Crowd Funding: The collective effort of individuals who network and pool their resources, usually via the Internet, to support efforts initiated by other people or organizations.
MORE THAN 1 MILLION SUCCESSFUL FUND-RAISING CAMPAIGNS WERE RUN BY CFPs IN 2011

TOTAL NUMBER OF CAMPAIGNS, 2011

WORLDWIDE: 1,187K
NORTH AMERICA: 532K
EUROPE: 654K
OTHER REGIONS: 1K

Source: Massolution
THERE WILL BE OVER 530 CFPs BY DECEMBER 2012

NUMBER OF CFPs WORLDWIDE
Indexed percentage: 2007 is 100%

536
Estimated number of CFPs as of Dec 2012

452
The total number of CFPs as of Apr 2012

GROWTH

Source: Based on Crowdsourcing.org Directory of Sites as of April 2012

1 Based on Crowdsourcing.org Directory of Sites as of April 2012.
2 Estimates are based on historical market projections and do not take into account extraordinary events, (e.g., passing of US Crowdfunding legislation) which are based on available data, unpredictable.
Amanda Palmer: The new RECORD, ART BOOK, and TOUR

by Amanda Palmer

Funded! This project successfully raised its funding goal on May 31.

24,883 backers
$1,192,793 pledged of $100,000 goal
0 seconds to go

Project by Amanda Palmer
Boston, MA
Contact me

3 created - 25 backed
## Kickstarter Stats

This page is updated at least once a day with the raw data behind Kickstarter. Metrics include funding success rates, dollars pledged, and trends of successfully and unsuccessfully funded projects. Statistics are available for the site overall as well as each of the 13 project categories. Check out our blog for more on Kickstarter's data.

### Projects and Dollars

<table>
<thead>
<tr>
<th>Category</th>
<th>Launched Projects</th>
<th>Total Dollars</th>
<th>Successful Dollars</th>
<th>Unsuccessful Dollars</th>
<th>Live Dollars</th>
<th>Live Projects</th>
<th>Success Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>69,814</td>
<td>$344 M</td>
<td>$291 M</td>
<td>$36 M</td>
<td>$17 M</td>
<td>3,555</td>
<td>43.92%</td>
</tr>
<tr>
<td>Film &amp; Video</td>
<td>19,852</td>
<td>$86.10 M</td>
<td>$71.06 M</td>
<td>$12.48 M</td>
<td>$2.56 M</td>
<td>770</td>
<td>39.42%</td>
</tr>
<tr>
<td>Games</td>
<td>2,922</td>
<td>$56.23 M</td>
<td>$47.47 M</td>
<td>$3.29 M</td>
<td>$5.47 M</td>
<td>268</td>
<td>33.84%</td>
</tr>
<tr>
<td>Music</td>
<td>16,419</td>
<td>$52.03 M</td>
<td>$46.39 M</td>
<td>$4.20 M</td>
<td>$1.44 M</td>
<td>775</td>
<td>54.24%</td>
</tr>
<tr>
<td>Design</td>
<td>2,434</td>
<td>$50.88 M</td>
<td>$44.04 M</td>
<td>$4.32 M</td>
<td>$2.52 M</td>
<td>162</td>
<td>36.31%</td>
</tr>
<tr>
<td>Technology</td>
<td>1,382</td>
<td>$21.88 M</td>
<td>$18.01 M</td>
<td>$1.75 M</td>
<td>$2.12 M</td>
<td>79</td>
<td>30.62%</td>
</tr>
<tr>
<td>Publishing</td>
<td>7,642</td>
<td>$16.76 M</td>
<td>$13.24 M</td>
<td>$2.70 M</td>
<td>$822.42 K</td>
<td>508</td>
<td>31.31%</td>
</tr>
<tr>
<td>Art</td>
<td>6,431</td>
<td>$15.62 M</td>
<td>$13.18 M</td>
<td>$2.01 M</td>
<td>$433.18 K</td>
<td>310</td>
<td>48.52%</td>
</tr>
<tr>
<td>Food</td>
<td>2,207</td>
<td>$11.27 M</td>
<td>$9.04 M</td>
<td>$1.78 M</td>
<td>$440.77 K</td>
<td>143</td>
<td>40.60%</td>
</tr>
</tbody>
</table>
Successfully Funded Projects

Most successfully funded projects raise less than $10,000, but a growing number have reached six and even seven figures. Currently funding projects that have reached their goals are not included in this chart — only projects whose funding is complete.

<table>
<thead>
<tr>
<th>Category</th>
<th>Successfully Funded Projects</th>
<th>Less than $1,000 Raised</th>
<th>$1,000 to $9,999 Raised</th>
<th>$10,000 to $19,999 Raised</th>
<th>$20,000 to $99,999 Raised</th>
<th>$100 K to $999,999 Raised</th>
<th>$1 M+ Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>29,098</td>
<td>3,447</td>
<td>19,952</td>
<td>3,450</td>
<td>1,988</td>
<td>251</td>
<td>10</td>
</tr>
<tr>
<td>Music</td>
<td>8,486</td>
<td>900</td>
<td>6,464</td>
<td>832</td>
<td>281</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Film &amp; Video</td>
<td>7,523</td>
<td>740</td>
<td>4,789</td>
<td>1,162</td>
<td>774</td>
<td>58</td>
<td>0</td>
</tr>
<tr>
<td>Art</td>
<td>2,970</td>
<td>550</td>
<td>2,130</td>
<td>214</td>
<td>74</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Publishing</td>
<td>2,234</td>
<td>384</td>
<td>1,505</td>
<td>228</td>
<td>113</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Theater</td>
<td>2,202</td>
<td>306</td>
<td>1,704</td>
<td>144</td>
<td>47</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Games</td>
<td>898</td>
<td>60</td>
<td>426</td>
<td>183</td>
<td>175</td>
<td>49</td>
<td>5</td>
</tr>
<tr>
<td>Food</td>
<td>838</td>
<td>50</td>
<td>476</td>
<td>205</td>
<td>103</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Photography</td>
<td>835</td>
<td>125</td>
<td>586</td>
<td>96</td>
<td>28</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Design</td>
<td>825</td>
<td>71</td>
<td>316</td>
<td>159</td>
<td>203</td>
<td>74</td>
<td>2</td>
</tr>
<tr>
<td>Comics</td>
<td>728</td>
<td>114</td>
<td>477</td>
<td>77</td>
<td>51</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Dance</td>
<td>663</td>
<td>62</td>
<td>567</td>
<td>28</td>
<td>6</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Fashion</td>
<td>497</td>
<td>28</td>
<td>286</td>
<td>79</td>
<td>27</td>
<td>4</td>
<td>0</td>
</tr>
</tbody>
</table>
Every penny that continues to come in for the remainder of this campaign will go towards more cities, more screenings. Nobody likes being called a "secondary market." Cleveland, Akron, Madison, Baltimore, Tucson, Santa Fe, Pittsburgh...the list goes on and on. It's a big country! Independent films rarely see the light of day in these awesome places that need and want to join the discussion. We have a huge opportunity now to change that with DETROPIA.
Let's Build a Goddamn Tesla Museum
We're trying to raise money to buy back Nikola Tesla's old laboratory, known as the Wardenclyffe Tower, and eventually turn it into a museum.

Team: 
Location: Shoreham, New York, United States
Category: Technology

$1,370,511
Raised of $850,000 Goal

Flexible Funding campaign
This campaign received all of the funds contributed by Sat Sep 28.

Perks for your contribution

$3
Tesla loves the number 3
And if you donate $3, Tesla will love you too.
Let's Give Karen - The bus monitor - H Klein A Vacation!
Karen Huff (The bus monitor) deserves a vacation!

Team: [icon]
Location: Greece, New York, United States
Category: Community

Bullied School Bus Monitor Karen Klein - SHOCK!

$702,384
Raised of $5,000 Goal

Flexible Funding campaign
This campaign received all of the funds contributed by Fri Jul 5.

Do you think this campaign contains prohibited content?
Let us know.

Share This Campaign: [link]
BRINGING PASSION AND CREATIVITY TOGETHER.
A project of the Arts & Science Council (ASC), power2give.org empowers you to give directly to local arts, sciences and history projects you are passionate about. Nonprofit organizations post projects that are in need of funding. You help bring them to life with a gift.

YOU HAVE THE POWER TO MAKE A DIFFERENCE. DISCOVER YOUR PASSION INSIDE.

what is power2give?
Learn about the mission and vision that sparked the launch of power2give.org and the impact you can help make.

give to a project
Make a difference in your community by exploring the creative projects that you are most passionate about.

post a project
If you are an eligible non-profit organization, you can learn how to create and market your own project.

purchase a gift card
Give the gift of giving by purchasing a power2give.org gift card for your friends and family members so they, too, can connect with the cultural sector.
USA Projects

We help artists fund projects.

LEARN MORE
The Most Innovative, Daring, and Original Piece of Dance/Performance...

BY AMY O'NEAL

After creating 6 evening-length works with my former company, Locust and...
Crowd Funding = Classic Story Arc + Modern Platform
ESSAKANE: The Most Remote Music Festival in the World

$20DVD

A Documentary project in Timbuktu, Mali by Essakane Film Team - send message

163 BACKERS
$20,489
PLEDGED OF $20,000 GOAL
0 SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its funding goal on November 18, 2010.

PLEDGE $1 OR MORE
8 BACKERS
Spread Good Stories through Docs In Progress

What a Difference a Doc Makes. Help Docs In Progress so we can continue creating community through documentary.

Team: see more

Location: Silver Spring, Maryland, United States

Category: Film

$10,175

Raised of $10,000 Goal!

Flexible Funding campaign

This campaign received all of the funds contributed by Sat Jul 21.

Perks for your contribution
Spread Good Stories through Docs in Progress is fiscally sponsored by Docs In Progress, a 501(c)(3) nonprofit organization whose mission is to give individuals the tools to tell stories through documentary film to educate, inspire, and transform the way people view their world.

Building a Community of Documentary Filmmakers and Film Fans Together!

THANK YOU!! WE DID IT!

Wow! We are totally blown away with your support! Empowering Documentary filmmakers with the tools and confidence to get their voices heard is why we started this dream eight years ago! In our first fundraising campaign as a nonprofit, we were lucky to raise $2,000 in the whole year, but treasured every dollar to help us build up the infrastructure of Docs In Progress.

Now, we reach over 5,000 members of our community and have witnessed the blossoming of hundreds of filmmakers and their films. Many of the filmmakers who walked through our doors have gone on to have incredible documentary careers and to spread stories that have made major change. And we look forward to helping many more.

NOW LET’S KEEP THIS PARTY GOING IN THE FINAL HOURS!
Spread the Stories Station

Make Your Donation Here

Help us raise $1,000 before the end of the night!

Your donations support our mission and help us continue our work.

$75 - 6:05 PM
$675 - 7:30 PM
$775 - 7:35 PM
$825 - 7:45 PM
$925 - 7:55 PM
$1000 - 8:00 PM
$1050 - 8:45 PM
$1300 - 9:10 PM
$50
PBS Retro Logo T-Shirt

PBS fans can get a retro t-shirt with the original PBS logo from 1969. Cotton, unisex, black t-shirt.

SOLD OUT! - 3 Claimed

$50
DOC SNAPS

A picture is worth a thousand words, but a documentary photograph is priceless. Award-winning documentary filmmaker and Docs in Progress alum, Ben Crosbie, of Eidolon Films donated 15 of his incredible 8 x 10 "snaps" from his collections taken around the world. Happy snapping! You can select your snap here: http://www.eidolonfilms.com/snaps/

4 out of 15 Claimed

$1,000
ALL ACCESS PASS - GREAT DEAL!

For this incredible price, you will have access to all Docs in Progress classes, workshops, talks, and events for 12 months from the time of donation. Includes Docs Insiders membership, a one-hour consultation with Erica or Sam on your documentary project, and the ability to sign up for any classes, workshops, or talks offered by Docs In Progress for no additional cost. A great value and ONLY available through IndieGogo.

3 Claimed
Engagement

E-mail audience directly and specifically

Follow up again and again like NPR

Strength of weak ties

Personalized thanks

Building a Community not a Donor List