

NATIONAL ASSEMBLY OF STATE ARTS AGENCIES

ASSEMBLY 2012

October 4-6, Washington, D.C. • Hosted by the DC Commission on the Arts and Humanities

Crowd Funding: The collective effort of individuals who network and pool their resources, usually via the Internet, to support efforts initiated by other people or organizations.

MORE THAN 1 MILLION SUCCESSFUL FUND-RAISING CAMPAIGNS WERE RUN BY CFPs IN 2011

TOTAL NUMBER OF CAMPAIGNS, 2011

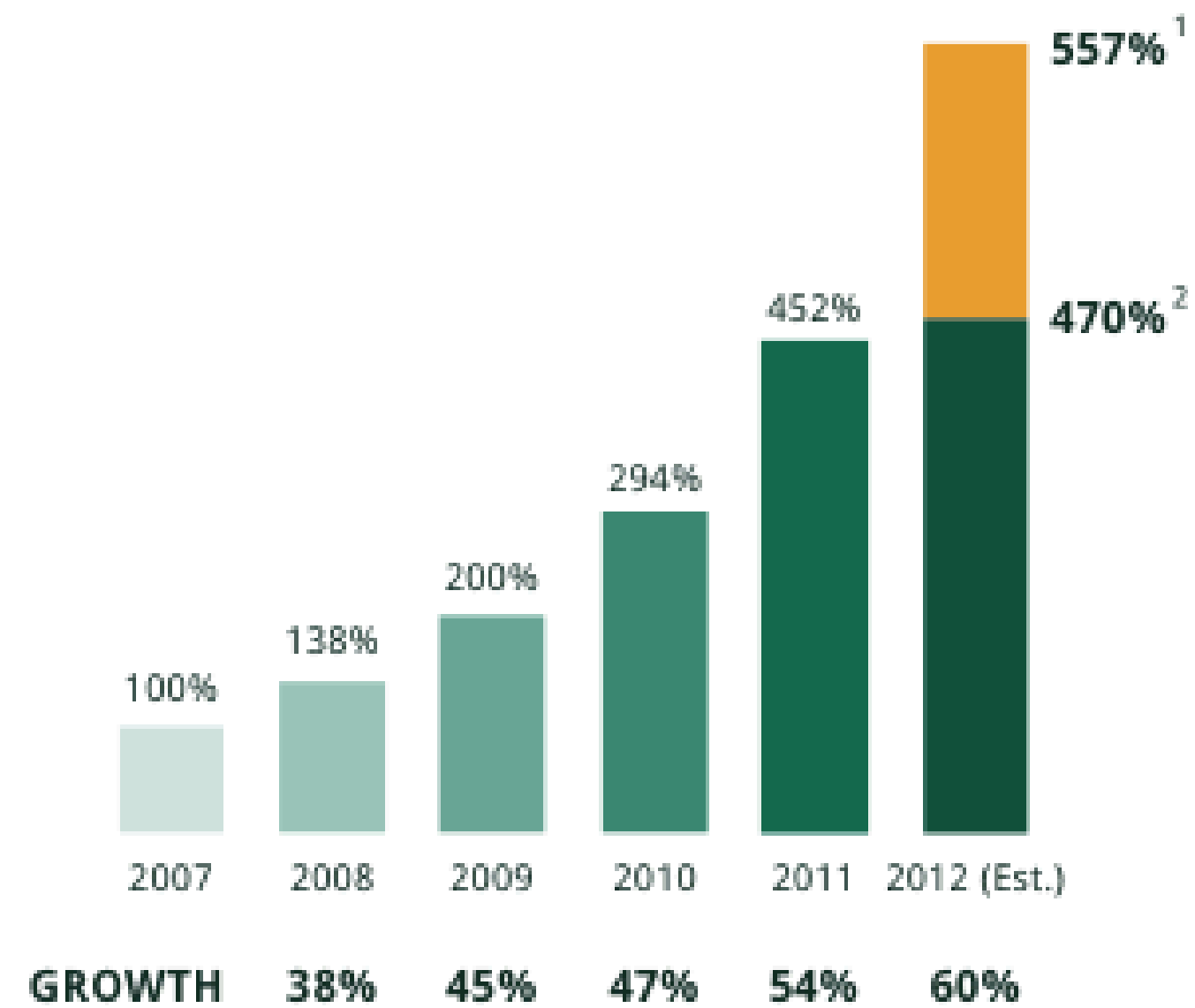


Source: Massolution

THERE WILL BE OVER 530 CFPs BY DECEMBER 2012

NUMBER OF CFPs WORLDWIDE

Indexed percentage: 2007 is 100%



536

Estimated number of CFPs as of Dec 2012

452

The total number of CFPs as of Apr 2012

¹ Based on Crowdsourcing.org Directory of Sites as of April 2012.

² Estimates are based on historical market projections and do not take into account extraordinary events, (e.g., passing of US Crowdfunding legislation) which are, based on available data, unpredictable.

Source: Based on Crowdsourcing.org Directory of Sites as of April 2012

KICKSTARTER

Amanda Palmer: The new RECORD, ART BOOK, and TOUR

by [Amanda Palmer](#)

[Home](#)

[Updates](#) **19**

[Backers](#) **24,883**

[Comments](#) **1,216**

[Boston, MA](#)

[Music](#)

Funded! This project successfully raised its funding goal on May 31.



24,883

backers

\$1,192,793

pledged of \$100,000 goal

0

seconds to go



Project by
Amanda Palmer
Boston, MA
[Contact me](#)

K 3 created · 25 backed

Kickstarter Stats

This page is updated at least once a day with the raw data behind Kickstarter. Metrics include funding success rates, dollars pledged, and trends of successfully and unsuccessfully funded projects. Statistics are available for the site overall as well as each of the 13 project categories. Check out [our blog](#) for more on Kickstarter's data.

Projects and Dollars

Category	Launched Projects	Total Dollars	Successful Dollars	Unsuccessful Dollars	Live Dollars	Live Projects	Success Rate
All	69,814	\$344 M	\$291 M	\$36 M	\$17 M	3,555	43.92%
Film & Video	19,852	\$86.10 M	\$71.06 M	\$12.48 M	\$2.56 M	770	39.42%
Games	2,922	\$56.23 M	\$47.47 M	\$3.29 M	\$5.47 M	268	33.84%
Music	16,419	\$52.03 M	\$46.39 M	\$4.20 M	\$1.44 M	775	54.24%
Design	2,434	\$50.88 M	\$44.04 M	\$4.32 M	\$2.52 M	162	36.31%
Technology	1,382	\$21.88 M	\$18.01 M	\$1.75 M	\$2.12 M	79	30.62%
Publishing	7,642	\$16.76 M	\$13.24 M	\$2.70 M	\$822.42 K	508	31.31%
Art	6,431	\$15.62 M	\$13.18 M	\$2.01 M	\$433.18 K	310	48.52%
Food	2,207	\$11.27 M	\$9.04 M	\$1.78 M	\$440.77 K	143	40.60%

Successfully Funded Projects

Most successfully funded projects raise less than \$10,000, but a growing number have reached six and even seven figures. Currently funding projects that have reached their goals are not included in this chart — only projects whose funding is complete.

Category	Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$19,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1 M+ Raised
All	29,098	3,447	19,952	3,450	1,988	251	10
Music	8,486	900	6,464	832	281	8	1
Film & Video	7,523	740	4,789	1,162	774	58	0
Art	2,970	550	2,130	214	74	2	0
Publishing	2,234	384	1,505	228	113	4	0
Theater	2,202	306	1,704	144	47	1	0
Games	898	60	426	183	175	49	5
Food	838	50	476	205	103	4	0
Photography	835	125	586	96	28	0	0
Design	825	71	316	159	203	74	2
Comics	728	114	477	77	51	8	1
Dance	663	62	567	28	6	0	0
Fashion	487	68	399	78	37	4	0

DETROPIA - We're Releasing our Doc Independently

by [Loki Films](#)

[Home](#)[Updates](#) 9[Backers](#) 886[Comments](#) 22

📍 Detroit, MI

🎬 Documentary

Funded! This project successfully raised its funding goal on June 28.

**886**

backers

\$71,262

pledged of \$60,000 goal

0

seconds to go

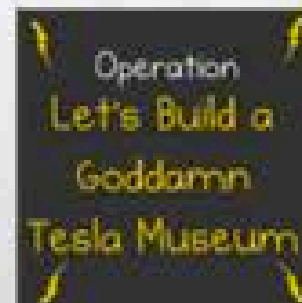


Project by
Loki Films
New York, NY
[Contact me](#)

Every penny that continues to come in for the remainder of this campaign will go towards more cities, more screenings. Nobody likes being called a "secondary market." Cleveland, Akron, Madison, Baltimore, Tucson, Santa Fe, Pittsburgh...the list goes on and on. It's a big country! Independent films rarely see the light of day in these awesome places that need and want to join the discussion. We have a huge opportunity now to change that with DETROPIA.



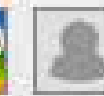
indiegogo



Let's Build a Goddamn Tesla Museum

We're trying to raise money to buy back Nikola Tesla's old laboratory, known as the Wardenclyffe Tower, and eventually turn it into a museum.

Team:



[see more »](#)

Location: Shoreham, New York, United States

Category: Technology

[Campaign Home](#)

[Updates / 15](#)

[Comments / 11554](#)

[Funders / 33254](#)

[Gallery / 4](#)



\$1,370,511

Raised of \$850,000 Goal



0 time left

Flexible Funding campaign

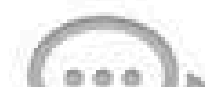
This campaign received all of the funds contributed by Sat Sep 29.

Perks *for your contribution*

\$3

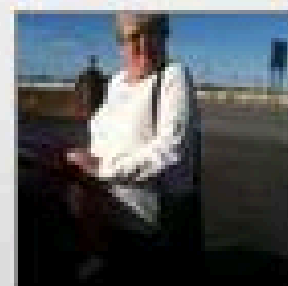
Tesla loves the number 3

And if you donate \$3, Tesla will love you too. If



Share This Campaign:

<http://igg.me/p/204900?a=24386>



Lets Give Karen -The bus monitor- H Klein A Vacation!

Karen Huff (The bus monitor) deserves a vacation!

Team:



[see more](#)

Location: Greece, New York, United States

Category: Community

[Campaign Home](#)
[Updates / 52](#)
[Comments / 28326](#)
[Funders / 32241](#)

Bullied School Bus Monitor Karen Klein - SHOCK! [More info](#)



\$702,384

Raised of \$5,000 Goal



0 time left

Flexible Funding campaign

This campaign received all of the funds contributed by Fri Jul 20.

Do you think this campaign contains **prohibited content**?
[Let us know.](#)



Share This Campaign:

<http://gg.me/p/124322>



BRINGING PASSION AND CREATIVITY TOGETHER.

A project of the Arts & Science Council (ASC), power2give.org empowers you to give directly to local arts, science and history projects you are passionate about. Nonprofit organizations post projects that are in need of funding. You help bring them to life with a gift.



YOU HAVE THE POWER TO MAKE A DIFFERENCE. DISCOVER YOUR PASSION INSIDE.

CHOOSE YOUR LOCATION

what is power2give?

Learn about the mission and vision that sparked the launch of power2give.org and the impact you can help make.

give to a project

Make a difference in your community by exploring the creative projects that you are most passionate about!

post a project

If you are an eligible non-profit organization, you can learn how to create and market your own project.

purchase a gift card

Give the gift of giving by purchasing a power2give.org gift card for your friends and family members so they, too, can connect with the cultural sector.



USA Projects

[FAQ](#)

[Sign up](#)

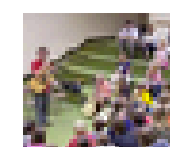
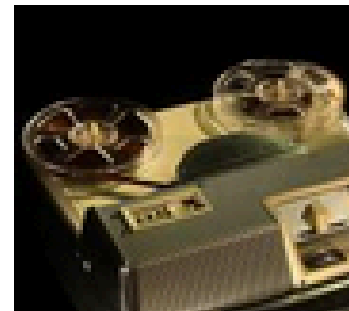
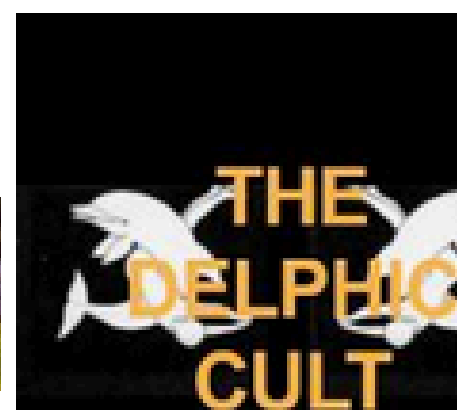
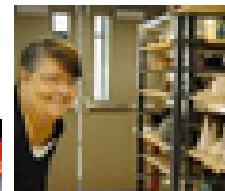
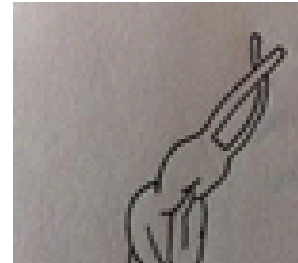
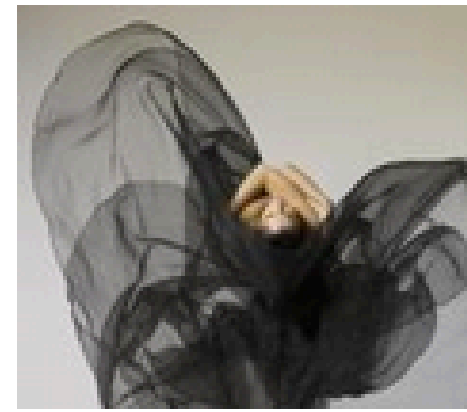
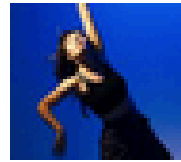
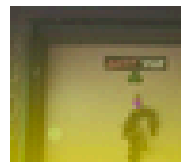
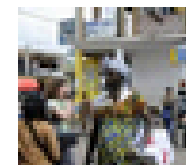
[Login](#)

[Find projects](#)

[Meet artists](#)

[Explore the community](#)

[Get involved](#)

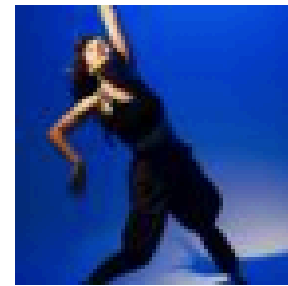


START
a Project

DONATE
to USA Projects

We help artists fund projects.

[LEARN MORE](#)



The Most Innovative, Daring, and Original Piece of Dance/Performance ...

BY [AMY O'NEAL](#)



WA

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114

Tweet

+1



<http://bit.ly/RqOB8>

Author: Amy O'Neal

Credits: Wes Hurley

Copyright: 2010

\$10,195

Donated of \$6,500 Goal.



5 Days Remaining

This project is funded!

DONATE
TO THIS PROJECT

Donate as little as \$1, or
get exclusive perks for
your support...

\$25

Shout outs on Twitter and
Facebook + project updates +

After creating 6 evening-length works with my former company **locust** and

Crowd Funding =
Classic Story Arc +
Modern Platform





ESSAKANE: The Most Remote Music Festival in the World

\$20DVD

A Documentary project in Timbuktu, Mali by Essakane Film Team · [send message](#)

[PROJECT HOME](#)[UPDATES](#) 19[BACKERS](#) 163[COMMENTS](#) 10[DASHBOARD](#)[POST UPDATE](#)

Help



163

BACKERS

\$20,489

PLEDGED OF \$20,000 GOAL

0

SECONDS TO GO

FUNDING SUCCESSFUL

This project successfully raised its funding goal on November 18, 2010.



PLEDGE \$1 OR MORE



8 BACKERS





KICKSTARTER





Spread Good Stories through Docs In Progress

What a Difference a Doc Makes. Help Docs In Progress so we can continue creating community through documentary.

Team:



[see more »](#)

Location: Silver Spring, Maryland, United States

Category: Film

[Campaign Home](#)
[Updates / 8](#)
[Comments / 78](#)
[Funders / 125](#)
[Gallery / 14](#)

More info



\$10,175

Raised of \$10,000 Goal



0 time left

Flexible Funding campaign

This campaign received all of the funds contributed by Sat Jul 21.

PARTNER

DOCS IN
PROGRESS



Perks for your contribution



Spread Good Stories through Docs In Progress is fiscally sponsored by Docs In Progress, a 501(c)(3) nonprofit organization whose mission is to give individuals the tools to tell stories through documentary film to educate, inspire, and transform the way people view their world.

Building a Community of Documentary Filmmakers and Film Fans Together!

THANK YOU!! WE DID IT!

Wow! We are totally blown away with your support! Empowering Documentary filmmakers with the tools and confidence to get their voices heard is why we started this dream eight years ago! In our first fundraising campaign as a nonprofit, we were lucky to raise \$2,000 in the whole year, but treasured every dollar to help us build up the infrastructure of Docs In Progress.

Now, we reach over 5,000 members of our community and have witnessed the blossoming of hundreds of filmmakers and their films. Many of the filmmakers who walked through our doors have gone on to have incredible documentary careers and to spread stories that have made major change. And we look forward to helping many more.

NOW LET'S KEEP THIS PARTY GOING IN THE FINAL HOURS!



\$ 75 - 6:05 PM
\$ 675 - 7:30 PM
\$ 775 - 7:35 PM
\$ 825 - 7:45 PM
\$ 925 - 7:55 PM
\$ 1000 - 8:00 PM
\$ 1050 - 8:45 PM
1300 9:10 PM

\$50

PBS Retro Logo T-Shirt

PBS fans can get a retro t-shirt with the original PBS logo from 1969. Cotton, unisex, black t-shirt.

SOLD OUT! - 3 Claimed

\$50

DOC SNAPS

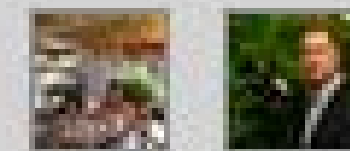
A picture is worth a thousand words, but a documentary photograph is priceless. Award-winning documentary filmmaker and Docs in Progress alum, Ben Crosbie, of Eidolon Films donated 15 of his incredible 8 x 10 "snaps" from his collections taken around the world. Happy snapping! You can select your snap here: <http://www.eidolonfilms.com/snaps/>

4 out of 15 Claimed

\$1,000

ALL ACCESS PASS - GREAT DEAL!

For this incredible price, you will have access to all Docs in Progress classes, workshops, talks, and events for 12 months from the time of donation. Includes Docs Insiders membership, a one-hour consultation with Erica or Sam on your documentary project, and the ability to sign up for any classes, workshops, or talks offered by Docs in Progress for no additional cost. A great value and ONLY available through IndieGogo.



3 Claimed

Engagement

E-mail audience directly and specifically

Follow up again and again like NPR

Strength of weak ties

Personalized thanks

Building a Community not a Donor List

NATIONAL ASSEMBLY OF STATE ARTS AGENCIES

ASSEMBLY 2012

October 4-6, Washington, D.C. • Hosted by the DC Commission on the Arts and Humanities