

# How do I get started?

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# Designing crowdfunding rewards



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# What are the point of rewards?



Offering  
value to  
your  
supporters

- **Involve** your backers in the creative process
- Give an **incentive** for people to back your project
- Allow backers to **own** the end product
- Allow backers to **display** their support

# Thinking about your backers...

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What  
might be  
valuable?

- **Good value for money**  
- does it feel like a bargain compared to similar products?
- **Discounts** - is it cheaper via your campaign?
- **Rarity, novelty, usefulness** - is it something that is unavailable elsewhere?

# Thinking about your backers...

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What  
might be  
valuable?

- **Connection** - does it create a special (direct) connection to you & your project?
- **Gift-ability** - is it something that a backer could give to a loved one as a gift?

# Thinking about your backers...

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## Testing your ideas

- Think about what backers would **otherwise** spend the money on
- Does it offer **something valuable** to your supporters at a **reasonable price**?
- Warm fuzzy feelings are important too

# Great Rewards - mix of qualities...

Physical



Creative



Experience



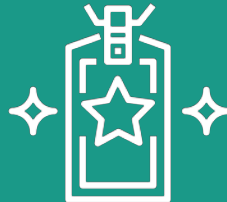
Sentiment



Personal



Exclusive



Social  
Capital



See handout...

# Great Rewards - range of tiers...



<b>£1 - £3</b>	<b>Simple Donation</b> - tip jar, thank yous & behind-the-scenes
<b>£3 - £15</b>	<b>Merch / Multiples</b> - badges, posters, PDFs, t-shirts
<b>£25 - £40</b>	<b>Basic Product</b> - pure & simple
<b>£75 - £100</b>	<b>Customised Product</b> - personalisation
<b>£100+</b>	<b>Deluxe Package</b> - super-fan hamper
<b>£1000</b>	<b>Patron's Package</b> - holidays etc.

# Make rewards integral to your project...

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What do  
you want  
to make?

- A **product** to distribute?
- Core reward = **THE PRODUCT ITSELF**
- Something you could **sell tickets** for?
- Core reward = **TICKETS TO THE EVENT**



# Make rewards integral to your project...

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What do  
you want  
to make?

- What is free / cheap / easy for you to produce that would **have value** for your supporters?
- How can people **get involved** or **access** what you are doing?
- How can backers use your rewards to **show their support**?

# Make rewards integral to your project...

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What do you want to make?

- What are the **by-products** of your project? Could any of these become rewards?
- Could you **offer skills** to 'earn' pledges? (eg workshops, mentoring)

# Show - don't tell



## Make images of your rewards...

- Backers want to **see** what they will get - even a mockup will do
- **Add images to your project page to 'sell' your rewards**

# Rewards

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How do I  
design great  
crowdfunding  
rewards?

Quick recap

Offer something of value  
to your supporters...

- Different **types of value**
- Mix different **qualities** to create great rewards
- Offer a range of **different tiers**
- Make rewards **integral** to your project