

Do's and Don'ts

Do's

- Plan ahead – Careful planning and a detailed script is half the battle.
- Go for a sprint, not a marathon – 30 to 45 days are enough.
- Let them see your face – A straightforward, personal project video works best.
- Here's looking at you kid. – A straightforward, personal project video works best.
- Packaging matters – Make your project description short and sweet.
- Meet them on a level playing field – The crowd deserves classiness.
- Cards on the table – Provide honest and transparent information.
- Get family and friends onboard – The crowd starts with your mother.
- Make it go viral – Use your creativity on Facebook, Twitter & Co.
- Word-of-mouth – Spread the word with business cards, phone call after phone call, parties, etc.
- Think big – give out press releases to the media, organize events.
- Let your crowd be part of it – Collaborate and interact with them.
- Say thank you – Send the rewards off quickly.

Don'ts

- Writing books and shooting films – On the web, attention span does not go a long way.
- Leave for a holiday after the start of your campaign – Now is the time to act!
- Leaving backers groping in the dark – They are an integral part of your campaign.
- Spamming – Use various channels, focus your efforts on specific issues.
- Feel like a pauper – Your backers will be rewarded.
- Ignore criticism – Reactions and feedbacks enliven the discussion.
- Give up too early – Final spurts tend to be surprising.