

# SEED & SPARK

Arthouse Cinema Crowdfunding Inspiration

We're all in this together. Looking to spark inspiration for a fundraiser to keep your staff and cinema going while also practicing responsible social distancing? We've compiled our best tips for you, arthouse cinemas specifically, to help get you started.

## Pitch Video Tips

- Start with any footage from events you've held, even if it's iPhone footage! Let people live, even for a moment, vicariously through the crowds
- Introduce yourself and your venue. When were you established? What are you known for? What are some fun facts about your space, and what sets you apart?
- Introduce your staff, and what this campaign will support specifically. Will you be transitioning some events online, or are you just looking to continue paying your staff until you're able to reopen safely? Let your funders know where the money is going
- End on community and hope. Ask supporters to join the cause and keep the lights on for you and your hard working yet currently quarantined staff so that when the dust settles you'll be able to come back stronger than ever.

## Story Section Tips

- Talk about where you've been, where you are now and where you're going.
- Include info about any programs your org supports (youth mentoring, art therapy, etc.)
- Make this personal! Pictures of your staff are just as important as pictures of your venues and the cool events you've held in the past. This is as much about supporting the people who run the organization as it is about supporting the organization itself.
- Keep in mind, though you may be facing dire circumstances, you don't want to lead with that. This is about inspiring your supporters & galvanizing them to help keep art flourishing in their community.

## Incentive Ideas

- Offer memberships, first looks (slate reveals), all access passes, etc.
- Think of digital versions of your usual programming. Virtual trivia? A Google Hangout Q&A with local filmmakers? Offer tickets and run these throughout the campaign so if someone misses out, they can jump on the next
- Personalized staff thank you videos
- Quarantine film recommendations- make a new incentive for every genre, have staff help you curate a list for each genre offered, and send out a genre care package of suggestions (and where to watch)
- Swag that *you've already ordered* and need to get rid of (shirts, tote bags, posters, programs, etc.)
- Advertising space for filmmakers (ability to hang their posters/display swag prominently, space in your newsletter, etc)
- Offer your venue for four-wall screenings for feature filmmakers who need this

- Offer reduced room rental for corporate parties
- A capped 10 person or less private screening, leaving plenty of space between seats.
- 30 min or 1 hr consultations with the programmers
- Invitation to a digital jury panel who get to screen a special category and select a winner
- Program ads/sponsorships (for businesses)

## Wish List Tricks

- Get specific! What is this fundraiser paying for? Staff? Utilities? Exhibitors whose events have been cancelled? Caterers whose contracts have been broken?
- Bonus: If you're already partnered with a nonprofit (or are yourself a nonprofit), can you fiscally sponsor the campaign so contributions are tax deductible? Find out more [here](#)

## Update Content

- Feature different staff members on different days, so they have something specific to share with their own networks and also for you to show off all the diverse, interesting folks you've gathered. Do little text interviews and have them each send in a short video clip to embed, talking about their favorite films to watch when stuck at home, talking about the cinema, and perhaps even about their own film ambitions
- Artist highlights of some of the filmmakers you planned to showcase this year - maybe a link to their previous work and what excited you about screening their latest work.

Other festivals and film venues that have crowdfunded with us in the past:

- [30 Under 30 Film Festival](#)
- [KGFC Film Festival](#)
- [Oxford Film Festival](#)
- [The Film Lab](#)