

“TOP FIVE” Tips from Artists



Rashayla Marie Brown, visual artist
“Reality is Not Good Enough”

Fundraised to support a video and photography series that challenges the tropes of reality TV’s representation of African-American women.

Raised \$5,367 of a \$5,000 goal.
Campaign end date: August 3, 2015

1. **Get the word out pre-launch:** Build momentum in the beginning by asking people close to you to donate so that it doesn't stall for the first week.
2. **Make time for social media:** Make sure you have time to devote to promoting your campaign on social media. I tagged groups of people that I know with updated links about who has recently donated. Quite a few of my supporters found out this way.
3. **Family:** Reach out to family, particularly elderly ones, by phone. Explain the project and ask them to send you a check if they aren't super familiar with online donating.
4. **Updates and “soft rewards”:** Provide exciting content that is a “soft reward” of sorts for people following your project. I made a couple memes and shared them on Instagram, Tumblr, and Facebook to say thanks for reaching goals such as 25%, 50%, etc.
5. **Keep donors informed even afterward:** Try to email your contributors within the month after the campaign is over to thank them and alert them to when you will send perks.



Timothy Corpus, musician
“The New American Timpani”

Fundraised to support the composition, recording, and performance of three new works featuring timpani.

Raised \$5,085 of a \$5,000 goal.
Campaign end date: June 15, 2015

1. **Get Help**
 - a. Contact your friend with an MBA and ask for their help. People with an MBA are educated in making money. Buy them a beer and ask for help. I was surprised at how people were happy to help. They spent probably 1 hour a week max.
 - I consulted 3 friends & family with business degrees. One was in charge of my West Coast marketing and contacting extended family. The others helped me draft my letters for potential donors and helped brainstorm ideas to reach new potential donors. They also made suggestions about all of my "gifts" for donors.
 - I tasked my wife (a journalist) to oversee the East Coast. She also read and edited all of my writing and managed immediate and extended family.

- Lastly I had my brother (filmmaker in LA) promote the campaign through Facebook. He raised over \$80,000 for a film he made through Kickstarter, so he had a good amount of reach.
- Having other people help made more time for me to contact organizations, arts donors and update the campaign.

2. Stay Busy

- a. Make sure that your campaign is happening while your art is happening. This shows your donors that you're involved and it helps you meet new potential donors.
 - I asked Sara if I could schedule my campaign when I went on tour to Ireland. I met a whole new audience and was very active on social media with concerts and presentations.
 - Try to schedule other performances, lectures, presentations, etc. during the time your campaign is up.
 - Attend other performances, these usually lead to opening doors to talk about "what you're up to"

3. Be Social on the Media

- a. I think it's really important to update your 3AP page often. These updates should be posted through Facebook, Instagram, and Twitter.
 - Go download Hootsuite. You can buy it or use it for free. This is what big businesses use to stay active on social media. You can write your posts for social media and schedule them later to post. Be sure not to be overly aggressive. Use tact.
 - I decided to do short 1-2 minute YouTube videos updating on the status of the project and showing my work. I also thanked the donors by name in the video.
 - Post audio or video, don't always force your audience to read.

4. Stay Connected

- a. Write letters and follow-up letters to every organization you're connected with.
 - I contacted former teachers, deans of schools I attended, other musicians, family members, co-workers, and arts supporters.
 - Old friends, colleagues, and mentors with whom I had lost touch saw my posts on Facebook.
 - I also contacted a music society that I have been a part of for years. They had a forum where I could post updates and reach new potential donors
 - My campaign ended in June, I'm still sending updates to donors (as of October)

5. Be Positive

- a. Funding ebbs and flows. Stay positive and in front of your audience.
 - There were moments when my campaign wasn't moving much. In order to keep my campaign looking active, I asked donors I knew to donate at certain times.
 - At the times where the campaign seemed stagnant, I focused on promoting it more and contacting new donors. There are always more people out there to find.
 - When I started to feel lost, I contacted Sara.



Sandra Delgado, actor/writer
"La Habana"

Fundraised to support a new documentary film and theater project.

Raised \$8,862 of a \$5,000 goal.
Campaign end date: November 25, 2014

- 1. Make your master list of potential supporters (friends, family, fans) and send them an email before the campaign starts**, sharing the good news and getting them excited about making this project a reality. Once the campaign is up and running, send your master list updates weekly or every other week, with the option to opt out anytime. Your community wants to know how you are doing!
 - 2. Follow up with *personalized* individual emails and FB messages.** This was the number one, single most effective way for me to raise funds. You can reuse the "ask" part of your message, but make sure the rest of your message is personalized. Though it does take time, people really respond to this. It was a great way to catch up with people as well.
 - 3. Posting the campaign on your FB wall has significantly less impact to drive donations than personalized messages.** FB is good to let your community at large know what you are up to, and though they may not make a donation now, they may support in the future. Awareness-raising is a valuable side effect of 3AP.
 - 4. Consider a "Match-the-Match."** One of my bigger donors turned their donation into a Matching Fund Initiative. They matched every dollar raised up to their set amount.
 - 5. The fundraising is up to YOU.** 3Arts does a stellar job of providing the platform for you to showcase and raise funds for your project, but it is up to you to get the word out and get those donations. Of the 90 donors I have for my project, there is only one who I do not know.
-



Erica Mott, choreographer
"3 Singers"

Fundraised to support a multi-faceted performance and multimedia installation.

Raised \$6,736 of a \$5,000 goal.
Campaign end date: September 27, 2014

- 1. Use your 3AP video as a tool for further visibility and conversation about your work.** It does not have to live only on 3AP's website. I managed to use mine as the video on both my Facebook and website, and shared it with grantors (both those who had awarded me and those who had not) to help them better understand my work. I shared it in a thank you email to all those who had donated something to the project thus far, whether that be time, advice, space, materials, etc. Finally I embedded the video in an email to my list to let everyone have a 'behind the scenes' experience of my latest project. I found that because I shared it with many communities, the video got forwarded to many people who I did not know and therefore generated more conversation.

2. Consider holding a party, gathering or public event during your 3AP campaign. We had a short presentation of work in progress and mentioned our 3AP campaign. We also included a little flyer (made and copied at Staples for \$20 total) about the project mentioning the campaign and had a volunteer staged with a laptop playing our 3AP video at the bar to capture anyone who wanted to give on site. This helped gather some donations, but it was also tremendously successful in getting the word out to a larger community.

3. Gratitude goes a long way. Each person who donated to the campaign received a quick email of thanks from us for their impact on the project and an image from our rehearsal. It took two minutes but made a huge impact on myself (realizing the amazing support system I have for my work I may have not recognized) and my donor (recognizing their impact).

4. Reframing the idea of the Ask. I have always had challenges asking people for things. A friend invited me to reframe my thinking to instead be around inviting people to be a part of something I find tremendously exciting. It's not a radical idea by any means, but it did help me speak more to the exciting work I was doing and less to the 'need' for financial support. During my 3AP campaign, I was speaking about some bigger philosophical questions I had about my project with a photographer I met for coffee. That afternoon, he donated the final funds required to reach our 3AP goal (to reinforce point #1, he found out we were raising funds through 3AP because I shared the video on Facebook—I never even mentioned the campaign to him in our conversation). When I approached him about why he decided to donate he said, "I couldn't stop thinking about the questions your work was asking and I wanted to be a part of that conversation."

5. If you are shy about your work, find friends who love it and love to talk about it. My best friend is a union organizer who makes a living cultivating excitement around ideas and projects. When I call her up and let her know what I am up to, I know at least twenty more people will also know. I took a moment before the launch of my campaign to think of five "connector people" like that in my life, the types who stay until the end of the party, who always suggest a name when you have a question, and who thrive off of making connections. I called or wrote each one of them individually to share some details about my work and invited them to help me spread the word.