



KICKSTARTER

Presented by
Norma Durian



What is KICKSTARTER?

- Kickstarter is a new way to fund creative projects
- Each project is independently created
- Together, creators and backers make projects happen
- Creators keep 100% ownership of their work
- Creative works were funded this way for centuries
- Backing a project is more than just giving someone money
- Our mission is to help bring creative projects to life

How do I start a KICKSTARTER campaign?

- You are 18 years of age or older.
- You are a permanent U.S. resident with a Social Security Number (or EIN).
- You have a U.S. address, U.S. bank account, and U.S. state-issued ID (driver's license).
- You have a major U.S. credit or debit card.
- All-or-nothing funding- This means that if you don't meet your goal you don't get any funds and you will not owe anyone any refunds.



What sorts of projects can be funded?

- **Everything on Kickstarter must be a project**
- **Every project on Kickstarter must fit into one of our categories**

What should I do BEFORE I launch my project?

- Make a detailed budget of your costs. Use this to set your funding goal.
- Look closely at other Kickstarter projects, especially Staff Picks.
- Brainstorm with friends about what rewards to offer and other project ideas.
- Consult Kickstarter School for tips and tricks from our staff, as well as the tips posts on our blog.
- Have a plan for spreading the word about the project.
- Running a project is a lot of fun and a lot of work. Make sure you're ready before you launch!