

a membership benefit of the

**MILWAUKEE ARTIST
RESOURCE NETWORK**

***micro
fellowship***

www.artsinmilwaukee.org/

Micro-Fellowship Handbook

a guide to running your campaign

The logo for the Milwaukee Artist Resource Network is a yellow arrow-shaped banner pointing to the right. The banner has a black outline and a dashed white border. Inside the banner, the words "milwaukee artist" are written in a black, lowercase, serif font. Below that, the words "RESOURCE NETWORK" are written in a bold, black, uppercase, sans-serif font.

milwaukee artist RESOURCE NETWORK

MARN Micro-Fellowships

Have you heard of the popular crowdfunding platform Kickstarter? MARN's Micro-Fellowships can similarly help you get proper financial support to launch your newest artistic project or event.

MARN's Micro-Fellowship campaigns are crafted independently by the creators. MARN members have complete control and responsibility over their projects. They spend weeks building their projects and brainstorming what rewards to offer funders. When they're ready, MARN helps to launch their project and share it with our community.

Every creator sets their project's funding goal and deadline. If people like the project, they can pledge money to make it happen. *But here is the difference between MARN Micro-Fellowships and Kickstarter: **MARN gives all donations to the creator regardless of whether or not funding goals are met!***

We've learned from trial and error and have taken advice from Kickstarter, Indiegogo and GoFundMe and combined them to create this handbook for MARN Micro-Fellowships!

Best of luck!

Michele St. Amour
Operations Director
Milwaukee Artist Resource Network

Getting Started

Here are a few tips and tricks to get your Micro-Fellowship campaign off to a *stellar* start:

Start early. You might have heard that the early bird gets the worm, but for Micro-Fellowships it's true. Tell people about your project early and often. Start when you are developing the project so by the time you launch the campaign people are ready to give.

Short is sweet. Longer campaigns don't necessarily do better. You might think that if you give people more time that you will get more donations, but many long campaigns go through a "dry spell" in the middle that shorter campaigns tend not to experience.

Timing is everything. Consider setting your deadline at the end of a Sunday – many donations are made on weekends, when funders have more time.

Grow your supporters. Start growing your supporters early by having a "soft launch" and spreading the word to family, friends, colleagues and any relevant local groups or organizations that might support your project.

Be realistic. Set a realistic fundraising goal that allows you to complete your project. Studies show that by setting a larger funding target you reduce your chances of successfully funding your entire project.

Gain funders' trust. Show your funders a sensible plan to execute your project. Funders want to know how their hard-earned cash will be spent, and that they can trust the project's creator. Make a simple plan to share on how funds might be spent.

Rewards matter. Projects with rewards under \$25 are 83% more likely to be successful than those without. When thinking about what rewards to offer, think about the kind of reward that would get *you* to fund a project. Mementos can be small handmade crafts or photos. Experiences related to your project are also great ways to get people who want to support you to engage with you and your work. Price your rewards around their "high-street" value to attract donations.

**MARN prohibits rewards including financial returns and reselling items from elsewhere.*

Videos show quality. Put a video on your ArtsInMilwaukee.org profile detailing your project. Kickstarter has found that projects with videos are 147% more likely to achieve their funding targets. A video is your best opportunity to convey enthusiasm about your project and convince funders that you are serious about carrying out your project and making it a big success! (Keep videos length around 1 – 2 minutes or you may risk losing attention.)

Great funding brings great responsibility. Remember you are responsible for all costs associated with the creation, packaging and shipment of any rewards.

For more tips on crowdfunding campaigns visit:

- <https://www.kickstarter.com/help/handbook>
- <http://files.hubbub.net/HubbubHandbook.pdf>

Creating Your Campaign

Before contacting MARN to discuss launching your Micro-Fellowship Campaign, prepare the following information (this will help later to define your campaign and prove to your funders that you are serious):

1. Project / Event Description
2. Project / Event Inspiration
3. Project / Event Image
4. Artist / Group Biography
5. Project / Event Plan and Timeline
6. Budget and Funding Deadline
7. Rewards (not all projects need to have rewards)

When you feel that you have all of the documents above, submit them to MARN's Operations Director, Michele St. Amour, at michele@artsinmilwaukee.org.

Michele will review the submission to make sure that the project or event is appropriate for MARN's mission. If the submission meets our standards, we will ask you for a meeting to discuss the next steps of your Micro-Fellowship Campaign.

Promoting your Campaign

MARN launches your Micro-Fellowship on our website so that all donations related to your campaign are funneled through our system. We will promote your campaign to the entire MARN community by featuring it on our homepage, social media venues, listserv and newsletters.

In order for your campaign to be a success, you must also work hard to promote your campaign! You are responsible for promoting your campaign to fans, friends, family, colleagues and the community.

Here are a few ways we suggest that **you** promote your campaign:

- Email updates on your campaigns progress
- Share status updates on your social media
- *Interact* with interested parties on social media to get them interested in your project
- Send a press release about the project and campaign
- Contact local blogs, radio stations and news stations to promote the project
- Host an event to rally support
- Involve others in getting the word out
- Contact organizations that you belong to and ask for them to feature your campaign in their next newsletter or on their social media or website
- Short, personal messages are more successful than large blasts
- DON'T BE PUSHY!

We will notify you of any donations received so you know exactly how many rewards need to be sent out, and can keep track of total donations received. After taking a 10% administrative fee, Micro-Fellowship funds are distributed on a monthly basis.

Wrapping up your Campaign

Once your campaign is over, you are responsible for sending a thank you email to all funders for supporting your campaign, asking where to send their rewards and letting them know when to expect them.

Don't worry if you fall behind in sending rewards – just let funders know what to expect and they will be happy to have supported your project!