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# Publisher's Corner

## Some magazines raising funds on Kickstarter



Did you know that some magazines are successfully raising money on Kickstarter? Kickstarter is a crowdfunding platform where you can fundraise for a creative project. We are obliged to mention, though, that the journalism category is one of the

least successful funding categories on Kickstarter and has a below average success rate. So it's not easy, yet magazines do beat the odds!

Publications use Kickstarter in different ways. Some, most notably *Scalawag* and *Howler* magazines, used it to come into existence, simultaneously creating a readership. Others run an annual fundraiser, or ask their communities for help with a special project: a website overhaul, an expensive feature story, an office repair.

It's not hard to get set up. The most important thing you need is a video that clearly explains your project and conveys your sincerity. Backers on Kickstarter aren't venture capitalists — they

are people looking to join in something cool or inspirational. As part of the Kickstarter agreement, you must provide "rewards" to everyone who donates, but only if you reach your fundraising goal. If you don't reach your goal, both you, and your backers, get nothing. Your rewards should entice participation, so be creative, but also don't forget to account for the cost of shipping.

According to writer Rob Trump, Kickstarter campaigns aren't economic ventures, they are social ones. You have to spread the word or no one will know you exist. The most effective thing to do is send direct emails to friends and acquaintances or your subscriber base asking for support. Besides that, tell the world on social media of course, and if you know someone that can reach a large audience, ask for promotion! Let the whole office get in on the action; the more people involved, the bigger your reach.

Maybe you're brimming with creative ideas but lack the funds to implement them. With Kickstarter, maybe you can get there with a little help from your friends.