THE CROWDFUNDING HANDBOOK
1. General information about crowdfunding
2. The why-s of crowdfunding
3. Crowdfunding platforms suitable for creative industries
4. Campaigns research - get some inspiration
5. Crowdfunding Campaign Strategy Guidelines
6. Budgeting a crowdfunding campaign
7. Appendixes
SUMMARY

1. GENERAL INFORMATION ABOUT CROWDFUNDING
2. THE WHY-S OF CROWDFUNDING
3. CROWDFUNDING PLATFORMS SUITABLE FOR CREATIVE INDUSTRIES
4. CAMPAIGNS RESEARCH GET SOME INSPIRATION
CHAPTER 1

GENERAL INFORMATION ABOUT CROWDFUNDING
Crowdfunding is the method of funding any project or progressing business by raising contribution from other companies and people.

In most cases, the funding is done via dedicated online platforms. The crowdfunding is done in three major steps. The project initiator starts the project, the people behind the project support their idea and crowdfunding platform joins the investors together to finally launch the idea.

Types of crowdfunding:

- In rewards-based crowdfunding, backers give a small amount of money in exchange for a reward.

- In donation-based crowdfunding, donors donate a small amount of money in exchange for gratitude and the feeling of supporting a cause they believe in.

- In equity crowdfunding, investors invest large amounts of money in a company in exchange for a small piece of equity in the company.

And in debt crowdfunding, lenders make a loan with the expectation to make back their principal plus interest.
1.2 What crowdfunding is and the types of crowdfunding:

The video describes crowdfunding as an effective funding source for startups, comparing it to the classical funding. Further on, the video presents the main crowdfunding models.

The material describes in details the 4 crowdfunding models.
1.2 What crowdfunding is and the types of crowdfunding:

The article is a critical analysis of each crowdfunding model. It presents pros and cons for each model, helping entrepreneurs to choose the model that fits their business the best.

The audio answers some of the most common questions when starting a crowdfunding campaign.
CHAPTER 2

THE WHY-S OF CROWDFUNDING
2. The why-s of crowdfunding (1)

Why and how a crowdfunding campaign fits the market testing purpose:

• **It tests the market readiness for your new product:** you get an idea of how many people are willing to pay for the solution you are going to provide, even before the actual product/service launch.

• **It involves customers in the Product Design and Development Process:** Crowdfunding helps you attract people who are interested in the success of your product. Involving them in the design and development process will help enrich the product in a whole new way. In a way it reduces your effort in product design phase.

• **Make use of Customer Feedback to design your product:** With crowdfunding, most of the people who back your fundraising project are already your product’s users or company’s advocates. When they receive the prototype or first-bulk production of your product you can expect to get some very essential feedback on what they really think about your product.
2. The why-s of crowdfunding (2)

Why and how a crowdfunding campaign fits the market testing purpose:

• Product promotion: The long process of market testing and research can be short-circuited by launching your final product via crowdfunding. You gain free marketing as the crowdfunding platform promotes your project and increases visibility of your product. This reduces your advertising expenses. So, cost saving is achieved via crowdfunding.

• More revenue with less risk: Crowdfunding enables businesses to pre-sell thousands of units in a 30–60 day period which helps drive larger volume orders with manufacturers. Larger volume orders usually decrease the cost per unit and increases your margin. This is a beautiful model because companies can leverage economies of scale by capitalizing on pre-sale orders and reducing their financial risk. Pre-sales are ideal because you don’t need to worry about massing an inventory.

• All you need is a working prototype and a great marketing plan. As discussed in number two, this is even better because you can include your audience in product development and iterate before investing in manufacturing.
CHAPTER 3

CROWDFUNDING PLATFORMS FOR CREATIVE INDUSTRIES
3. Crowdfunding platforms - Kickstarter

- Top crowdfunding site for creative projects, launched in 2009
- **Industries/Specialties**: Art, Comics, Dance, Design, Fashion, Film, Food, Games, Music, Photography, Publishing, Technology, Theater
- **Their Cut**: Flat 5% rate of money raised
- **Fundraising Successes**: Pebble Smartwatch, Ouya
Crowdfunding platforms - Indiegogo

- Popular crowdfunding platform backed by $15 million in Series A funding
- **Their Cut:** Flexible funding campaigns that meet their goal are charged 4% for a platform fee; those that do not meet their goal are charged 9%
Crowdfunding platforms - Crowdrise

Social fundraising that actually works for nonprofits

- **Crowdfunding site** for giving back and raising money for good causes
- **Industries/Specialties**: Animal, arts, civil rights, crisis, disease, education, environment, human, worldwide, poverty, religion, youth
- **Their Cut**: Pricing starts at a flat 3%
- **Fundraising Successes**: NYC Marathon, Maasai Wilderness Conservation Trust
Crowdfunding platforms - Appsfunder

Welcome to Appsfunder

Appsfunder is an apps investing community which excels at maximizing the returns and minimizing the risk for both apps developers and funders. Our mission is to help all of our members to:

- learn how to invest in apps and startup apps and digital companies
- build diversified portfolios consisting of startup companies
- develop apps

- **A funding platform** connecting mobile entrepreneurs and developers with funders
- **Industries/Specialties**: Mobile apps, Web apps, games, social media, software websites
- **Their Cut**: 8% commission on the funds collected if target reached in time; also receive 5% of app revenues
- **Fundraising Successes**: Visual Translater, Suspended Coffees, PrioritizeMe!
Crowdfunding platforms - Fundable

- **Online crowdfunding platform** for startups and small businesses
- **Industries/Specialties:** Energy, technology, software, fitness, food, sports, education, consumer products, hardware, games
- **Their Cut:** No percentage fees; $179/month to fundraise
- **Fundraising Successes:** BodBot, Seeds, FIT Radio, Grapevine Craft Brewery
Crowdfunding platforms

- Find the platform that fits your needs the best, by using the crowdfunding platforms search available at http://www.crowdfunding4culture.eu/platforms-map
- Use the guidelines regarding platforms from The Crowdfunding Campaign Strategy Guidelines and make the best choice considering the country, the product and the type of funding you want.
CHAPTER 4

CAMPAIGN RESEARCH – GET SOME INSPIRATION
4. Campaigns research - get some inspiration

Now you have a scale of how big the crowdfunding world is. Before developing your own campaign strategy get some inspiration from other campaigns.

**Search at least 5 platforms** and identify **5 campaigns** dedicated to products/services similar to yours then use **Campaigns Research Template** (Appendix 1).
In 2017, there are 67 crowdfunding platforms in Italy; they were 82 in 2015. The most popular crowdfunding model in Italy is the so-called reward-based, in which the campaign promoters provide rewards for donors: 72% of the platforms adopted this model in Italy. The remaining 20% is based on the equity model, where donors become real investors in the company that proposes the campaign, while the lending based platform are the 8%.

In 2017, more than 41 Million Euros were collected through crowdfunding in Italy, which, if added to those collected in previous years, bring the total amount collected so far through crowdfunding in Italy to 133 million; a total of 16,000 were the projects financed.

Although the existing platforms are mainly dedicated to reward-based crowdfunding, the type of crowdfunding that collects more funds in Italy is lending, which has so far collected more than 75 Million Euros, more than half of the total 133. The main platforms are Smartika, Terzo Valore and Borsa del Credito.
The reward-based crowdfunding model has so far raised 34 Million Euros, driven by platforms such as Eppela (6.4 Million Euros), Produzioni dal Basso (5.5 Million), Rete del Dono (5 million), Music Raiser (4.8 million), Buona Causa (2.8 million), DeRev (1.9 million).

Equity crowdfunding has so far raised 19 Million Euros, 12 in 2017. It is actually the fastest growing crowdfunding model in 2017 (+ 150%). The leading platforms here are Mama Crowd (5.7 Million Euros) Starsup (2.9 million), Crowdfundme (2.8).

Most of the companies that manage crowdfunding platforms in Italy are based in the north (59 companies) with Milan having 34 companies based in the city. Then 16 companies are based in central Italy and 8 in the regions of southern Italy.

The average age of the founders of crowdfunding platforms in Italy is very young: 38.5 years. In 67% of the cases, however, the founders of platforms also have another work activity. In short: it is not so easy yet to live on crowdfunding alone. Each platform employs an average of 5.7 people, with a total of 249 employees in the sector.
Reward-based crowdfunding is still in an early stage development in Portugal and the existing platforms operate at a small scale when compared to international players.

This can be related to the fear in dealing with new technology that characterizes big part of the population. As people are still uncomfortable with online processes and payments, the key challenge identified by local authorities and institutions is to educate the overall population about the crowdfunding concept.

Experts affirm that the progressive knowledge and awareness about crowdfunding through the media, aligned with the need for alternative financing systems, will make crowdfunding a more and more relevant source of funds for new projects in the near future. In fact, there is a growing trend of both projects submitted and backers contribution that confirm the positive expectations.

With the new 102/2015 legislation, the crowdfunding activity, supervision, platforms, beneficiaries, and investors have been regulated to facilitate its evolution. In the last two years Portugal has witnessed a rapid change in how startups and philanthropic projects are being funded.

Crowdfunding platforms have become more relevant to respond to the lack of institutional donations and the difficulty of bank loans approval. Crowdfunding is changing the fundraising paradigm in Portugal and social entrepreneurs are increasingly benefiting from it.

Nationally, the trend shows an exponential growth in the evolution of funded projects, a success rate aligned with the main international competitors, and a higher success rate in projects with smaller goals. Statistics also show that the majority of backers has only participated in one project and less than 1% have invested in more than 3.
Platforms in Portugal

Crowdfunding started in Portugal only in 2011 by two main platforms: Massivemov and PPL. Due to the difficulty in running a profitable business model with a reward-based crowdfunding platform, Massivemov had to shut down its operations, leaving PPL as the only platform still active in Portugal. PPL already raised 3.737.506€, counts 125.502 active members, and has supported over 500 successful projects through more than 108.342 backers (2014).

The target market of the platform are mainly early stage entrepreneurs, associations and individuals, while the categories that attract the most supporters and investment are cultural and social projects actuating in the areas of music, arts and technology. The platform allows promoters to define a funding goal between €500 and €10.000, a maximum number of 12 rewards offered to project supporters, and a time deadline between 30 and 60 days. If the promoter doesn’t reach the targeted amount, the money is returned to the backers. Today only 49% of the projects meet their goal, with an average financing of 2800€.
Participatory finance continues to grow in Spain at a good pace, going from € 73,172,388 in 2016 to € 101,651,284 in 2017, which represents a significant increase of 38.92%.

The highest growth corresponds to the donation platforms (86.93%) followed by loans (68.86%), investment (44.26%), and real estate (20.79%).

In terms of percentage growth and type of platform, there is an increase in all of them except for the rewards-based crowdfunding that falls by -7.43%, which could be due to a displacement in the rewards in favor of investment and loans modalities.

This data is interesting as it was the reward platforms that started and pushed the development of crowdfunding in Spain.

**Reward – based crowdfunding has been a financing instrument for the cultural sector** that seems to have reached maturity in recent years, hence the stagnation.
However, it is expected that, as has happened in other European countries, this modality will begin to be used by entrepreneurs to launch products and services to the market, prepurchases, etc. what it would return its growth again.

After six years of development and consolidation of Crowdfunding in Spain, some platforms already show leadership in their respective sectors. So Investor Partners, Crowdcube and Capital Cell are already leaders in investment crowdfunding, while Housers, Privalore and Inveslar are in real estate, MytripleA, Lendix and Arboribus in loans, Kickstarter, Verkami, Trickle in rewards and Teaming, Go fund me and MigranodeArena in Donation.

Source: Universo Crowdfunding
(info@universocrowdfunding.com)
Status report - Crowdfunding in Romania

In Romania crowdfunding is growing in popularity and we have several local platforms available, but also projects which are being funded on international platforms. In 2014 the crowdfunded projects had raised around 40.000 eur, in comparison to the 500.mil raised on kickstarter for example.

In Romania there are several crowdfunding platforms, such as:

1. Crestemidei.ro

2. Multifinantare.ro – dă un leu proiectului tău!

3. PotSiEu.ro – Hai, să schimbăm lumea!

4. We-are-here.ro

5. Startarium.ro

6. Bursabinet.ro

7. Crowdfunding by Babeș-Bolyai University – Cluj-Napoca

8. Sprijina.ro
If we could describe the crowdfunding platforms based on types of projects, then wearehere.ro is mainly dedicated to mainly dedicated to artistic performances and art, while crestemidei.ro and sprijina.ro are highly dedicated to community, education, sports and writing /publishing, and startarium.ro addresses entrepreneurs.

In conclusion we can say that for now crowdfunding is used in Romania in order to fund innovative ideas which don’t take a business approach, at best they are, in few cases, social enterprises.

The charitable aspect is emphasized much more, and this be also observed in the types of rewards offered, where offering a “thanks” on Facebook, on the official website or on a panel at the location of the initiative are some of the most featured.

When considering the projects that were successful in achieving their goal, the type of funding options offered by the crowdfunding platform seemed to play an important role. On this issue, platforms might offer flexible funding or fixed funding, the latter functioning on the “all or nothing” principle, meaning that if the goal of the crowdfunding projects isn’t reached, the funders aren’t charged the amount of money they agreed to give the project.

Most of the crowdfunding projects are based on donation or rewards-based crowdfunding. There is an overall positive trend in the area of central and eastern europe, and Romania as well.
CHAPTER 5

CROWDFUNDING CAMPAIGN STRATEGY GUIDELINES
## 5. Crowdfunding Campaign Strategy Guidelines

Follow this guidelines to develop your own campaign strategy. Use the Crowdfunding Campaign Strategy Template, Appendix 3.

<table>
<thead>
<tr>
<th>Strategy input</th>
<th>Description</th>
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</table>
| 1 IDEA               | 1. Describe what exactly do you want to crowdfund.  
                        2. Take into account the context - what problem are you trying to solve and what will be your long-term impact?                                                                                         |
| 2 BUSINESS PLAN / MODEL | TO DO: Write a list of financial needs for making product/cause come to life. Specify everything that is necessary. Fill in the business canvas template (Appendix 2)                                               |
|                      | TAKE INTO ACCOUNT:  
                        1. Predetermined amount you want to crowdfund.  
                        2. Any additional amount you want to raise, in case your campaign reaches goal before its end (stretch goal).  
                        3. Platform, bank transaction, or any other intermediary expenses.  
                        4. Reward expenses (production and transport).  
                        5. Any other organisational expenses?  
                        6. Business model canvas |
| 3 TARGET BACKERS     | TO DO: Define your target backers  
                        TAKE INTO ACCOUNT:  
                        1. Who are the most-likely users of your product/cause?  
                        2. Are the users people who can afford to support the campaign financially?  
                        3. Who is the most-likely financial supporter?  
                        4. How do you reach them? (social media, offline, email, telephone…)  
                        5. Specify their demographics (i.e. age, gender, interests).  
                        6. Think of potential audience in your local community.  
                        7. Think of potential audience outside your local community.  
                        8. Think of individuals and organizations that would be willing to donate large sums |
## 5. Crowdfunding Campaign Strategy Guidelines (2)

<table>
<thead>
<tr>
<th>Strategy input</th>
<th>Description</th>
</tr>
</thead>
</table>
| **4** STORYTELLING / CONTENT | TO DO:  
• Write a textual pitch that will present the project on the crowdfunding platform.  
• Be precise about your goal and costs.  
• Make infographics, people are more likely to receive your point.  
• Plan the updates for your platform page. |
| **5** PITCH | TO DO: Imagine you have 30 seconds to attract a potential campaign supporter. What would you tell them? Write down your 30-seconds pitch |
| **6** PERKS | TO DO: Define rewards (perks), their prices and their delivery schedule.  

**TAKE INTO ACCOUNT:** Include a perk that offers backer a unique, once-in-a-lifetime experience or a chance to participate in your project. For example, if you are making a movie, offer a possibility of getting a small role in it. Include a digital perk (i.e. a photo, game, book, movie). Delivery of digital perks will cost you nothing.  
• Include a perk that will serve as a promotional material (i.e. t-shirt with your logo).  
• Make sure that one of your perks has a value of $25. (Researches show that $25 tiers is the one most contributed to by the backers.)  
• Make sure that one of your perks has a value of $100. (Researches show that $100 tiers raise the most money.)  
• Ask yourself would you give the amount you've specified for the perk you are offering.  
• Include the total cost of final perks to the amount that will be the goal of your campaign.  
• Limit edition, time availability or enable early access for some of your perks. This will prompt a feeling of exclusivity when it comes to your perks |
## 5. Crowdfunding Campaign Strategy Guidelines (3)

<table>
<thead>
<tr>
<th>Strategy input</th>
<th>Description</th>
</tr>
</thead>
</table>
| **7** PROMO VIDEO FOR YOUR CAMPAIGN | TO DO: Create a 2-minute-long video scenario.  
TAKE INTO ACCOUNT: Campaign video has to portray the team and the campaign in an interesting and engaging way and send out a clear call to action (donation).  
• Check if your video storyline includes your team members.  
• Check if your video storyline includes your products'/causes' benefits and features.  
• Check if your video storyline includes a call to action.  
• Check if your video storyline includes users' testimonials. . |
| **8** CROWDFUNDING PLATFORM     | TO DO: Define which platform will you use in your campaign.  
TAKE INTO ACCOUNT:  
• Which are the most-used platforms in your country?  
• Which are most-used platforms for your type of product/cause?  
• Consider flexible and fixed funding.  
• Check platform fees of the targeted platforms.  
• Check platform's paying options and bank account requirements.  
• Consider which paying options are most common for your target audience (i.e. platform that allows for credit card payment, if that is what your target groups use) |
## 5. Crowdfunding Campaign Strategy Guidelines (4)

<table>
<thead>
<tr>
<th>Strategy input</th>
<th>Description</th>
</tr>
</thead>
</table>
| **9 COMMUNICATION PLAN** | TO DO: Define your communication plan  
TAKE INTO ACCOUNT:  
• Target groups  
• Core campaign message  
• Communication channels  
• Communication timetable |
| **10 SOCIAL MEDIA** | TO DO:  
• Define your social media plan by describing:  
• Which social media sites will you use in your campaign.  
• Which pages/groups/profiles will you use in social media promotion.  
• Which type of content will you use (videos, events, hashtags…)  
• Give an example of your social media campaign post.  
• Define a budget for social media promotion. TAKE INTO ACCOUNT:  
• Use social media sites that are most used by your target audience. |
## 5. Crowdfunding Campaign Strategy Guidelines (5)

<table>
<thead>
<tr>
<th>Strategy input</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11 VISUAL IDENTITY</strong> (BRANDING)</td>
<td>TO DO: Provide an example of a visual that presents a recognisable visual identity of your campaign (for example, campaign logo).</td>
</tr>
<tr>
<td><strong>12 VISUAL CONTENT</strong></td>
<td>TO DO: Make a list of at least 5 visuals that will present different aspects of your campaign at the campaign platform. (I.e. product/cause, team, timeline, financial plan, product/cause benefits, product/cause features etc.)</td>
</tr>
<tr>
<td></td>
<td>TAKE INTO ACCOUNT: Make a list of visuals through which you will update your backers about the campaign progress and share at your social media pages. For example, visuals through which you will thank your backers, bring in new perks, inform about collected amount or days left until the end of campaign.</td>
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<tr>
<td></td>
<td>Mention visuals that are in different forms. I.e. photographs, infographics, graphs, diagrams, Gantt charts, gifs.</td>
</tr>
<tr>
<td><strong>13 OFFLINE CAMPAIGN</strong></td>
<td>TO DO: Define up to 3 activities that will contribute to campaign promotion off the internet – donation dinners, guest appearances, public events etc.</td>
</tr>
</tbody>
</table>
## 5. Crowdfunding Campaign Strategy Guidelines (6)

<table>
<thead>
<tr>
<th>Strategy input</th>
<th>Description</th>
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</table>
| **14** CAMPAIGN LAUNCH | **TO DO:**
• Define potential launch date and duration of your campaign.
• Keep in mind summer breaks, major holidays and other relevant public happenings.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| **15** PROJECT SUSTAINABILITY | **TO DO:** Describe how will your project remain sustainable after the crowdfunding campaign?
**TAKE INTO ACCOUNT:**
• Financial sustainability (securing the long term financial resources)
• Organisational sustainability (long term responsibility for project application, ability to handle raised amount of money)                                                                                                                                                                                                                                                                                                                                                                                                                              |
| **16** RISK MANAGEMENT | **TO DO:** Define potential risks by taking into account:
• Reputational risk of your organisation in case campaign fails
• Risks linked to human resources (campaign team changes)
• Financial risks (transaction problems etc..)
• Risks linked to production and shipment of the rewards (perks) (delivery problems)
• Communication risks (politically incorrect messages)                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| **17** TEAM          | **TO DO:** Describe your team and explain each team member’s responsibility during campaign.
**TAKE INTO ACCOUNT:** It is preferable for you to have at least 3 team members (project coordinator, social media and PR manager, designer)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
# Action plan - Crowdfunding strategy implementation

<table>
<thead>
<tr>
<th>Task</th>
<th>Deadline</th>
<th>Person in charge</th>
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<tbody>
<tr>
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CHAPTER 6

BUDGETING A CROWDFUNDING CAMPAIGN
Your crowdfunding campaign is a project in itself. That is why you need to do a lot of planning before. Unless you ask your friends for help you implementing the strategy, the campaign may require a small investment. Make a campaign budget to keep everything under control. Use the template below.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Perks</td>
<td>Total production cost</td>
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<tr>
<td>2</td>
<td>Perks delivery</td>
<td>Based on multiple offers analysis</td>
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<tr>
<td>3</td>
<td>Video production</td>
<td>Based on multiple offers analysis</td>
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<tr>
<td>4</td>
<td>Photographer</td>
<td>Based on multiple offers analysis</td>
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<tr>
<td>5</td>
<td>Team members</td>
<td>If you pay the campaign team members</td>
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<tr>
<td>6</td>
<td>Events</td>
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<tr>
<td>7</td>
<td>Paid advertisement</td>
<td>Facebook, Google, Blog &amp; Vlogs etc.</td>
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<tr>
<td>8</td>
<td>Other costs</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Crowdfunding platform fee</td>
<td>The fee is a % from the total amount you collect. Check the campaigns conditions on the platform’s page.</td>
</tr>
<tr>
<td>10</td>
<td>TOTAL (€)</td>
<td>Total production cost</td>
</tr>
</tbody>
</table>
6. Budgeting a crowdfunding campaign

The only way to make sure that your campaign will be profitable is by making the perk’s budget too. Use the template below. Do not forget to ask your mentor for feedback on both the strategy and the budget. When the strategy is finished, create the action plan using the template below. It helps you to stick to your strategy and manage the team.

<table>
<thead>
<tr>
<th>a) Minimum donation</th>
<th>b) Perk</th>
<th>c) Available/planned quantity</th>
<th>d) Perk’s delivery date</th>
<th>e) Production cost/unit</th>
<th>f) Delivery cost</th>
<th>g) Total cost = c(e+f)</th>
<th>h) Minimum profit = a x c - g</th>
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<td>€500.00</td>
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<tr>
<td>€1,000.00</td>
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</table>
CHAPTER 6

OTHER RESOURCES
8. Other resources (1)

Reshaping the crowd’s engagement in culture - [Study](https://publications-office.europa.eu/en/publication-detail/-/publication/9c29806b-8493-4c34-98b3-c500037e5efb)
8. Other resources (2)

Reshaping the crowd’s engagement in culture: case studies

[Image of the Publications Office of the European Union website]
8. Other resources (3)

Reshaping the crowd’s engagement in culture: executive summary

The impact of digitisation – lowering communication costs and outreach – as well as the cultural shift of people wanting to connect more meaningfully with things they do, has made crowdfunding an increasingly popular method of fundraising and community building. Crowdfunding has witnessed a significant increase in Europe in recent years. This study examines to what extent crowdfunding is being used in the cultural and creative sectors (CCS) in Europe. Based on a dataset with information from nearly 75,000 CCS crowdfunding campaigns, the study provides a unique insight into the uptake of...
8. Other resources (4)

Collaboration and Business Models In the Creative Industry

Collaboration and Business Models in the Creative Industry
Exploring heterogeneous collaborations
Contact

Thank you and we hope this material will be helpful. Any feedback is most welcomed. The guideline was developed through Creative Business Studio, project financed by Erasmus programme, coordinated by Impact Hub Bucharest - bucharest@creativebusiness.studio, contact@impacthub.ro.
Appendix 1 - Campaigns Research Template
Appendix 2 – Business Canvas Template
Appendix 3. Crowdfunding Campaign Strategy Template
## Appendix 1 - Campaigns Research Template

<table>
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<tr>
<th>Campaign</th>
<th>Product</th>
<th>Link</th>
<th>Budget/Financed</th>
<th>Main points of the campaign</th>
<th>Video Likes</th>
<th>Liked to have seen more about…</th>
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<th>Rewards</th>
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# Appendix 3. Crowdfunding Campaign Strategy Template

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<td>BUSINESS PLAN / MODEL</td>
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<tr>
<td>3</td>
<td>TARGET BACKERS</td>
</tr>
<tr>
<td>4</td>
<td>STORYTELLING / CONTENT</td>
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<tr>
<td>5</td>
<td>PITCH</td>
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<tr>
<td>6</td>
<td>PERKS</td>
</tr>
<tr>
<td>7</td>
<td>PROMO VIDEO FOR YOUR CAMPAIGN</td>
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<tr>
<td>8</td>
<td>CROWDFUNDING PLATFORM</td>
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## Crowdfunding Campaign Strategy Guidelines (2)

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<td>SOCIAL MEDIA</td>
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