

**Surviving & Thriving
in Your First
Kickstarter Fine Art
Photography
Campaign**

KICKSTARTER

It's all potential.

Disclaimers

- I am not an employee of Kickstarter or in any way affiliated with them. I simply enjoy their platform, the community and am a customer on both sides – backing and a creator.
- My project does involve some NSFW images, so please view it at your own discretion. This presentation is very PG.

Let's be brutally honest.
Your chances at success are slim.

Projects and Dollars

Category	Launched Projects	Total Dollars	Successful Dollars	Unsuccessful Dollars	Live Dollars	Live Projects	Success Rate
All	243,352	\$1.83 B	\$1.57 B	\$219 M	\$33 M	6,525	37.48%

Your project must be EXTRAORDINARY.

*Data and this and following pages collected on July 12, 2015 from <https://www.kickstarter.com/help/stats>

Category	Launched Projects	Total Dollars	Successful Dollars	Unsuccessful Dollars	Live Dollars	Live Projects	Success Rate
All	243,352	\$1.83 B	\$1.57 B	\$219 M	\$33 M	6,525	37.48%
Games	18,311	\$382.67 M	\$335.29 M	\$37.94 M	\$9.44 M	588	33.11%
Technology	15,769	\$311.75 M	\$263.92 M	\$40.12 M	\$7.71 M	888	20.91%
Design	15,375	\$305.89 M	\$269.17 M	\$31.26 M	\$5.46 M	562	33.82%
Film & Video	48,637	\$287.86 M	\$239.47 M	\$46.06 M	\$2.33 M	861	38.11%
Music	40,389	\$151.27 M	\$137.22 M	\$12.94 M	\$1.11 M	725	51.77%
Publishing	26,169	\$76.04 M	\$63.84 M	\$10.98 M	\$1.22 M	623	30.02%
Food	15,344	\$75.83 M	\$62.43 M	\$12.58 M	\$813.61 K	476	27.25%
Fashion	12,357	\$62.88 M	\$52.63 M	\$8.02 M	\$2.23 M	467	24.64%
Art	18,735	\$53.68 M	\$46.14 M	\$6.88 M	\$654.79 K	428	42.20%
Comics	6,127	\$41.30 M	\$37.41 M	\$3.06 M	\$828.28 K	176	49.84%
Theater	8,368	\$32.94 M	\$29.00 M	\$3.65 M	\$294.12 K	190	61.18%
Photography	7,660	\$20.99 M	\$17.27 M	\$3.06 M	\$660.20 K	189	29.98%
Dance	2,780	\$9.22 M	\$8.50 M	\$656.01 K	\$67,119	52	64.37%
Journalism	2,797	\$7.12 M	\$6.00 M	\$979.06 K	\$131.93 K	108	23.50%
Crafts	4,534	\$6.14 M	\$4.96 M	\$1.07 M	\$105.91 K	192	24.55%

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	88,765	10,476	52,789	12,404	10,872	2,112	112

[> See categories](#)

Unsuccessfully Funded Projects

Funding on Kickstarter is all-or-nothing in more ways than one. While 13% of projects finished having never received a single pledge, 79% of projects that raised more than 20% of their goal were successfully funded.

Category	Unsuccessfully Funded Projects	0% Funded	1% to 20% Funded	21% to 40% Funded	41% to 60% Funded	61% to 80% Funded	81% to 99% Funded
All	148,062	31,621	92,346	15,175	5,766	2,053	1,099

[> See categories](#)

If your idea and marketing are great,
and you are tenacious, then there is
Kickstarter money for you.

Stats

\$1,825,579,796

total dollars pledged to Kickstarter projects

88,765

Successfully funded projects

9,003,970

Total backers

2,756,801

Repeat backers

23,850,600

Total pledges

Preparation

- Study other Kickstarter campaigns, both successful and unsuccessful.
- Know your category inside and out. Know who is winning now, who won in the last six months and evaluate what you perceive to be their successes.
- Choose a time to launch when attention is low in your category, but another massive campaign is getting a lot of attention (flooding the website and app with potential backers).

The short version*

1. Build your project
2. Get feedback
3. Launch it to the world!
4. Track funding progress
5. Funded!
6. Keep backers in the loop
7. Send rewards
8. You did it

*This is how Kickstarter simplifies the process at <https://www.kickstarter.com/learn?ref=nav>

What do they leave out?

- Evaluate everything in context
- Do lots of research
- Participate before you create a campaign

What is not widely said?

- A Kickstarter campaign is one of the most intense marketing experiences upon which you will ever embark.
- The customers you earn during this campaign are yours to continue communicating with for life if you also continue to earn their respect and admiration through your fulfillment months.

What I studied via becoming a backer:



The Lomography New Petzval 85 Portrait Lens

A Legendary 19th Century Lens.
Reinvented For Use With All Nikon
F & Canon EF Mount Analog &
Digital SLR Cameras.



by Lomography and 3,379
backers



SURF SITE TIN TYPE

SURF SITE TIN TYPE, is a book
project of contemporary tintype
portraits of surfers around the
globe



by Joni Sternbach and 301
backers

Today's Photography Projects



Sweet Ruin: The Brooklyn Domino Sugar Refinery

Paul Raphaelson

A stunning photography book about the abandoned factory, its history, and the surreal interior during its final days standing.

📍 Brooklyn, NY

366% **\$27,149** **18**
funded pledged days to go



Bring back the legendary Trioplan soap bubble bokeh f2.8/100

Meyer Optik USA

Recapture the beauty, art and essence of the 'soap bubble' bokeh with the new Trioplan f2.8/100 for DSLR and mirrorless cameras

📍 Atlanta, GA

546% **\$273,453** **13**
funded pledged days to go



Resonators - The Photographic Book

Scarlet Page

RESONATORS is a book project of b&w photographs and words featuring some of the most talented and established guitarists in the world.

📍 London, UK

52% **£8,444** **25**
funded pledged days to go



THE COCKETTES PHOTO BOOK, Too Much Is Never Enough!

Fayette Hauser

To publish a Limited Edition, High Quality Comprehensive Photo Book of the seminal San Francisco theater troupe The Cockettes 1969-1972

📍 Los Angeles, CA

11% **\$6,452** **13**
funded pledged days to go



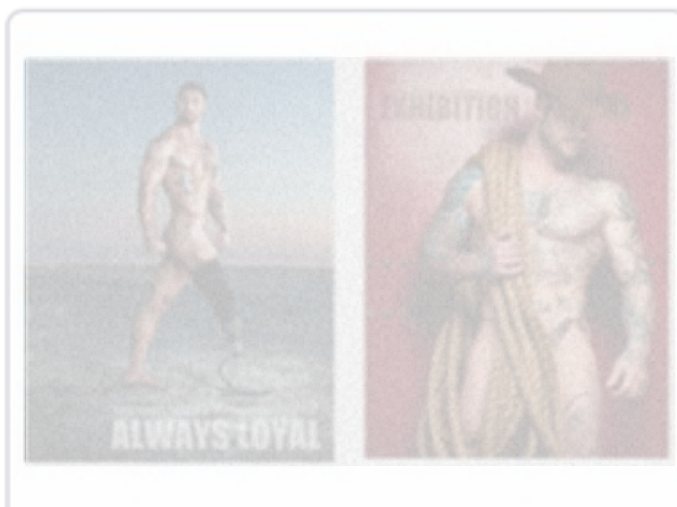
Guilty Pleasures

Jay Muhlin

Guilty Pleasures is a photobook about friendship and finding comfort in an endless winter.

📍 Philadelphia, PA

56% **\$6,741** **3**
funded pledged days to go



Publish two large-scale photo books by Michael Stokes.

Michael Stokes

We will fund two large-scale, coffee table, art books. One features wounded US veterans and the other explores male figure studies.

📍 Los Angeles, CA

328% **\$158,399** **16**
funded pledged days to go



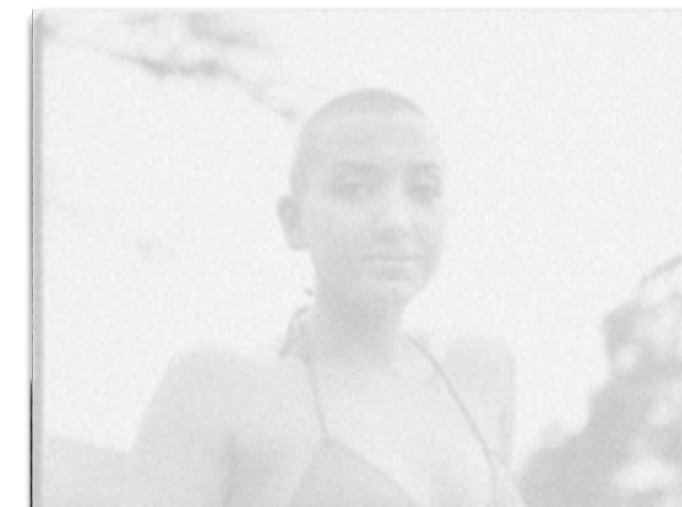
L'Œil de Clairvaux

Marion Lachaise

Un livre d'artiste interactif sur la prison de Clairvaux. A interactive artist's book about the infamous prison of Clairvaux.

📍 Paris, France

114% **€5,716** **69**
funded pledged hours to go



68 degrees: Barton Springs

anthony maddaloni

I am working on a book and exhibit of portraits of people at Barton Springs in Austin Texas.

📍 Austin, TX

41% **\$2,088** **18**
funded pledged days to go

Work on your story

- Practice your story. Tell it to everyone. Refine it until you can effortlessly pitch your idea without stumbling and with a sincere gleam in your eye.
- Plan your media. Do you need a graphic artist? Videographer? It's obvious that good design is worth its weight in gold. If you aren't a designer, barter or pay for a professional's services.
- When comfortable, pitch a stranger. Practice speaking to someone who doesn't already know and love you to see if you can ignite a fire in someone unfamiliar with your project.

Essential questions:

- Why should someone believe you?
- Why are you different and more special?
- Why is your product worth investing in? (it's not a purchase - it's a pledge!)
- What can you share about your process that gives the potential backer a feeling of being included in something special and crafted by someone with passion and a vision?

Night Paper: Surreal Paper Fashions + Long Exposures

Ask yourself: does my title create curiosity?

“I am an artist working on a lifelong dream project, NIGHT PAPER, for over 2 years and my camera gear was stolen in San Francisco.”

Ask yourself: does my short description immediately explain why a potential backer should care?

I really messed up; I admit it. I was careless for a moment and my camera gear got stolen. And I regretfully did not insure for this kind of event. I'm not asking you to reward me for foolishness - not at all. I'm asking you to instead believe in my project, NIGHT PAPER, and show support for its completion. When you do, I can replace my stolen digital photo gear and move forward toward the culmination of this project, now working with couples. Without your help, and the help of the art and Kickstarter communities, it will take me longer to recover and continue the project.

I've invested a lot of my personal money, immeasurable time and effort into creating and evolving my unique project, NIGHT PAPER. It's my biggest creative dream so far and I am dedicated to its success. It is an intricate and involved process and I am committed to the project, heart and soul.

Ask yourself: does my lead copy express sincerity and provide a reason for someone to believe you will do something meaningful with their money?

Your Keystone Visual

- It must be visually arresting - a “page stopper”
- It must be different than anything else currently being offered, in a positive manner.
- It must work at many sizes from large to small.

KICKSTARTER
STAFF PICK

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KICKSTARTER STAFF PICK

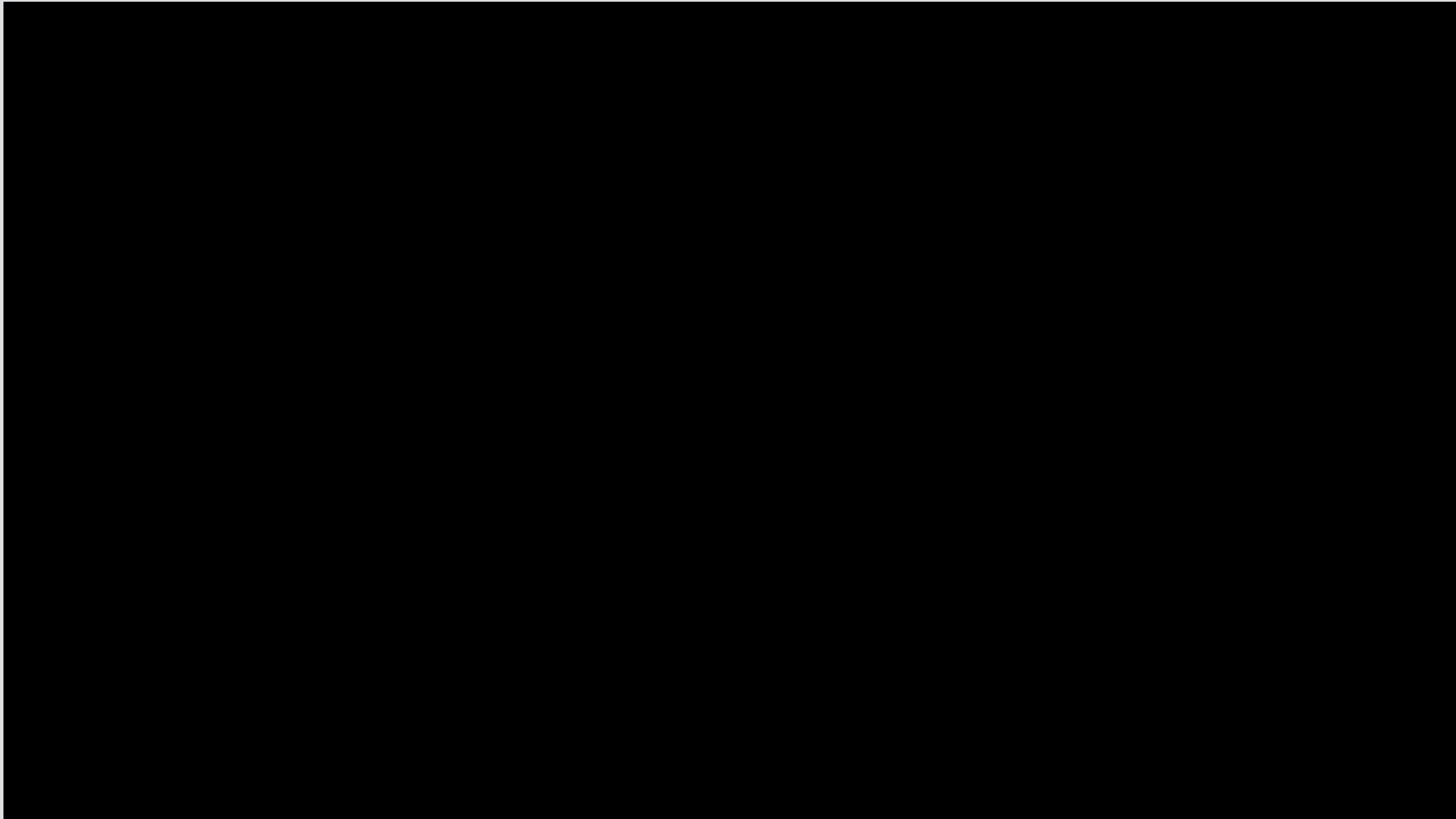
You'll be notified if you are a Kickstarter Staff Pick. What you won't get is a graphic - that is something people find/create for themselves.

Changing and updating your graphic throughout the campaign is a good idea. For instance, I added "FUNDED!" when I achieved my goal.

FUNDED!

Your Video is Crucial

- Since you are so good at your elevator pitch, now it's time to get in front of the camera and give potential backers a chance to see it in your eyes that you have a dream and you are worth backing.
- It does not have to be high quality, but it certainly helps. It should be made where you make your art - show your "studio." Again, context is everything!
- Make it short and impactful. Get to the point quickly and then build in more reasons to believe in you and your project, and especially your ability to deliver.
- Explain your rewards levels in brief.



Making a good video

- Get licensed music (TripleScoop rocks!) – no music is a snoooooozer
- Use good-looking titles
- Introduce everyone involved in the project and let them be themselves in the video
- Exude hopeful-ness and confidence

Make it tangible

- Make sure that your product, or products, is/are a real, tangible deliverable. If you can't "ship it" then don't do a Kickstarter campaign. Charity is verboten, entrepreneurship and creativity are celebrated.
- Work out your reward structure. Cover many price points from small to large, and larger!
- Sketch the whole thing out in a word processor. Write the title, overview, rewards, back story, etc. If it doesn't work in plain text, it won't work on Kickstarter.

Be a part of the community















- Back some projects. Get excited. Enjoy it!
- Learn from how other people provide updates, attract your attention, run their PR, how they constructed their pages and video, etc.
- Following this is a current list of everything I have backed on Kickstarter - including what's been delivered and what has not.











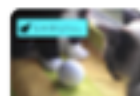



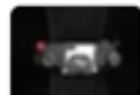



Backed projects

A place to keep track of all your backed projects

Collected pledges

20 projects

Projects I backed	Pledged	Reward	Got it!	Messages	
 The Brand Deck		Team 5 Pack + 2 "Not Safe for Work" Decks Estimated delivery: Apr 2015	<input checked="" type="checkbox"/>	2 messages May 27 2015	
 Exploding Kittens		THE NSFW DECK One copy of the Exploding Kittens deck P... Estimated delivery: Jul 2015	<input type="checkbox"/>		
 Pico: Time-lapse made simple		Two Picos + 2 camera cables + access to all our backer-ex... Estimated delivery: Jul 2015	<input type="checkbox"/>		
 Takers		"The Pigeon Drop" A digital download of the 1-hour pilot... Estimated delivery: Sep 2015	<input type="checkbox"/>		
 Us, Naked: Trixie & Monkey – World Premiere		Pledge \$50 or more to DOWNLOAD THE FILM and RECEIVE the "... Estimated delivery: Nov 2015	<input type="checkbox"/>		
 A leather belt to last a lifetime – two if you count the cow's		One (1) Kendal & Hyde belt guaranteed to last a lifetime ... Estimated delivery: Feb 2015	<input checked="" type="checkbox"/>		
 WOOZY the hammock/bed for Cats.		Early Cat Lovers, be among the first to receive your Wooz... Estimated delivery: Nov 2014	<input checked="" type="checkbox"/>	3 messages Nov 16 2014	

 Bake On tea towels	----- Lovely Baker ----- ----- Two tea towels o... Estimated delivery: Feb 2015	<input checked="" type="checkbox"/>	14 messages Nov 3 2014	
 Limbo	THE FILM - Digital download of the film after its festiva... Estimated delivery: Feb 2015	<input type="checkbox"/>	1 message Apr 13 2015	
 SURF SITE TIN TYPE	5x7 inch signed archival inkjet print of 11.03.07 #7 Kazz... Estimated delivery: Apr 2015	<input checked="" type="checkbox"/>	3 messages Jun 11 2014	
 Meet OTTO - The Hackable GIF Camera	1 OTTO Camera + 1 Assembled FlashyFlash Estimated delivery: Dec 2014	<input type="checkbox"/>	2 messages Nov 20 2014	
 The Innsmouth Fogcutter Tiki Mug from Horror In Clay	FOGCUTTER • Innsmouth Fogcutter Mug; Postcard; Listing on... Estimated delivery: Sep 2014	<input checked="" type="checkbox"/>		
 SHRU - The intelligent cat companion	Receive a final production version of Egg cat companion a... Estimated delivery: Jun 2014	<input type="checkbox"/>		
 pixelstick - Light painting evolved.	BELOVED BACKER: Pixelstick will arrive at your doorstep, ... Estimated delivery: May 2014	<input checked="" type="checkbox"/>		
 Capture Camera Clip v2	Pro's Choice + GoPro Mount: Get the CapturePRO Camera Cli... Estimated delivery: Sep 2013	<input checked="" type="checkbox"/>		
 The Lomography Petzval Portrait Lens	Get the Petzval Lens for a very, very special price. Plea... Estimated delivery: Feb 2014	<input checked="" type="checkbox"/>	6 messages Mar 24 2014	



A Photographic Memory

MOVIE and MORE! - Get a digital download of the movie PLU...

Estimated delivery: Dec 2014



2 messages

Aug 8 2013



Lumu - bringing Light Meter to the 21st Century

KICKSTARTER SPECIAL LUMU!
• Get one Lumu Pack. Black or n...

Estimated delivery: Oct 2013



Black Moth Super Rainbow NEW ALBUM COBRA JUICY

{MASK + CD} The mask with the USB tooth + the album on cd...

Estimated delivery: Oct 2012



3 messages

Jun 22 2015



The Horror In Clay Cthulhu tiki mug production run



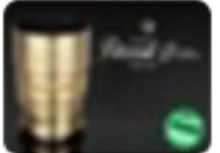



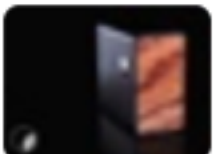

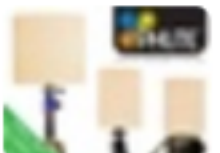

ACOLYTE •1 Mass production run Cthulhu mug from HorrorInC...

Estimated delivery: Oct 2012



Uncollected pledges

5 projects

Projects I backed	Pledged	Pledge status	Project state	
 Tides & Timber- The First Instant Film Timelapse		Pledged	Unsuccessful	
 The Lomography New Petzval 58 Bokeh Control Art Lens		Canceled	Successful	
 BRACKET - The MacBook Pro Retina Cable Dock		Pledged	Unsuccessful	
 MBLOK - One memory for all devices. Always by your side.		Canceled	Unsuccessful	
 Phlite™ - Get your camera gear out of the closet!		Pledged	Unsuccessful	


Learn from successes and failures

- I backed 20 successful projects, but I also chose 4 projects that did not receive full funding. On Kickstarter, that equals no money! I only backed out a pledge twice. The first was prudence – I have enough lenses. The second was after the CEO honestly explained that technology they hoped would work did not, so I cancelled.
- The ones that fail usually lack a good story, a network of fans and a media plan. It could also be that the product is just not desirable, too. Read comments on blog posts about Kickstarter projects and you'll get a reading about what individuals have to say about the topic/idea/worth ratios. Keep in mind that one opinion is not the be-all or end-all, it's just one opinion.

Creating Your Rewards

- Whatever timeline you think you can achieve, double it. Then double it again. And maybe add another month to everything.
- Create a \$1 reward with a digital deliverable. People can add as much money as they want to that if they simply want to support your idea, but don't desire a physical reward.
- Create a small amount of super-discount rewards for early backers. Then add 20% or so to the next level and make the next batch twice the size.
- Create a top-end reward that is luxurious but achievable. This should really be something special should someone choose to be extra generous.

\$1 reward

 6 backers

Wallpaper sets. Anything you can contribute is most appreciated and helps me get closer to being on track again with the NIGHT PAPER project. Backers of \$1 or more with this option will receive a link to download a set of desktop and mobile wallpapers featuring my night photography and NIGHT PAPER project.

Estimated delivery: Nov 2014

\$10 reward

 9 backers

Two random 4x6" archival pigment prints on ILFORD paper from the NIGHT PAPER project.

See <http://matthillart.com/night-paper/> for examples and <http://matthillart.com/night-paper-project/> for an explanation of the project.

Estimated delivery: Dec 2014

Ships anywhere in the world

\$10 reward

 7 backers

Two random 4x6" archival pigment prints on ILFORD paper of my night photography.

See <http://matthillart.com/night-photography/> for examples.

Estimated delivery: Dec 2014
Ships anywhere in the world

\$10 reward


 9 backers

Two random 4x6" archival pigment prints on ILFORD paper from the NIGHT PAPER project.

See <http://matthillart.com/night-paper/> for examples and <http://matthillart.com/night-paper-project/> for an explanation of the project.

Estimated delivery: Dec 2014
Ships anywhere in the world

\$25 reward

 **18 backers**

One 8.5 x 11" signed archival pigment print on ILFORD paper of my night photography. Choose from any image at <http://matthillart.com/night-photography/>

Estimated delivery: Dec 2014
Ships anywhere in the world

\$25 reward

 **31 backers**

One 8.5 x 11" signed archival pigment print on ILFORD paper from the NIGHT PAPER PROJECT. Choose any single image at <http://matthillart.com/night-paper/> for examples. Read more at <http://matthillart.com/night-paper-project/> for an explanation of the project.

Estimated delivery: Dec 2014
Ships anywhere in the world

\$50 reward

 **17 backers**

One 13 x 19" signed archival pigment print on ILFORD paper of my night photography. Choose from any image at <http://matthillart.com/night-photography/>

Estimated delivery: Dec 2014
Ships anywhere in the world


\$50 reward

 **16 backers**

One 13 x 19" signed archival pigment print on ILFORD paper from the NIGHT PAPER PROJECT. Choose any single image at <http://matthillart.com/night-paper/> for examples. Read more at <http://matthillart.com/night-paper-project/> for an explanation of the project.

Estimated delivery: Dec 2014
Ships anywhere in the world

\$100 reward

 3 backers

Limited (17 left of 20)

Unique Cut Paper Mask. I will create a one-of-a-kind hand cut paper paper mask for you.

Estimated delivery: Jan 2015

Ships anywhere in the world

\$125 reward

 8 backers


Limited (2 left of 10)

10 x 15" Gelatin Silver Print from NIGHT PAPER created and donated by Digital Silver Imaging (<http://www.digitalsilverimaging.com/>) in Belmont, MA. Image. Choose any single image at <http://matthillart.com/night-paper/> for examples. Deep thanks to Eric Luden at DSI for both backing this project and offering this reward!

Estimated delivery: Jan 2015

Ships anywhere in the world


\$200 reward

 3 backers

Limited (7 left of 10)

One signed 8x10" CARBON TRANSFER PRINT from the NIGHT PAPER project. Choose any single image at <http://matthillart.com/night-paper/> for examples. Read more at <http://matthillart.com/night-paper-project/> for an explanation of the project. Carbon printing is a highly sought after as a fine art printing process from the 1800's. It has the following qualities that make it unique: deep, rich blacks and physical relief that stands off the paper.

\$200 reward

 2 backers

Limited (8 left of 10)

One signed 8x10" CARBON TRANSFER PRINT of the 69th St Transfer Bridge in NYC.

Carbon printing is a highly sought after as a fine art printing process from the 1800's. It has the following qualities that make it unique: deep, rich blacks and physical relief that stands off the paper.

See

http://static.squarespace.com/static/5115c2dbe4b04c436ed82bcd/5115f623e4b0cb2175738145/5115f8b9e4b04c436ed88952/1362546545508/2514370729_a93ae2b572_o.jpg?format=1500w for image

\$400 reward

 0 backers

Limited (10 left of 10)

Cut Paper Fashion for you! I will create a handmade paper mask and one or two body pieces for you. We'll communicate about measurements and then I will make something truly unique for you.

Estimated delivery: Jan 2015

Ships anywhere in the world

\$800 reward

 0 backers

Limited (5 left of 5)

One portrait session with you wearing a unique hand-made cut paper mask you get to keep, plus a 24x26" fine art pigment print of your favorite image.

We can arrange a good time and date to do this in the NYC area or if I happen to be traveling to your geographic area. Booking to be made by December 2015.

Estimated delivery: Dec 2015

\$1,000 reward

 0 backers

Limited (2 left of 2)

Commissioned 2' x 4' original cut paper wall art for your home or office. Variety of options for mounting and delivery which can be discussed. Message me if you have questions prior to backing this option. My process is not literal, but I am very successful at completing commissioned cut paper works. See: <http://matthillart.com/cut-paper-gallery/> for examples.

Estimated delivery: Jul 2015

Ships anywhere in the world

\$1,500 reward

 3 backers

Limited (1 left of 4)

Limited Edition CARBON TRANSFER Portfolio from the NIGHT PAPER PROJECT. You and I will choose any ten (10) images from <http://matthillart.com/night-paper/> and I will make you a unique collection of handmade carbon prints in a special box, slipsheeted. Read more at <http://matthillart.com/night-paper-project/> for an explanation of the project. Carbon printing is a highly sought after as a fine art printing process from the 1800's. It has the following qualities that make it unique: deep, rich blacks and physical relief that stands off the paper.

Estimated delivery: Apr 2015

Ships anywhere in the world

\$2,000 reward

 **0 backers**

Limited (2 left of 2)

Private night photography workshop in NYC or Hudson Valley for two nights.

Do you want some one on one time with me to learn night photography or night portraiture? I will work out a 2-night workshop with only you in or around NYC or the Hudson Valley in New York. (Your travel expenses or lodging are not included, but I will drive you around and buy lunches and dinners). Also if you want critique of existing images of those shot during our time together, I'm ready to help.

Private workshop must be scheduled and held no later than November of 2015. Learn more about my workshops here:

<http://matthillart.com/speaking/>

Connect your finances

- Kickstarter uses Amazon Payments for fiscal fulfillment. You must connect your bank account to Amazon Payments prior to launch. Do this way ahead of time so you can choose your launch date and not be waiting for verification steps.

Create your page

- When you are ready, use your account to make a “sketch” of your project.
- Add your practiced copy, killer keystone image and video. And everything else that bolsters your story.
- Share this test link with friends, colleagues and trusted associates. Get feedback, and plant the seeds for launch.
- After you think you are done, let it sit un-viewed for at least 3 days. Then read it again with a fresh brain and make final edits.

And this leads to launch...

- Launch day is only the second milestone of many. This is a marathon, not a sprint.
- Art requires more emotional persuasion versus a product that solves a problem in life. It's elective, so the burden is on you to create sense of desirability, urgency and help people imagine where it will live in their home or office.
- Expect to work on your campaign every day for the duration of the live dates and beyond. It does not grow itself magically.
- Try and communicate when your audience is awake and on social.

Launch day one

- Start with family and close friends. They love you and will back you. Having someone - anyone back a project helps the next wave of people you ask to feel more comfortable.
- Next start sending personal messages (not broadcast emails!) to your wider network of friends and social contacts. Make a personal message that is derived from your elevator speech, but from the heart and humble. Be hopeful and not forceful.
- Thank everyone. Gratitude is very important in this endeavor and in life.
- Use your social media to promote the link. Make your own bit.ly so you can track clicks.

Hi, friends and family:

I just posted a Kickstarter this morning to support my NIGHT PAPER project and especially funding the replacement of some stolen digital camera gear.

<https://www.kickstarter.com/projects/matthillart/night-paper-surreal-paper-fashions-long-exposures>

Many thanks for your time. If you can fund, that is fantastic. If you cannot, would you please consider sending this link to friends and posting via social media?

Easy to copy and paste messages - feel free to use and/or edit.

Please help back Matt Hill's Kickstarter <http://bit.ly/nightpaperkick> to support his NIGHT PAPER project and stolen camera gear.

And if you have a really cool project, this happens:

Someone on the Kickstarter team loves your project and now it's a staff pick! Tell your friends, your family, scream it from the rooftops... or [tweet about it](#). ;)

We're featuring you amongst other [Staff Picks](#) and New & Noteworthy projects, so there's no need to add any badges or banners.

Spread the good news and keep up the great work!

Launch day two

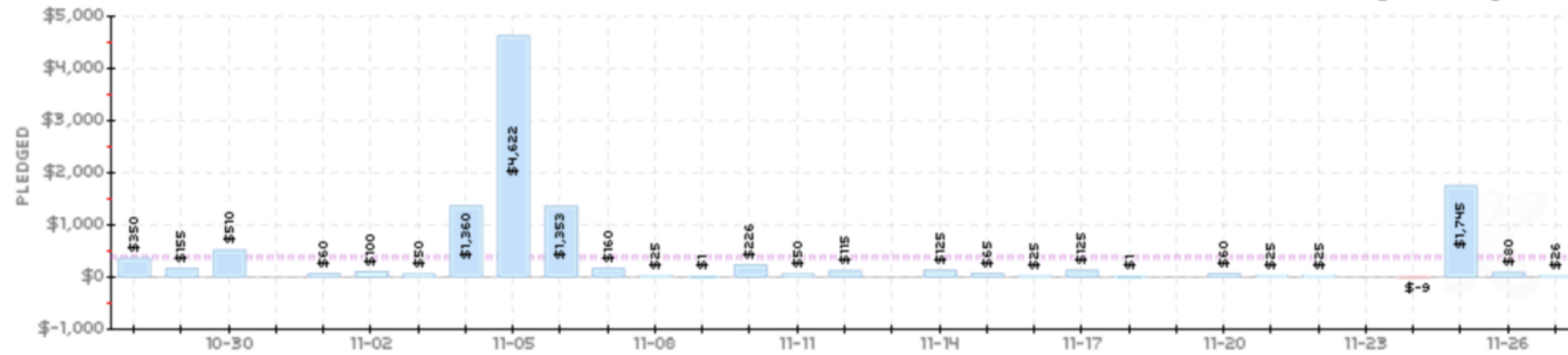
- Write emails to the editors of blogs that you think would feature your story. If you don't know who might pick it up, then perhaps you aren't involved in the art community and you should invest time in that, too.
- When you send the email, make it easy for the editors to pick up the story - attach the graphic, link to the page, a short blurb, video embed URL and anything else you think they can use to illustrate and communicate your message.
- Thank them for their time and consideration. They are busy!

Launch day three

- Start using paid services to help get your message to wider distribution. Such as email blasts to opt-in lists, digital advertising on Google, Facebook and more.
- They will find you. They will email you and solicit your business. Evaluate them based on your audience - where do you have the greatest potential of converting those whom you pay a little to contact?
- I used two services that I thought would help. One was focused on bubbling up my project to the top 20 in its category - that happened rather rapidly. The other was a tool ([GreenInbox.com](https://www.greeninbox.com)) to help me compose and send individual messages via Facebook/Messenger to people of my choice in my friends list on Facebook. The latter was magic, and I highly recommend it.

Pledges Per Day: Night Paper: Surreal Paper Fashions + Long Exposures

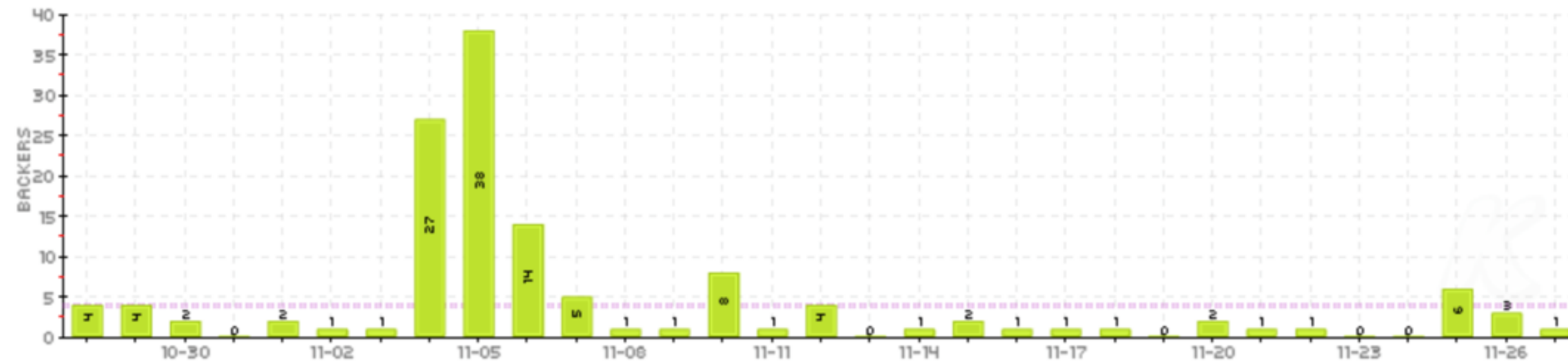
..... Average Per Day: \$369



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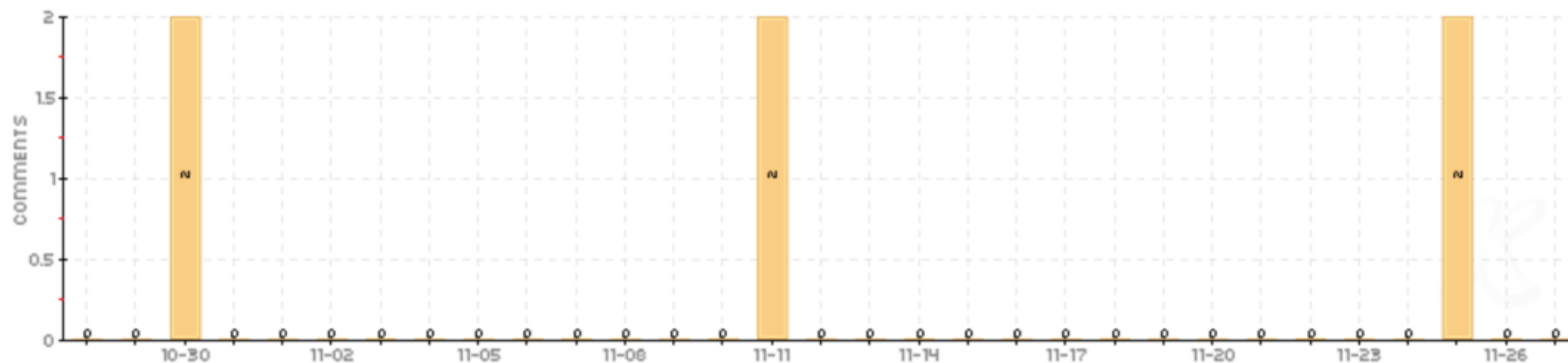
Backers Per Day: Night Paper: Surreal Paper Fashions + Long Exposures

..... Average Per Day: 4



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Comments Per Day: Night Paper: Surreal Paper Fashions + Long Exposures



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Paying for marketing opportunities

- Promotion to top 20: \$68.25
- Personal messaging to Facebook friends: \$100

Work Hard at Communicating Well

- Post enthusiastic updates during the process.
- Post stretch goals. I made one stretch goal a free original sketch from my sketchbooks for each and every backer.
- Contact every backer and thank them.
- Illustrate your updates with photos and videos. Use your phone to make them - that level of production is authentic and appreciated.

Update #1 

Oct 29 2014

Night PAPER is a Kickstarter Staff Pick!

0 Comments  Like 4 likes

First off, big thanks to the early backers. I adore you. Thanks for believing in me. And thanks for sharing the project. Every little bit helps.

Second, I just got an email from Kickstarter informing me that this project has been chosen as a Staff Pick and is featured in New and Noteworthy.

blush

Thanks, Kickstarter! Love you guys and gals, too.

Matt

Photo Plus Expo in NYC

0 Comments  Like 1 like

Hello, everyone!

I have two updates that are tied to the NIGHT PAPER project. Very exciting. Both are about the annual Photo Plus Expo happening this weekend in New York City at Jacob Javits Center.

First, I am presenting as part of a panel about night photography with two other outstanding artists, educators and thinkers - Gabriel Biderman and Jill Waterman. The presentation is Saturday morning at 10:15 and requires both a conference badge and seminar pass. More info at <http://www.photoplusexpo.com/conference/conference-schedule.shtml>

Secondly, I am super-pleased to see that one of the images I submitted to the conference from NIGHT PAPER was selected to decorate an aisle header on the show floor. *blush*

What a wonderful surprise!

Thanks to everyone for pledging. We are at 20% and I am feeling the love and support. Keep on spreading the word and I will start making prints and art for everyone.

Hugs, Matt

Gelatin Silver Print Rewards Added Courtesy of Digital Silver Imaging!

0 Comments  Like 1 like

Hi, everyone - I have a special announcement. Eric Luden of Digital Silver Imaging in Belmont, MA not only has backed my project, but also helped me add a new backing option to the project - a limited TEN total 10x15" Gelatin Silver Prints at \$125 each. [Backers can choose from any NIGHT PAPER images published on my website.](#)

Deepest thanks to Eric for providing these prints and being a backer. I personally vouch for the quality of the gelatin silver images DSI prints - they are phenomenal.

Learn more about the process here: <http://www.digitalsilverimaging.com/>

Onwards and upwards! Thanks for your time and please continue to help me spread the word! I have a good feeling that the project will get funded - community reception to it has been strong.

Hugs,
Matt

Update #5 

Nov 5 2014

100% backed!

11 Comments  Like 9 likes

Thank you all from the bottom of my heart for believing in me and my project.

I am humbled. I am speechless. I am grateful.

And now I will eagerly begin making art for all you believers. Updates to come!

With deepest gratitude, Matt

Create your backer surveys

- Each backer gets one chance to provide you the essential information required to ship your rewards.
- Be careful and make sure you ask for everything you need to ship the rewards!
- You will have to follow up with people - they may not get the message there is a survey waiting. Be patient and thorough. It's work communicating and getting all the info.

You win!

- Let's assume that everything worked out and you get at least 100% backing. Hooray! Now what? It's only just begun...
- You still have until the end of your campaign to raise more money.
- Ask yourself: How much is enough?
- Start moving on the rest - once you have a little over 100% backing, you can assume you must make good on your rewards promises.
- Keep in mind anyone can retract their pledge before the campaign end, so it's not guaranteed. And sometimes Kickstarter/Amazon can't collect on all pledges, so some of the total will disappear.

Organize

- I created a Google Sheet with all my backers - each level in a separate tab.
- You can download the surveys/backer reports from your Kickstarter dashboard to get a jump start on this.
- I tracked the status of every fulfillment via this Google Sheet, and shared this with those who helped me organize the fulfillment process.

Visit a financial advisor

- How and if your Kickstarter money gets taxed differs by state and country. Have a tax professional advise you on the best way to maximize on your fiscal rewards.
- You may have to set aside a certain part for the government. Or you may have to spend a certain amount as capital expenses, and it may have to happen within a certain tax year. Know before you get caught in an unexpected situation.

Make art. Ship Art.

- Sounds simple, right? If you are 100% vocationally focused on art, then you will be like a locomotive making and sending art.
- If you're like the rest of us, then you have to plan to fit in making, packaging and shipping art on top of work, home life and everything else. Make a plan, schedule the time and do it without fail.
- Put something extra in each package. Surprise your backers with a sticker, free postcard, or hand-written note. Go above and beyond your promised rewards. Make it special.

Continue to communicate

- Use the updates via Kickstarter to communicate publicly and privately with your backers.
- Let them into the process with stories, videos and text updates featuring progress.
- If you hit a snag (and everyone does!) be honest and explain what it is and how this affects the waiting time for backers.
- Honestly, there is one major mismatched expectation with Kickstarter - when rewards will be delivered. Every backer hopes they get it when it's promised, but know it's going to take longer than promised.

Bask in the glory

You did it. You had a dream.

You had the guts to go for it.

Now you can earn money for doing something that matters deeply to you.

Enjoy it.

What would I do differently?

- Add lots of time to deliverable promise dates
- Perhaps make a more “professional” video
- Illustrate my updates with more photos and videos
- Insure everything! (grin)

Resources

- [Kickstarter's Creator Handbook](#)
- [Kicktraq](#)



Night Paper: Surreal Paper Fashions + Long Exposures

I am an artist working on a lifelong dream project, NIGHT PAPER, for over 2 years and my camera gear was stolen in San Francisco.

Photography

CLOSED

190%

Backers: 133

Funding: \$11,430 of \$6,000 (190% funded)

Campaign Dates: October 28th -> November 27th (2014)

Closed: Thursday November 27th, 2014

Night Paper: Surreal Paper Fashions + Long Exposures

A project in Woodside, Queens, NY by Matt Hill

000:00:00
days hours minutes

FUNDING SUCCESSFUL



I am an artist working on a lifelong dream project, NIGHT PAPER, for over 2 years and my camera gear was stolen in San Francisco.

Photography

Backers: 133
Average Pledge Per Backer: \$86

VISIT PROJECT

Funded: \$11,430 of \$6,000
Dates: Oct 28th -> Nov 27th (31 days)
Project By: [Matt Hill](#)

SHARE

0

Tags:

Aw shucks, no tags yet.

+Suggest

\$11,430
CURRENT PLEDGE LEVEL

LAST UPDATED: NOVEMBER 27 @ 08:30 -0500 GMT

190%
OF GOAL

\$0

TRENDING TOWARD

FUNDING PERIOD ENDED

0%

OF GOAL

TRENDS ARE NOT PROJECTIONS. READ MORE...

Funding Progress

Daily Data

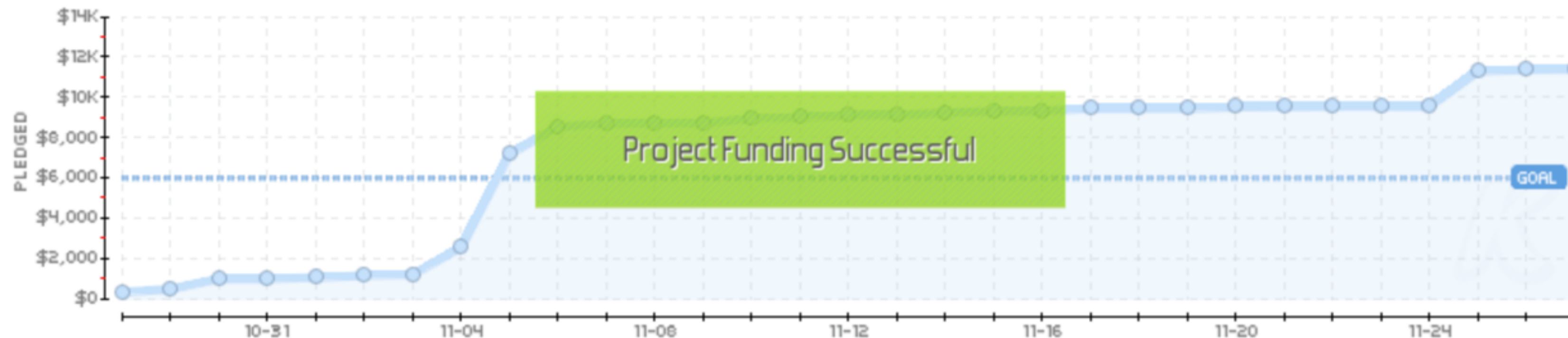
[Exp] Projection

[Exp] Trend

Mini-Chart

Funding Progress: Night Paper: Surreal Paper Fashions + Long Exposures

Closed at: \$11,430 / \$6,000 (190%)



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