees: 5-12% platform fee (based on plan) + payment processing fees.
- Project Duration: Ongoing.
- Unique Features: Membership tiers, direct communication with patrons, exclusive content.

### 5. SeedInvest

- Focus: Startups seeking equity funding. **Not relevant in this case.**
- Funding Model: Equity-based (investors get shares in the company).
- Fees: 7.5% placement fee + 5% equity fee + additional legal and regulatory fees.
- Project Duration: Varies by campaign.
- Unique Features: Due diligence, investor vetting, regulatory compliance, access to accredited investors.

### 6. Crowdcube

- Focus: UK-based startups seeking equity funding. **Not relevant in this case.**
- Funding Model: Equity-based.
- Fees: 7% success fee + 0.75% payment processing fee.
- Project Duration: Typically 30 days.

- Unique Features: Extensive support for legal and financial aspects, large investor base, secondary market for shares.

## 7. Fundable

- Focus: Startups seeking rewards or equity funding. **Not relevant in this case.**
- Funding Model: Choice between rewards-based and equity-based.
- Fees: \$179/month for rewards campaigns; success fee and legal fees for equity campaigns.
- Project Duration: Varies by campaign.
- Unique Features: Flexibility in funding model, support for business planning and pitching.

## 8. Wefunder

- Focus: Startups seeking equity funding. **Not relevant in this case.**
- Funding Model: Equity-based.
- Fees: 7.5% success fee + potential regulatory and legal fees.
- Project Duration: Typically 30-60 days.
- Unique Features: Emphasis on community investing, large network of investors, regulatory support.

I also assessed the potential of where Little Fresh's largest base lies. **Bandcamp** is a unique platform that combines elements of crowdfunding with a focus on music distribution and direct-to-fan sales. Here are some key features and differences that set Bandcamp apart from traditional crowdfunding platforms:

- **Focus:** Primarily for musicians, bands, and independent labels to sell music and merchandise directly to fans.
- **Funding Model:**
  - Direct sales: Artists sell music (digital and physical formats), merchandise, and tickets directly to fans.
  - Crowdfunding-like campaigns: Artists can set up pre-orders for albums, allowing fans to fund production costs. **Important to note that most of the traditional crowdfunding capabilities are around vinyl production only.**
- **Fees:**

- 10-15% revenue share on digital sales (10% if over \$5,000 in sales in a month).
- 10% revenue share on physical merchandise.
- Payment processing fees (typically around 4-5%).
- **Project Duration:**
  - Ongoing: Artists can continue selling their music and merchandise indefinitely.
- **Unique Features:**
  - Direct Fan Interaction: Artists can interact directly with their fans, send updates, and offer exclusive content.
  - Flexibility: No all-or-nothing funding model. Artists keep what they earn from sales.
  - Discovery and Community: Bandcamp has a built-in community and discovery features, including editorial content, curated collections, and fan recommendations.
  - High Audio Quality: Supports a variety of high-quality audio formats for downloads.
  - Artist-Friendly Policies: Transparent fee structure, supportive of independent artists, and allows artists to retain control over their work.
  - Fan Subscriptions: Artists can offer subscription services where fans get exclusive content for a monthly fee.
- **Project Types:**
  - Digital music sales (singles, albums, EPs).
  - Physical merchandise (vinyl, CDs, cassettes, apparel).
  - Pre-orders for upcoming releases.
  - Special releases and limited editions.
  - Concert and event tickets.

Bandcamp is particularly advantageous for musicians looking to build and maintain a direct relationship with their audience, sell their work, and sustain their careers through ongoing support from their fans. Unlike traditional crowdfunding platforms that focus on one-off campaigns, Bandcamp offers a continuous revenue stream and a comprehensive platform for music distribution and promotion. Since our artist's

fanbase was already engaging on Bandcamp, we did think making it convenient for them to engage where they're already active was worth exploring.

That being said, given the limitations of the crowdfunding on the platform, I decided to go with Patreon. Here is a rundown of the research I did on Patreon<sup>89</sup>:

### Platform Fees

Patreon offers three different membership plans, each with its own platform fee:

#### Lite Plan:

- Platform Fee: 5% of the monthly income. Preferred as most comparable with other crowdfunding platforms.
- Features: Basic tools for running a membership, including a hosted creator page.

#### Pro Plan:

- Platform Fee: 8% of the monthly income.
- Features: Advanced tools for membership including analytics, membership tiers, and special offers.

#### Premium Plan:

- Platform Fee: 12% of the monthly income.
- Features: All Pro plan features plus dedicated partner manager and team accounts for collaboration.

In addition to platform fees, Patreon also charges payment **processing fees**. These fees are based on the total amount processed and can vary depending on the payment method used:

- For Payments over \$3: Fee: 2.9% + \$0.30 per successful pledge. All of ours fall in this one.
- For Payments \$3 or Less: Fee: 5% + \$0.10 per successful pledge.

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<sup>8</sup> *Patreon pricing | start a Patreon account for free* — *Patreon*. (n.d.). Patreon. <https://www.patreon.com/pricing>

<sup>9</sup> <https://support.patreon.com/hc/en-us/articles/11111747095181-Creator-fees-overview>

When creators withdraw funds from their Patreon account to their bank account, there are **payout fees** involved:

- Direct Deposit (U.S. only): \$0.25 per payout. **We will be using this.**
- PayPal: 1% of the payout amount (minimum \$0.25 and maximum \$20 per payout).
- Payoneer: \$3 per payout.

**Currency Conversion Fees:** If the payment involves currency conversion, additional fees might apply.

VAT and Sales Tax: Patreon also handles VAT and sales tax for some regions, which may affect the net amount received by creators. **We are anticipating most of her audience contributing will be in the U.S.**

With any third-party platform, the downside is the fees taken – and Patreon does seem to have some higher fees than others if on their top tier plans. If I were to offer on our own website, we'd be able to use Stripe, Woocommerce or other tools/providers that might lower the cost that is taken out by a third-party. That being said, my artist's site is relatively new so we may give this a try in the future. If there are technical difficulties, the support at Patreon would probably be quicker to resolve than our little make-shift team – because we don't know necessarily what issues we will run into. Given this, the third-party route is safer for now.<sup>10</sup>

One thing that really caught my eye given Little Fresh's large Bandcamp audience is the Patreon Integration: For ongoing support and rewards, consider integrating with Patreon, which allows for subscription-based rewards and continuous engagement with your fan base. Patreon is will built for sustaining longer term relationships and mutual value add – which would be the next step after this crowdfunding campaign.

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<sup>10</sup> More on risk assessment later in this paper.

## Term:

I engaged in some research to determine the optimum run-time for a crowdfunding campaign for an artist seeking funding for an album and music video production, which typically falls between 30 to 45 days<sup>11,12</sup>.

Other crowdfunding sources say “an average crowdfunding campaign lasts 9 weeks.”<sup>13</sup> I chose to go with the 45-day mark. Here are some key reasons why this duration is considered ideal:

### 1. Momentum and Urgency

- Momentum: A campaign of 30-45 days is long enough to build and maintain momentum. It allows you to create buzz, engage your audience, and keep them interested without losing their attention.
- Urgency: Shorter campaigns create a sense of urgency, encouraging potential backers to act quickly. A longer campaign might lose this sense of immediacy, leading to procrastination and fewer pledges.

### 2. Marketing and Promotion

- Sufficient Time for Marketing: This duration gives you ample time to execute a well-planned marketing strategy, including social media promotion, email marketing, press releases, and collaborations with influencers or other artists.
- Phases of Promotion: You can structure your promotion in phases – an initial launch phase, a mid-campaign push to maintain interest, and a final sprint to meet your goal.

### 3. Audience Engagement

- Continuous Engagement: Over 30-45 days, you can maintain a continuous engagement with your audience, providing updates, sharing behind-the-scenes content, and responding to backers' questions and comments.

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<sup>11</sup> Dikaputra, N., Sulung, N., & Kot, N. (2019). Analysis of success Factors of Reward-Based Crowdfunding Campaigns using Multi-Theory Approach in ASEAN-5 countries. *Social Sciences*, 8(10), 293. <https://doi.org/10.3390/socsci8100293>

<sup>12</sup> Ryoba, M. J., Qu, S., Ji, Y., & Qu, D. (2020). The Right Time for Crowd Communication during Campaigns for Sustainable Success of Crowdfunding: Evidence from Kickstarter Platform. *Sustainability*, 12(18), 7642. <https://doi.org/10.3390/su12187642>

<sup>13</sup> Shepherd, M. (2023, January 23). *Crowdfunding Statistics: Market size and growth*. <https://www.fundera.com/resources/crowdfunding-statistics>



- Building Relationships: It allows you to build stronger relationships with your backers, making them feel more involved and invested in your project.

#### 4. Avoiding Fatigue

- Preventing Backer Fatigue: Longer campaigns (over 60 days) can lead to backer fatigue, where potential supporters lose interest or forget about the campaign.
- Sustained Enthusiasm: A 30-45 day campaign helps maintain sustained enthusiasm both from you and your supporters, keeping the energy high throughout the campaign.

#### 5. Optimal Performance

- Data Insights: Research and data<sup>12</sup> from various crowdfunding platforms suggest that campaigns lasting around 30-45 days tend to perform better in terms of reaching their funding goals compared to shorter or much longer campaigns.

## Patreon Pricing Tiers & Promises:

I researched some successful Patreon campaigns to see what might be the best options for pricing tiers and value add at each level.<sup>14</sup> Here are three:

- Amanda Palmer<sup>15</sup>
- Peter Hollens<sup>16</sup>
- Lindsay Stirling<sup>17</sup>

The average pledge for all crowdfunding projects is \$88.<sup>18</sup> Keeping that in mind, here's a rough idea of how tiers might look from my research:

#### Digital Download (\$10-\$15)

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<sup>14</sup> <https://www.launchboom.com/blog/the-science-of-reward-tiers-maximizing-backer-incentives/>

<sup>15</sup> Patreon. (2015, March 3). *Get more from Amanda Palmer on Patreon*. <https://www.patreon.com/amandapalmer>

<sup>16</sup> Patreon. (2013, May 8). *Get more from Peter Hollens on Patreon*. <https://www.patreon.com/peterhollens>

<sup>17</sup> Patreon. (n.d.). *Patreon logo*. <https://www.patreon.com/lindseystirling>

<sup>18</sup> Shepherd, M. (2023, January 23). *Crowdfunding Statistics: Market size and growth*. <https://www.fundera.com/resources/crowdfunding-statistics>

- High-quality digital download of the full album.
- Early access to the album before the official release date.
- Exclusive digital booklet with lyrics and artwork.

#### **Physical CD (\$20-\$30)**

- Physical CD copy of the album.
- Includes all items in the Digital Download tier.
- Signed CD by the band members.
- Limited edition artwork exclusive to campaign backers.

#### **Vinyl Record (\$30-\$50)**

- Limited edition vinyl record.
- Includes all items in the Physical CD tier.
- Choice of colored vinyl for early backers.
- Exclusive poster or print.

#### **Deluxe Bundle (\$60-\$80)**

- Includes all items in the Vinyl Record tier.
- Exclusive T-shirt or other merchandise item.
- Personalized thank-you note from the band.
- Access to a private online listening party or Q&A session with the band.

#### **Super Fan Package (\$100-\$150)**

- Includes all items in the Deluxe Bundle.
- Name included in the album credits.
- Personalized video message from the band.
- VIP pass to a future concert or event.

#### **Collector's Edition (\$200 and up)**

- Includes all items in the Super Fan Package.
- Limited edition box set with unique packaging.
- Additional exclusive content such as demo tracks or behind-the-scenes footage.
- One-of-a-kind item (e.g., handwritten lyrics or artwork).

This seemed a bit product heavy and we know that many of our artist's fans value experiences, so I did some research alternatives that are experience based.

### **Exclusive Access**

- Virtual Concerts or Listening Parties: Invite backers to a private online concert or album listening party. These can be hosted on platforms like Zoom, YouTube Live, or Twitch.
- Behind-the-Scenes Access: Offer exclusive access to behind-the-scenes content, such as studio sessions, songwriting processes, or daily life as a musician.

### **Personalized Content**

- Personalized Songs: Create a custom song or jingle for backers at a higher tier.
- Video Messages: Send personalized video messages thanking backers for their support or celebrating special occasions like birthdays.
- Interactive Experiences
- Q&A Sessions: Host private Q&A sessions where backers can ask questions about the album, your creative process, or anything else.
- Songwriting Workshops: Offer virtual workshops where you teach backers about songwriting, composing, or producing music.

### **Exclusive Digital Content**

- Early Access: Provide early access to new singles, albums, or music videos before they are released to the public.
- Exclusive Tracks: Release exclusive tracks or remixes that are only available to backers.
- Live Stream Performances: Offer regular live stream performances for a certain period.
- Special Recognition. Even though not on Bandcamp, artists like Amanda Palmer have successfully used virtual hangouts and private live stream concerts as rewards for backers.
- Name in Credits: Include backers' names in the album credits, on your website, or in a special thank-you section of the album booklet.
- Shout-outs: Give backers shout-outs on social media, during live streams, or at live shows.

## Fan Involvement

- Fan Voting: Allow backers to vote on elements of your project, such as album artwork, setlist for a concert, or which songs to include in the album.
- Guest Appearance: Offer the chance to appear in a music video or be a guest on a live stream or podcast.

I would set out to ask my artist's audience what they would value more rather than guessing. Additionally, the less physical product we have to produce and ship, the better as far as logistics and costs go.

Brainstorming name titles for our campaign tiers:

### 1. Basic Tier Names

- Digital Delight
- Early Bird Special
- Supporter Starter Pack
- Digital Dreamer
- Fan Favorite
- Soundwave Starter - Yes
- Groove Guardian
- Tune Traveler
- Bassline Benefactor
- Headbanger Helper
- Indie Insider
- Mixtape Maven
- Jam Session Starter
- Beat Benefactor
- Music Magician

### 2. Mid-Tier Names

- Collector's Choice
- Limited Edition Lover
- Super Supporter
- Signed and Sealed
- Exclusive Experience
- Melody Maker
- Rhythm Rebel
- Acoustic Adventurer
- Chorus Champion
- Rockstar Supporter
- Underground Enthusiast
- Flow Funder
- Groovy Giver
- Lyric Lover
- Melody Maestro

### **3. Premium Tier Names**

- VIP Virtuoso
- All-Access Aficionado
- Ultimate Fan Experience - Yes
- Backstage Pass - Yes
- Executive Producer Package
- Themed Names for Music Projects
- Harmonic Hero
- Sonic Sage
- Epic Ensemble
- Symphony Sponsor
- Legendary Backer
- Indie Icon

- Hip-Hop Hero
- Harmony Hero
- Tune Titan
- Sonic Superstar

Admittedly, I found most to be cheesy. My artist is in the R&B/hip hop space, so I did consider that. For instance, Headbanger Helper seems more like for a metal band.

I engaged in some research to figure out tier pricing, if broken down into three tiers, and came up with the following:

### **Soundwave Starter Package (\$10-\$60)**

Digital Download

- High-quality digital download of the full album.
- Early access to the album before the official release date.
- Exclusive digital booklet with lyrics and artwork.

### **Backstage Pass Package (\$61-\$125)**

Everything in Soundwave Starter Package

Exclusive Access

- Behind-the-Scenes Access: Offer exclusive access to behind-the-scenes content, such as studio sessions, songwriting processes, or daily life as a musician.
- Private Links: Use unlisted links for YouTube or private groups on social media platforms for virtual concerts or hangouts.

Personalized Content

- Q&A Sessions: Host private Q&A sessions where backers can ask questions about the album, your creative process, or anything else.

### **Ultimate Fan Experience Package (\$126->No Limit)**

Everything in Backstage Pass Package

## Exclusive Digital Content

- Early Access: Provide early access to new singles, albums, or music videos before they are released to the public.
- Name in Credits: Include backers' names in the album credits, on your website, or in a special thank-you section of the album booklet.

## Fan Involvement

- Fan Voting: Allow backers to vote on elements of your project, such as album artwork, setlist for a concert, or which songs to include in the album.
- Guest Appearances: Offer the chance to appear in a music video or be a guest on a live stream or podcast.
- Contributions to music video ideas early on in production

## Promotion:

Fewer than a quarter (22.9%) of all crowdfunding operations end up being successful due to lack of strategy or effective marketing. If we get conversion rates of at least 6% from organic traffic and at least 1%-2% from social media ads as well as getting an EPV of at least \$4-\$5/visitor from organic traffic and at least \$1/visitor from social media ads, then experts in crowdfunding say we're probably doing rather well.<sup>19</sup> We don't have much of a budget for paid ads, so we will be relying mostly on organic and email traffic. Some helpful channel stats to consider<sup>20</sup>:

- 53% of email shares of crowdfunding campaigns convert into donations.
- 12% of Facebook shares convert to donations.
- 3% of Twitter shares convert to donations.

After some research<sup>21,22</sup>, here's what we found worked successful for promoting crowdfunding campaigns:

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<sup>19</sup> <https://www.kickstarterforum.org/kickstarter-and-crowdfunding-questions-only-strict-f4/conversion-rates-t7375.html>

<sup>20</sup> Shepherd, M. (2023, January 23). *Crowdfunding Statistics: Market size and growth*.

<https://www.fundera.com/resources/crowdfunding-statistics>

<sup>21</sup> *Crowdfunding: 11 elements of a successful crowdfunding campaign*. (n.d.).

<https://web.uri.edu/risbdc/old-blog-page/crowdfunding-11-elements-of-a-successful-crowdfunding-campaign/>

<sup>22</sup> Singh, S. (2024, April 12). *Mastering Crowdfunding Marketing: A Comprehensive Guide for success*.

<https://www.linkedin.com/pulse/mastering-crowdfunding-marketing-comprehensive-guide-success-singh-jxoic/>

## **1. Leverage Social Media**

- **Consistent Posting:** Regularly update your social media platforms with content related to your campaign. Share behind-the-scenes videos, snippets of new tracks, and progress updates.
- **Engagement:** Engage with your audience by responding to comments, holding Q&A sessions, and creating interactive posts like polls or challenges related to your music.
- **Hashtags and Tagging:** Use relevant hashtags and tag influential users or related brands to increase the visibility of your posts.

## **2. Email Marketing**

- **Newsletter Announcements:** Send out detailed newsletters to your email list announcing the campaign, explaining its goals, and offering exclusive updates or early access to rewards.
- **Regular Updates:** Keep your email subscribers informed with regular updates about the campaign's progress, upcoming milestones, and new rewards or stretch goals.
- **Personalized Messages:** Send personalized thank-you emails to backers and encourage them to spread the word.

## **3. Press and Media Coverage**

- **Press Releases:** Write and distribute press releases to music blogs, local newspapers, and online publications that cover indie music and crowdfunding campaigns.
- **Interviews and Features:** Reach out to music journalists and bloggers to request interviews or features about your campaign and your music.

## **4. Collaborations and Influencers**

- **Artist Collaborations:** Partner with other artists to cross-promote each other's campaigns. Collaborative tracks, live streams, or shout-outs can help reach a wider audience.
- **Influencer Marketing:** Engage with influencers in the music industry who can share your campaign with their followers. Personalized endorsements or collaborations can significantly boost your campaign's visibility.

## **5. Creative Content and Storytelling**



- Pitch Video: Create a compelling pitch video that tells your story, explains the campaign, and showcases your music. High-quality visuals and storytelling can make a big difference.
- Behind-the-Scenes Content: Share behind-the-scenes videos and photos of the recording process, rehearsals, and everyday moments that provide a glimpse into your journey.
- Live Streams: Host live streams where you perform songs, discuss the campaign, and interact with fans in real-time.

## 6. Incentives and Challenges

- Early Bird Specials: Offer limited-time rewards for early backers to create a sense of urgency.
- Stretch Goals: Set stretch goals that unlock additional content or rewards once the initial funding goal is met.
- Referral Programs: Encourage backers to refer friends to the campaign by offering special incentives or rewards for successful referrals. *I like the idea of referral programs. It can be hard to track to ensure that people don't game the program. I think we would pull this out of our hat if we weren't getting the traction or hitting goals we hoped to obtain.*

Successful crowdfunding campaigns take an average of 11 days to prepare.<sup>23</sup> With this knowledge, here is my rough plan of attack:

### **Pre-Launch (15 Days)**

#### **Day 1-3: Preparation and Planning**

- Set Goals: Define your funding goal, campaign duration, and key milestones.
- Create Content: Prepare all campaign materials, including videos, graphics, and text. Ensure you have high-quality photos and engaging videos.
- Email List: Segment your email list to target different groups (super fans, casual listeners, industry contacts).

#### **Day 4-6: Tease the Campaign**

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<sup>23</sup> Shepherd, M. (2023, January 23). *Crowdfunding Statistics: Market size and growth*. <https://www.fundera.com/resources/crowdfunding-statistics>

- Social Media Teasers: Post teaser content on social media (short videos, images, cryptic posts) hinting at something big.
- Email Teasers: Send out a teaser email to artist's mailing list about an upcoming announcement.

#### **Day 7-9: Announce the Campaign**

- Social Media Announcement: Officially announce the crowdfunding campaign date across all social media platforms.
- Email Announcement: Send a detailed email to your list explaining what the campaign is about, the launch date, and what they can expect.

#### **Day 10-12: Content Creation and Scheduling**

- Content Calendar: Create and schedule content for the next 45 days, including posts, stories, videos, and live streams.
- Collaborations: Reach out to collaborators, influencers, and media outlets to plan features or shout-outs.

#### **Day 13-15: Build Anticipation**

- Countdown: Start a countdown on social media and in emails, reminding followers about the upcoming launch.
- Engagement: Engage with fans by asking questions, sharing sneak peeks, and encouraging them to spread the word. But ensure this is substantially less than what they get in the Backstage Pass package.

#### **Launch (Day 1)**

- Launch Day: Announce the launch of your campaign across all platforms.
- Live Stream: Host a live stream event to celebrate the launch and interact with fans in real-time.
- Email Blast: Send out an email with the campaign link and encourage immediate action.
- Press Release: Initial press release distributed with major outlets

#### **Days 2-15: Initial Push**

- 42% of funds are raised in the first and last three days of an average crowdfunding campaign.<sup>24</sup>
- So it's important to do an assessment at the beginning of this initial push.

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<sup>24</sup> Shepherd, M. (2023, January 23). *Crowdfunding Statistics: Market size and growth*. <https://www.fundera.com/resources/crowdfunding-statistics>

- Daily Updates: Post daily updates on social media about the campaign's progress.
- Exclusive Content: Share exclusive content with backers (behind-the-scenes, new song snippets).
- Live Q&A: Schedule a live Q&A session to answer questions and engage with backers.
- Collaborations: Feature collaborations or endorsements from other artists and influencers.
- Email Reminders: Send regular email reminders to your mailing list about the campaign.
- Get feedback on music video ideas from current backers.

### **Days 16-30: Mid-Campaign Engagement**

- Weekly Recap: Share a weekly recap of the campaign's progress and highlight key milestones.
- Stretch Goals: Introduce stretch goals to maintain momentum and encourage further pledges.
- Fan Involvement: Involve fans in the creative process by asking for their input on certain aspects of the project (e.g., album art, song choices).
- Introduce Referral Program if not hitting our mark
- Collaborations: Continue featuring endorsements and collaborations.
- Drip snapshots of music video from on set. Let fans know, not too late to provide feedback.

### **Days 31-45: Final Push**

- Daily Countdown: Start a daily countdown on social media and emails as the campaign nears its end.
- Thank Backers: Publicly thank backers and highlight their contributions.
- Live Stream: Host another live stream event to create a sense of urgency and answer last-minute questions.
- Press Outreach: Reach out to media outlets to get featured blog posts or guest appearances on podcasts to gain additional coverage.
- Final Emails: Send final reminder emails to your mailing list, emphasizing the urgency and any last-minute offers.

### **Post-Campaign (After Day 45)**

- Thank You Campaign: Send personalized thank you messages to all backers.
- Updates: Keep backers updated on the project's progress and the delivery of rewards.

- Continued Engagement: Maintain engagement with artist's new and existing fans through regular updates and content.
- By following this 45-day marketing plan, I can create a structured and engaging campaign that maximizes your chances of reaching your crowdfunding goals. Consistent communication, engaging content, and strategic collaborations are key to a successful campaign.

## Risks & Challenges:

No plan is complete without risk assessment. Here are some risks that we should consider:

### 1. Underestimating Costs

- Production Costs: You might underestimate the costs of recording, producing, and distributing your music. - Even with a livestream or behind-the-scene footage, we want to ensure it's high quality. Luckily, Little Fresh's brother is a high quality videographer and editor with top-notch equipment, willing to do this for free. Little Fresh has her own home studio. She is not only a performing artist but producer and engineer so we are assured she will not put out anything that is not up to industry standard.
- Shipping Costs: Physical rewards such as CDs, vinyl, and merchandise can incur high shipping costs, especially for international backers. We don't have physical merch.
- Hidden Fees: Payment processing fees, platform fees, and taxes can eat into your funds. We mention fees previously. We should also account for this in total budget we are willing to put out for the campaign. If we end up breaking even or this campaign is a loss leader, we could look at it strategically as a step toward learning what works and doesn't as well as still taking one step forward with engaging our fans. It might help us determine who are true superfans are to better optimize engagement in the future.

### 2. Meeting Deadlines

- Delays: Delays in production, manufacturing, or delivery can frustrate backers and damage your reputation. When we promise delivery date, we will add buffer to the typical turnaround. Most of what we are providing is digital for this reason.

- Time Management: Balancing the campaign with your other commitments can be challenging, leading to potential burnout. Little Fresh is not currently on tour and her creating the album and music video is actually part of this campaign, intertwined in a way where she gets to carry out production activities at the same time she is creating content or deliverables for it.

### 3. Fulfillment Challenges

- Quality Control: Ensuring that all physical products meet the quality standards promised to backers. No physical goods.
- Inventory Management: Managing inventory for different reward tiers and ensuring timely delivery to backers. Part of us having a schedule is to ensure we know when things can be delivered and give proper lead time. Most items are digital to assist with this.

### 4. Marketing and Promotion

- Visibility: Standing out in a crowded marketplace can be difficult without a strong promotional strategy. This is to my artist's current fanbase, so we are not concerned.
- Engagement: Maintaining consistent engagement with your audience throughout the campaign can be time-consuming and challenging. Little Fresh is already a pro at engaging her fans on a regular basis. She is used to the lift and time it takes.

### 5. Financial Management

- Budgeting: Properly allocating funds to different aspects of the campaign and project can be complex. Because this is not my artist's first music video or album, we have a benchmark to go off of from before.
- Financial Shortfall: If the campaign doesn't meet its goal, you may still be expected to deliver on promises, leading to potential financial strain. This is why we didn't go with Kickstarter.

### 6. Technical Issues

- Platform Limitations: Bandcamp might have limitations in terms of campaign management tools compared to other dedicated crowdfunding platforms.
- Technical Glitches: Issues with the Bandcamp platform or payment processing systems can disrupt the campaign. Luckily, Patreon has a great support team. And since we put buffer in our deliverable dates, we have room for the unexpected.

## 7. Backer Expectations

- High Expectations: Managing and meeting backer expectations can be challenging, especially if there are unforeseen issues. **We are looking really to discover Little Fresh's true fans who would understand that we will find a way to remedy if this happens.**
- Communication: Ensuring clear and regular communication with backers to manage their expectations and keep them informed. **Our plan has a lot of communication roped into it. We will be monitoring 24/7 this campaign with support team taking shifts so that if something happens, someone can jump on and send a communication out.**

## 8. Legal and Compliance Issues

- Licensing: Ensuring you have the proper licenses for any cover songs or sampled content. **All songs are owned by her and she is self-produced.**
- Contracts: Managing contracts with collaborators, producers, and manufacturers. **She is the only one on the album and is self-produced.**

We feel comfortable with the risks of this campaign given the reasons above.

## Other/Future Funding Options:

Here are some other funding options I researched, separate from just expanding revenue streams:

### 1. Grants and Fellowships

- **National Endowment for the Arts (NEA):** Offers grants for music projects and performances.<sup>25</sup>
- **Foundation for Contemporary Arts:** Provides emergency grants and awards for artistic projects.<sup>26</sup> **We probably wouldn't fall under this one.**
- **Regional Arts Organizations:** Local and state arts councils often offer grants for musicians (e.g., New York State Council on the Arts, Los Angeles Department of Cultural Affairs).<sup>27</sup>

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<sup>25</sup> *Grants.* (n.d.). National Endowment for the Arts. <https://www.arts.gov/grants>

<sup>26</sup> *Grant programs.* (n.d.). <https://www.foundationforcontemporaryarts.org/grants/>

<sup>27</sup> *State and regional arts organizations.* (n.d.). National Endowment for the Arts. <https://www.arts.gov/state-and-regional-arts-organizations>

## 2. Music Residencies and Competitions

- **Artist Residencies:** Applying for music residencies that provide funding, resources, and time to focus on your craft (e.g., MacDowell Colony, Yaddo).<sup>28</sup>
- **Music Competitions:** Participating in competitions that offer cash prizes and exposure (e.g., Tiny Desk Contest, American Songwriter Lyric Contest).<sup>29</sup>

## 3. Fan-Based Revenue Beyond Crowdfunding Campaigns

- **Direct Fan Donations:** Setting up donation options on your website or through platforms like PayPal and Venmo.

## 4. Loans and Investments

- **Artist Development Loans:** Securing loans specifically designed for artists to fund their projects.<sup>30</sup>
- **Angel Investors:** Finding investors who are interested in supporting your career in exchange for a return on their investment.

## 5. Music Funds and Sponsorships

- **Music Investment Funds:** Participating in funds that invest in music projects and artists (e.g., Music Growth Fund).<sup>31</sup>
- **Event Sponsorships:** Obtaining sponsorships for specific events, tours, or album releases from companies or organizations.

There's definitely more we can explore for Little Fresh. But for now, we're focused on this crowdfunding campaign and ensuring its success.

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<sup>28</sup> Swanson, A. (2023, July 2). The big list of artist residencies. *Sweet Papaya Arts*. <https://www.sweetpapayaarts.com/post/the-big-list-of-artist-residencies>

<sup>29</sup> Freedom, C. (2024, January 3). Unleash Your Talent: a guide to Year-Round online songwriting contests for indie artists. *Medium*. <https://medium.com/all-things-indie-music/unleash-your-talent-a-guide-to-year-round-online-songwriting-contests-for-indie-artists-3accbe74c4d>

<sup>30</sup> *ARTCap Loans for artists and creatives* — *AltCap*. (n.d.). AltCap. <https://www.altcap.org/artcap>

<sup>31</sup> New Music USA. (2022, January 10). *New Music Creator Development Fund – Overview and Guidelines - New Music USA*. New Music USA - Supporting the Sounds of Tomorrow. We Envision a Thriving, Connected, and Equitable Ecosystem for New Music Across the United States. <https://newmusicusa.org/new-music-creator-development-fund-overview-and-guidelines/>