Chapter 21 Assignment

My mentor introduced me to a few various ‘kickstarter’ websites for independent filmmakers during one class. I was familiar with the actual Kickstarter.com site due to its popular name, but was unaware of other sites that cater even better to the independent circuit, such as Indiegogo.com and Seedandspark.com. The benefit of these particular sites is they allow you to keep all contributions regardless if your goal is met.

Paging through various examples of crowdfunding projects under the film category you can find plenty of terrific cases advertised from passionate filmmakers across the world, and how to go about setting up your own project.

In more detail, videos and photographs go a long way in not only selling your film, but selling yourself. A short introductory video explaining who you are, what your project is, and why you are making it happen can really speak loud and clear to potential investors. Photographs and images, such as the film poster, visually gets the point across to the casual viewer.

Two great features of these type of sites; 1. They allow you to breakdown in more detailed categories or departments where the funding is particularly needed. Such as locations, props, actors, lighting, and food. 2. As the person in charge of the project it allows you to offer incentives to investors so they get a little something in return. Whether it be a link or digital download of the completed film, producer credits, or simply a ‘shout out’ thank you on the film credits or official website.

As of today, October 1st, I am in process of working on my own (and first) kickstarter project for my upcoming short film. While much of the details are still being ironed out, some initial thoughts or projections:

This will be a learning experience, naturally. One that can propel the knowledge how to move forward easier with each new project. The basics of this approach can be used for when it comes time to seek funding for the feature film as well. Whether reaching out to users online, or a proposal to a studio executive.