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## ONLINE TOOLS FOR INDIVIDUAL DONOR FUNDRAISING (CROWDFUNDING)

Below are some of the “crowdfunding” websites that individual artists or grassroots organizations can use to raise money from individual donors. To get started, generally, one needs to define a project within a specified time period and with a goal of raising a particular amount of money. Once the campaign is set up, artists and organizations promote the project to their networks to solicit donations. A service fee of a certain percentage is often charged for every dollar successfully raised through these online platforms. Typically, artists and organizations offer rewards and/or acknowledgement to donors as incentives to give.

The advantages of using crowdfunding include: a set funding goal to be raised in a set timeframe can create motivation & momentum to give, and the benefits of viral outreach can introduce your project to a wider network.

There are many crowdfunding sites on the Internet and each one is different and dozens of new sites are launched in recent years that tend to serve specific project disciplines and communities. The following are a few sites that have been useful for individual artists for a broad scope of creative projects. Be sure to read and understand the rules & parameters specific to any site before getting started.

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### **Kickstarter**

[www.kickstarter.com](http://www.kickstarter.com)

Kickstarter is a crowdfunding platform for creative projects. A fee of approximately 8% is charged for each dollar raised through Kickstarter. Artists and organizations set a fundraising goal amount and a deadline to reach the funding goal that is within 60 days of the start of the campaign. Funding for successful campaigns will be dispersed after the deadline. If the funding goal is not met, the donors are not charged and no funds will be dispersed to the project. Donations are not tax deductible unless the project is started by a nonprofit tax-exempt organization or the artist works with a fiscal sponsor. Keep in mind that projects with a fiscal sponsor will have to pay an administrative fee to the sponsor in addition to the fees paid to Kickstarter.

### **Indiegogo**

[www.indiegogo.com](http://www.indiegogo.com)

Indiegogo is a crowdfunding platform for creative projects and social causes. Indiegogo allows funding to be dispersed as soon as a donor pledges money, charging a fee of approximately 12% for each dollar raised. The funding deadline must be set within 120 days of the start of the campaign. If the campaign goal is reached before the deadline, Indiegogo will release 5% of the previously charged fees back to the artist or organization. In other words, you don't have to reach your goal in order to receive money donated to you. Indiegogo allows non-US projects and donations. Donations are not tax-deductible unless the project is started by a nonprofit tax exempt organization or the artist uses a fiscal sponsor. However, Indiegogo provides an integrated fiscal sponsorship service with Fractured Atlas and the San Francisco Film Society: projects that use these two fiscal sponsors will have 9% of Indiegogo's fee waived, and pay a 6-7% administrative fee to the fiscal sponsor.

## ONLINE TOOLS FOR INDIVIDUAL DONOR FUNDRAISING (cont'd)

### USA Artists

[www.unitedstatesartists.org](http://www.unitedstatesartists.org)

USA Artists is a nonprofit crowdfunding platform that allow donors to make tax-deductible contributions to individual artist projects without the artist using a fiscal sponsor. Like Kickstarter, if the funding goal is not met the donors are not charged and no funds will be dispersed to the project. USA Artists charges a fee of approximately 19% for each dollar raised. To join USA Artists and solicit donations, the artist must have received an award or grant from an affiliated organization/foundation in the past, or be a USA Artists Fellow. The full list of affiliated organizations is posted on the USA Artists website.