Crowdfunding Recommendations

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For *Kyoto Journal*
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The recommendations listed here are ordered based on importance as determined in the decision matrix in the full report. The contents of the following box are the top three recommendations to prioritize.

1. ## Write project updates throughout the campaign's lifetime

   These are a great way to increase the perceived value of the campaign product for potential donors while building a network around your campaign. Project updates become especially important to donors who have already contributed to the campaign, because they want to keep track of where your organization is in the process of creating the product.

   To create a project update on Pozible, click on your profile in the top right corner of the homepage, click on the "Current Campaign" on the left dashboard, click on "View Project Editor", click the dropdown arrow on the left dashboard that says "Manage", click on "Updates", and then write and post the update. You have the availability to post the update privately to supporters or publicly to everyone who views the campaign. This link describes, with pictures, how to add updates to a project:
   https://help.pozible.com/en/articles/3083078-how-do-i-contact-my-supporters

2. ## Make a description video for the campaign

   A video that describes your organization and your product serves as a trailer for the product description and perceived value of the product. Ideally, the video should include any mockups or other images of the product, a persuasive storyline about how the idea came to be, and messages from the developers that show their faces. The video should be 2 to 3 minutes in length and look as professionally made as possible. The video does not have to go into the budget for the project but should convince viewers that the product is useful and of high quality.

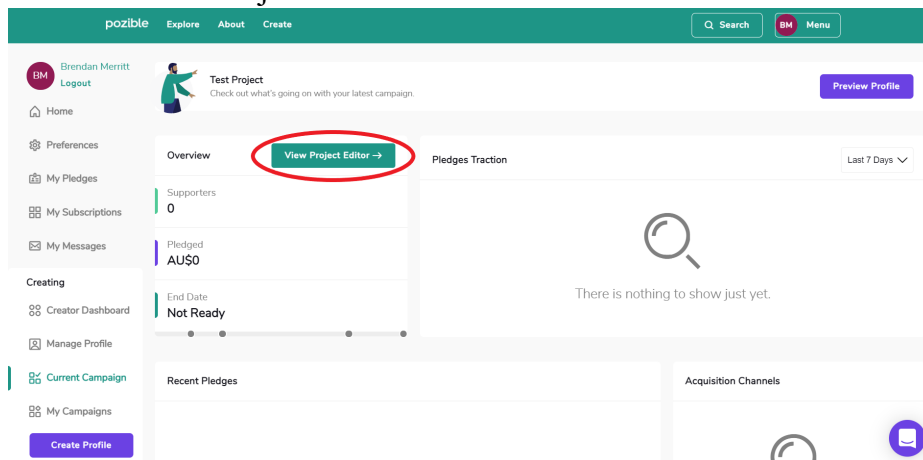   To post a video on Pozible, click on your profile in the top right corner of the homepage.
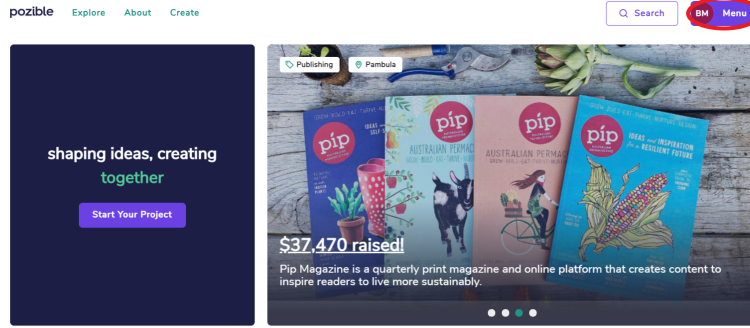
Click on "Current Campaign" on the left dashboard.
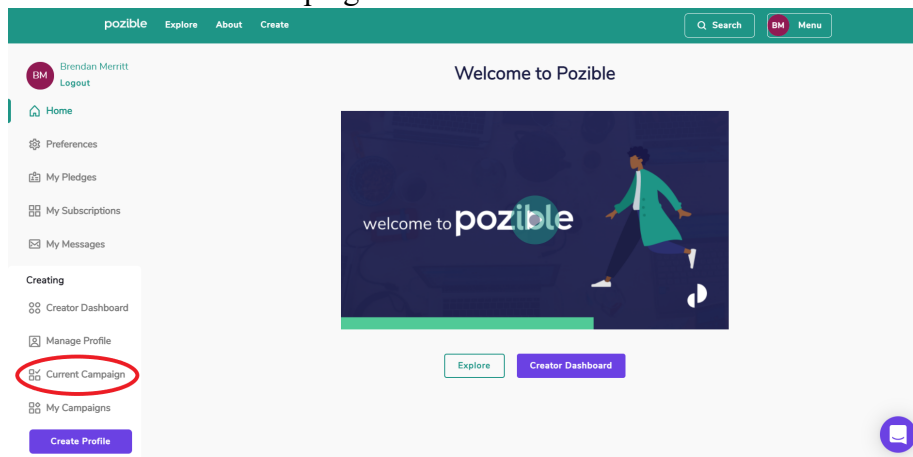
Click on "View Project Editor".

There are two options at this point: Click on "Project" under the "Setup" dropdown, scroll down to the bottom of the page, and insert the video URL (video being on YouTube, Vimeo, etc.).

The other way is to go into the "Description" under the "Setup" dropdown and click the video camera icon to insert a video from its URL into wherever you please in the "Story & Project Outline".

3. Promote the campaign on social media

    Promote the campaign on your social media accounts very early in the campaign
    lifetime to increase early funding to the campaign, which will increase the perceived
    value of the product for potential donors who arrive later. You should run the campaign
    for 40 to 50 days and use both project updates and social media posts to maintain
    momentum. The social media post should include a mockup or other image of the
    product, your funding goal, a link to the campaign page, and a special hashtag for your
    campaign. Continue to promote on social media by cross-posting project updates from
    the campaign page and occasionally soliciting more donations and be sure to include
    the campaign hashtag!

4. Use the comments section to communicate with donors

    Comment sections are good places to communicate with donors and have donors
    communicate with each other. This builds a sense of community around the campaign
    which can motivate more people to donate and bring new people into the larger Kyoto
    Journal community. The comment section is automatically generated in Pozible. You
    should encourage the supporters to leave a positive comment about the campaign. For
    example, in the campaign video you could say, "Let us know in the comment section
   what you're most excited for in this campaign?"

5. Provide a public running list of people who have donated to the campaign

    Providing a list of previous donors increases both the perceived value of the campaign
    product for subsequent donors and the motivation to donate for those who like increasing
    their social image within the crowdfunding community. This list is automatically
    generated on Pozible and supporters have the option to either be public (their name
    visible) or anonymous (their name not visible).

6. Include photographs in the project description

    Similar to videos, photographs can increase the perceived value of the campaign product
    for potential donors when they are used well in the product description. Photos should be
    high quality - use the largest possible image size and then a compressor to bring the file
    size down to Pozible's limit. Post pictures to the campaign description in chronological
    order and continue posting pictures to the description as the project develops. If possible,
    you can also use images to summarize pieces of the description to accommodate donors
    who like to skim. Keep the word count for the description on the main page between
    1200 and 1500 words long to reach the same level of detail in the written description.

To insert photos in the product description on Pozible, click on your profile in the top right corner of the homepage.
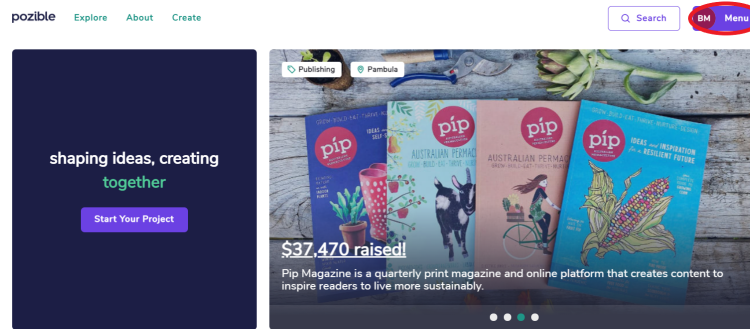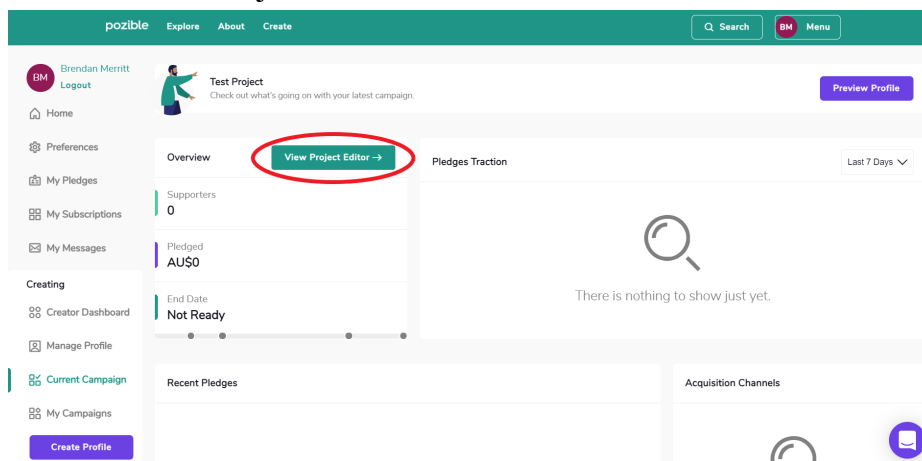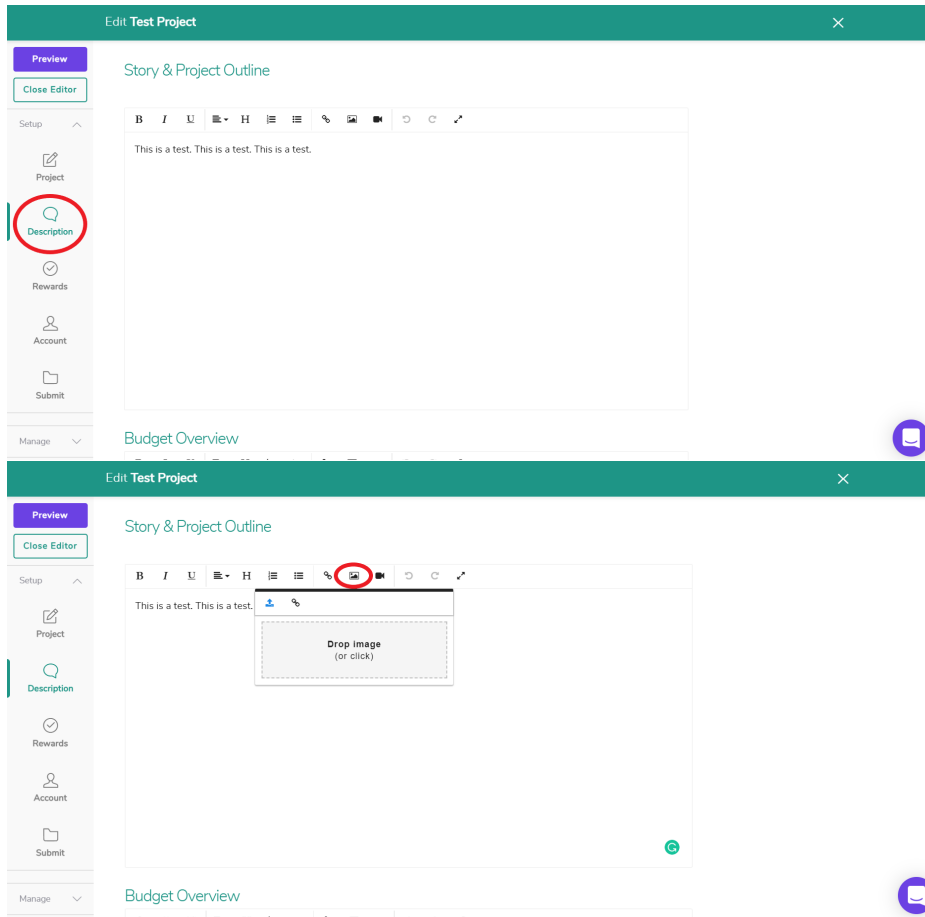

Click on 'Current Campaign' on the left dashboard.
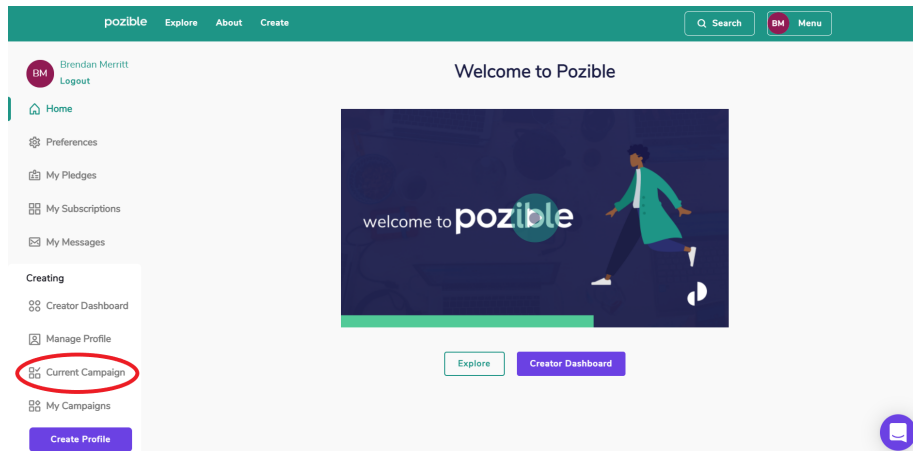
Click on "View Project Editor".

Click on "Description" under the "Setup" dropdown on the left dashboard and click the landscape icon to insert a picture or pictures into wherever you please in the "Story & Project Outline".

7. Include an FAQ section

An FAQ section is similar to the comment and project update sections in that it increases the transparency of the project (and therefore its perceived valuation) but has the added benefit that it requires less time and effort from *Kyoto Journal*. Unfortunately, Pozible does not have an FAQ section. Alternatively, you can state in the campaign description that you encourage potential supporters to reach out to you about any questions they have about the campaign. You can then respond to the person as well as clear up the confusion by updating the description of the campaign.

8. Offer the book exclusively through the crowdfunding campaign

Kyoto Journal already intends to sell all copies of the Tea Book through the campaign, but for future campaigns, this is a good tip to keep in mind. Offering the campaign product exclusively as a perk increases the perceived value of the product through increased perception of exclusivity, which appeals to potential donors who are motivated by collection of rewards. If you have inventory remaining after the campaign's end, then open the product up to purchase outside of the campaign; but while the campaign is running, keep it exclusive.

<h1 style="text-align:center">Additional Info about Pozible</h1>

- It is All or Nothing
    - This means that if you do not reach your goal, you have to refund everyone that has committed to the campaign
    - Unsuccessful campaigns don't incur fees
- The platform includes some fees for campaigns
    - 5%: total funds pledged + shipping (projects with a referral or partnership agreement may be eligible for a discount)
    - Transaction Fees: (per pledge)
        - Australia — 1.75% + 30c (Australian card) / 3.4% + 30c (international card)
        - New Zealand — 3% + 30c
        - US USD — 3% + 30c
        - UK GBP — 3% + 30c
        - Singapore — 3.5% + 30c
- Campaigns can be run from any country with a valid bank account
- Campaigns can be ran using any of the following currencies
    - Australia AUD
    - United States USD
    - United Kingdom GBP
    - New Zealand NZD
    - Hong Kong HKD
    - Japan JPY
    - Singapore SGD
- The platform also includes a very extensive list of its own guidance in running a successful campaign and walkthroughs of campaigns
    - They also include a downloaded "Pozible Crowdfunding Handbook" which you can get by entering your name and email
- Their customer support is fairly responsive and will respond within 24 hours
    - You can also book phone chats with them for detailed conversations
- The platform does not include an FAQ section for prospective supporters