



*f*undabanda

engage your fans & empower your music

Information Packet for Artists

www.fundabanda.com



What sets Fundabanda crowdfunding for musicians apart?

Fundabanda is the only crowdfunding site for musicians that offers these benefits:

Get Paid Instantly

As soon as patrons donate to your campaign, you receive notification and immediate access to your funds, as they are instantly put into your Stripe account. There's no waiting 30 or 60 days for funding.



Ongoing Campaigns

Fundabanda ongoing career-based campaigns provide a reliable revenue stream that supports the artists ongoing needs, including paying the band! Every campaign can receive ongoing donations as well as one-time and award based pledges. Musicians deserve to be paid.



Attainable Campaign Goals

Your ongoing campaign allows you to add unlimited new milestones, at any time, that represent your needs. Break down your musical expenses to let your patrons know what they are contributing to. Need recording studio time? A new instrument? Rehearsal studio rental? Cover your monthly musical expenses? Once one milestone is met, the next milestone becomes the current goal and your fan base is notified. Then add another milestone. With Fundabanda, your goals become a marketing tool since your fans are notified and re-engaged every time one of your goals is funded.



Receive Monthly Donations

Through our innovative crowdfunding platform we provide you with support for your career. Fundabanda helps by promoting your campaign to your fan base. We offer fans the ability to make recurring monthly donations. Many small and large monthly donations means the cash flow is coming in to keep your dreams alive.



Offer Downloadable Music and Digital Files

Offer your fans a digital file: a song, an album, a photo, poster or even a short movie as a reward for their donation. The fan gets the digital download as soon as they make their donation. No time or cost of shipping involved unless you choose to offer a physical item!



Email Marketing Service

Let all your friends know about your campaign, and every time you reach a milestone, by using our fan base email service. Fundabanda sends your fan base the right message at the right time. We keep your supporters engaged and informed about the success of your campaign. We send introductory emails when you upload new contacts, and we re-engage your fans when you reach your milestones. Just upload your email contacts, and let us do the rest.



What is Fundabanda's fan base email marketing service?



It's sending the right message at the right time

Fundabanda makes it easy for you to share your campaign news to family, friends and all of your fans. Just upload your contact lists and Fundabanda reaches your fan base with the right message at the right time. Fundabanda will send an invitation to all your contacts to view your campaign. Fundabanda will send thank you notices to fans and patrons for their contributions. Fundabanda even sends an email when you meet a milestone and announce your next milestone, bringing your fans back to your site over and over. Fan based email marketing is a Fundabanda service available to every campaign, and all you have to do is upload your fan base email contact list through your dashboard. It's that easy.



Social Media Marketing Service

Fundabanda posts your campaign thumbnail to Fundabanda's Facebook page, sends tweets about your campaign's creation and campaign updates, and posts your campaign to Tumblr. It's up to you to let your social media contacts know about your campaign and to continue to promote your campaign through your updates. It's easy, just click the social media icon of choice in the "Promote this campaign" feature on your campaign page.



Uploading your fan base contact list

If you are logged into the user dashboard area, click on email marketing tab and you can upload your fan base email contacts via the CSV uploader. Fundabanda takes your email list and cleans it up. Email addresses are validated and duplicates are removed. The action of uploading your email list initiates a welcome letter to all your fans, so be sure that your campaign is ready to go before you upload your contacts. Your welcome email will only be sent after your campaign is approved and published, so don't worry if you upload your contacts before your campaign is approved. Your email contacts will be sent only one initial welcome email and a notice when your milestones are funded. Your email contacts have the option to opt out of the mailings at any point. Add new contact lists at any time. After every performance or tour, upload your new list. Multiple band members with multiple lists can upload them when it's convenient. Have multiple marketing tools already? Consolidate your newsletter contacts and various email programs by uploading your contacts directly to Fundabanda. If you are a bigger group or even an organization, you can upload everyone's contact list without worry of duplications. Just keep uploading more lists.

How much does Fundabanda cost?

Fundabanda's career-based crowdfunding site for musicians offers a trial of 60-days and \$19.95/month after. Take advantage of the Fundabanda Launch Special Offer of a free subscription for first year and \$1/year after. Artists receive 90% of all donations to their campaign and get paid as soon as a donation comes in.



What is involved to create a campaign?

Creating any successful crowdfunding campaign is not an easy task, but one thing that makes it all easier is getting organized from the start. You don't want to be endlessly chasing your files while trying to create an awesome campaign. Not everyone has librarian level organizational skills, so here is a list of ways you can get better organized while preparing your Fundabanda campaign.

Photos

Specifically you will need photos of you, if you're individual artist, or your band. Find your best shots of your performances. You should also locate your candid photos, headshots or professional photos, photos of the crowd enjoying your music, and of course fun photos showing your funny or casual side.

You are also going to need photos that represent your milestones, which are the goals that you are trying to reach in the course of your campaign. A milestone can be anything that you require funding to obtain such as new equipment, wardrobe, recording studio time or even expenses for a road trip you are planning. Let's say your band is in desperate need of a new guitar - obtain and save a photo of the item you are seeking.

Remember you will need at least three.

When you create your pledge items, you'll need images of what you are offering as rewards for your patrons for their donations. Find your own images, or use the Fundabanda icons.

Go through all your photos and place the best ones in a separate Fundabanda folder so you can find them later when it's time to build your campaign.

Videos

If you have a YouTube or Vimeo account already, then your work is already half done. All you need to do is pick your best videos, grab the url link from YouTube or Vimeo and save them on a document so you can cut and paste the information easily while you are building your campaign.

If you don't have an account yet, then your very first step is to create an account to upload your videos to YouTube is the most popular video sharing platform, however we also link to Vimeo. Creating an account is very simple and you can customize your channel to match your marketing strategy and branding.

Once your account is created you simply need to upload your best videos and then save the "share" urls so you can paste them into your Fundabanda campaign.

Campaign Video Preparation

You are going to need to create an awesome campaign video specifically for your fundabanda campaign. This is not a simple task, but the more time you spend organizing it the better it will turn out. It doesn't have to be long, in fact short and sweet goes a long way. Start with sitting down and deciding how you want that video to look, create a storyboard and script and then organize how you plan to shoot the video. Are you going to use clips from existing videos?

Great, get those files and place them in a Fundabanda folder so you can get at your information easier.

What you need to know about Milestones:

What are milestones?

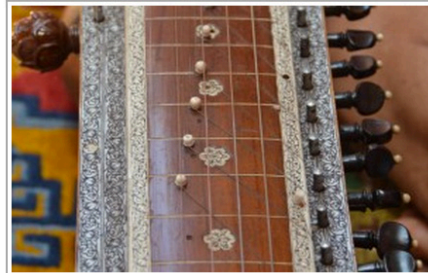
Milestones are campaign goals such as recording studio time, lessons, a new instrument, rehearsal space, other monthly band expenditures, and lots more.

An artist can create unlimited milestones, and meet one goal after another.

Through Fundabanda's fan based email marketing service, whenever a milestone is met, it becomes a marketing tool because artists fan base is notified and re-engaged back to the campaign page with an email introducing the next milestone.

How are milestones funded?

Milestones are funded through all forms of donations on the campaign page: ongoing donations, one-time donations and pledges for rewards we consider 'expressions of gratitude'. The progress bar at the top of the page show the percentage funded of the current milestone. Once 100% of that milestone is met, that goal is marked funded and the progress bar resets at 0% funded of the next milestone.



Veena

I'd love to have a veena just like this one.

49.5% Funded

Milestone amount: \$1500

How many milestones do I need?

We recommend having at least 3 milestones at all times. You can give your fans an idea of your needs through your milestones.

Choosing your images for milestones

Select an image representing your milestone. Images should be horizontal/landscape orientation and should be approximately 300x190 pixels.

What are examples of milestones?

Milestones can be anything the artist would like to fund for their professional career. Examples of milestones are: recording studio time, music lessons, a new instrument, tour expenses, a vehicle, equipment, and band expenses such as rehearsal studio rent, advertising, printing.

Planning to go on tour? The tour costs can be broken down into smaller segments of funding called milestones: advertising and promotional costs, equipment rental, venue costs, gas money, merchandise printing.

Recording an album? Break it down into milestones: studio recording time, individual track sessions, arrangement, backup musicians, mixing time, graphic art for the cover, and manufacturing costs.

How do I create and set my milestones?

Through your artist dashboard, you can access your campaign details by clicking the 'Edit Campaign' button. Click on the Milestones Tab. From this tab, you can manage your milestones: Create new milestones, edit, and rearrange the milestone order.

Pledges and ideas for 'Expressions of Gratitude'

What are pledges?

Pledges are the expressions of gratitude or rewards that you are offering your fans and patrons for supporting you for their financial donation supporting your cause.

When planning what pledges to offer, keep in mind a few things:

Fulfillment challenges

Fulfillment can be a nightmare when you have a successful campaign. Consider carefully how much time and money it will cost you to fulfill your successful pledges. Not only does your item have its own cost but additionally, there are not so obvious costs of time and money to package up an item, drive to the post office, and pay for shipping.

Consider pledges that are easy to fulfill like digital rewards, or one-of-a kind personalized items.

Personalized Rewards

The best rewards build a better relationship and connection with your fans and are a personalized experience. Your fans place value on getting to know who you are.

Consider offering pledges that place a high value on your time such as a Skype conference, a selfie with the artist, or a pre-concert dinner.

Highly profitable items

Be sure your items are highly profitable and consider all costs to produce, package and ship that item, including the time it takes to fulfill the order. Your objective is to raise money to do what you love, to play music, not to spend a large amount of time filling your orders to make just a few bucks on every pledge.

Price Range and Packages

Be sure to have rewards in the low - under \$30, medium - \$30-250, and high -over \$250 price ranges.

Packages can be appealing to a fan, but be careful about mixing digital rewards and physical rewards or you can end up with a fulfillment nightmare.



PLEDGE \$1.00

5 CONTRIBUTORS

All gone!

New Song

This is the pledge description. What are your fans receiving? A digital file they can instantly download? Heartfelt gratitude for their contribution? An item to be mailed? Tell your supporters exactly what they can expect to get if they contribute to this pledge.

Here are some ideas for pledge rewards that we found to be creative and free of the fulfillment headaches:

- A phone call! How easy is it to pick up the phone and call your patron. Talk about anything - the weather, life, music, anything. They will be thrilled!
- Special Thanks recognition on my next album cover for low price range donations.
- Executive Producer acknowledgment on upcoming album for high range donations.
- Early release of new album by digital download, weeks prior to the official release date.
- Exclusive version of the digital album for pledge supporters - you'll get a special version with two extra tracks not available to the general public.
- Singing Telegram - If you are within one-hour's drive of downtown, I'll personally come and delivery your message with a special song to your special someone.
- Personal Recording of a cover song - We'll agree on a cover song and record it as a demo song, just for your personal enjoyment.
- A song a week. Can you write and record a new song every week? It would make a fantastic pledge reward for your loyal patrons.

More pledge ideas...

- 20 songs and voting rights - offer your fans 20 previously unrecorded songs and ask them for their top 10 favorites. It's a great way to refine your list for the new album and see what your fans prefer.
- Music Lesson - You know how to sing, play an instrument - teach a patron some of your tricks. You can do it over the internet with programs like Skype - you don't have to travel.
- Complete Set of all digital recordings - you put the package together and price accordingly. Alternatively a complete set of CD's, or vinyl collection. Throw in some autography as t-shirts and you'll have a great package.
- Complete Set of Everything Physically Produced - Includes all your CDs, T-shirt, Poster - a high dollar pledge which requires shipping, but it's shipped all together and to only one location per pledge.
- Create a song just for them! Imagine your favorite artists writing a song just for you, how thrilling? Alternatively, create a love song for your patron's sweetheart - it worked for Cyrano de Bergerac - wait didn't he die at the end - never mind - forget that, it's the song that's important.
- Do you have an awesome guest room? Do you live in a touristy location? Offer Bed and Breakfast service to a worthy patron. Besides a tasty well-balanced nutritious breakfast, offer to serenade them to sleep with your awesome music.
- Skype or face-time call - ask any member of the band what you'd like to know about our sounds and musical history
- Chat over a coffee - let's sit together and share stories and drink a coffee or two.
- Handwritten lyric sheet, signed - Fan chooses which song and can come with a signed photo as well. Handwritten lyrics are always a favorite item.
- Cook a meal! You don't need to be a chef, just learn how to cook one or two meals really well and then offer to come to your patron's home and cook that meal for them.
- Dinner for two at one of my favorite restaurants - plus signed copies of all my CDs and a signed t-shirt.
- Pizza Party with the band after a rehearsal session for you and 3 of your friends.
- VIP tickets to a show and private afterparty invitation - Location and details to be arranged privately.
- VIP tickets and backstage passes for 4 people to any show within the next 6 months. You'll also get a 4 band T-Shirts and 4 autographed photos of the band.
- Guest vocals, or other instrumentation, on the next track you record or album including a full day in the studio. Let your biggest fans co-create with you and give them the experience of a lifetime.
- Extra in your next video. Invite your patron to be an extra in your next video shoot. You could even give them a big role if they fit what you are trying to create. What a thrill! Not only meet your idol but perform next to them in a music video.
- Guest list pass for two people for every show for the next calendar year, or a limited time you specify.
- Personal music video. Shoot a video made just for your patron - make it personal just for them.
- Private Launch Party - Celebrating the release of the new album, you're invited to the private party and have dinner and drinks with the band.
- Wedding/Graduation/Party Gig. Offer to provide the musical entertainment for your patron's personal lifetime event. What thrill for your patron to be the entertainment at the most important day in their life!
- Private studio concert - Come to our rehearsal studio for a full set session. We'll supply you and 10 of your friends drinks and appetizers to make this an unforgettable experience.
- Private concert - you make the arrangements, we'll play two sets and an encore, maximum 200 people.
- A day of play - I'll take you to lunch and then I'll show you around my favorite spots, give you a preview of what I am currently working on, tour my studio and sing you a song. We'll take some selfies together and I'll post at least one on my social media network.



Things to ponder before you sit down to create your campaign:

Sit down or, if movement works better for you, go for a walk and contemplate some of these very important campaign details:

Campaign Title

Your campaign title should be catchy, reflect who you are as an artist, but it should also be short and easy to remember. You don't want a title that is hard to spell or understand either.

Artist/Band Name

Let's not forget one of the most important parts - who are you exactly. If this is your first funding campaign, get with your band mates or creative team and make sure you have the right name chosen. If you got this covered already, then no worries.

Vision

Again, your vision statement should require some careful consideration. What are you all about? What do you want to accomplish? Where do you want to be in a month, six months, a year or more. What do you want your fans to think about when they hear your name? Here is your opportunity to give a big pitch.

Mission

Your mission is a short statement that summarizes your vision and is the description visible on your campaign thumbnail.

Slogan

Your slogan need not be poetic, but again it should be catchy and fun! It should reflect your music but it should also grab the attention of your fans.

Tag Phrases

Again - consider who you are as an artist. You get 8 taglines that describe who you are. Music genre's are obvious choices. Your band name is another obvious choice. If you have a particular connection with a popular music establishment, try that as well. Anything that brings attention to you, that is the important part.

Pledges and Rewards

Plan out what you are offering as pledges and the digital or physical awards associated with each pledge.

Milestones

You'll need to enter at least 3 goals for your campaign to start. What items are you raising money for?

Be sure to write all this things down and have this information sitting in front of you when you are building your campaign, that way you are chasing around looking for the information you need.

Fundabanda Campaign Creation Checklist

Digital Files:

- 1 featured photo- Your main campaign photo.
- Addition photos - None are required or you can upload an unlimited amount. Try finding 6-10 images.
- Milestone/Goal photos - You need at least 3 images for the required 3 milestones to start.
- Images for your vision statement, if desired.
- Images for pledges, or use the Fundabanda icons.
- 1 - Campaign pitch video telling your fans what you are looking to achieve through your campaign. You'll need to upload these to YouTube or Vimeo, and copy and paste the https:// link.
- Additional videos to show off who you are and your music. These can also be embedded into your vision statement. You'll need to upload these to YouTube or Vimeo, and copy and paste the https:// link.
- Digital files you plan to offer as 'Expressions of Gratitude' for fans who contribute to pledges. File formats can be jpg, png,pdf, mp3, mp4, m4v, mov, wmv,avi, and mpg.

Written Material:

- Campaign Title
- Campaign Slogan/Tagline - a short slogan that lives below your Campaign Title, a sub-description.
- Artist/Band Name
- Artist Bio - Your professional resume! you can add photos and videos.
- Vision Statement - a long description to which you can add photos and videos.
- Mission Statement - a summary of you vision statement.
- Search Engine Tag Phrases - Create up to 8 tags to describe who you are, sound, location, genre...
- Milestone Titles and Text description - you'll need at least 3.
- Pledges - Title, description, dollar value, and number available. As many as you like.

Social Media Links:

- You can link to as few or as many of the following social media sites as you want: Your website url, Facebook, Twitter, Instagram, SoundCloud, Pandora, ReverbNation,GrooveShark, MixCloud, BandCamp,Jango, Spotify and Songza. Can be https:// or http://
- Your SoundCloud playlist link to play your music on the SoundCloud player of your campaign page

Banking information- blank check for connecting to Stripe :

- You'll have to connect your Fundabanda campaign to your Stripe account, or create a new Stripe account, in order to get paid. Be sure to have a check with your banking details, or access to your details, available.