**Student Name:**

**Professor:**  \_\_\_\_\_\_

**Project description:** Write this as though it is the actual copy you’ll post on Kickstarter—draw readers in, and be specific. Is it a documentary or a fiction film? How long will it be? What’s the story? What’s your shooting format? What’s the end goal for your project?

**Fundraising Goal:** Remember that Kickstarter does “All or Nothing” funding. In other words, if you don’t reach your goal, the money gets returned to your donors and you don’t receive any of it. You will get to keep any money that people donate beyond your goal, so it’s a good idea to set a reachable amount for your project. Be sure to adhere to budget cap policies detailed on the Student Production Handbook. Refer to the ASP and Crowdfunding Budget Guidelines Sheet on your course Moodle site for assistance in developing budget categories.

**Timeline:** When are you planning on launching your campaign? What will your goal date be?:

**Incentives:** Most projects have rewards based on the amount of money people donate. For example, for $10, the reward could be a “Special Thanks” credit, whereas for $25, the reward could be a “Special Thanks” credit with a copy of the DVD. Be creative but realistic with this part. Also indicate the date by which you will fulfill incentives:

By signing this form, I agree that I have read and understand the Kickstarter guidelines (<https://www.kickstarter.com/learn?ref=nav>). **Once your campaign is up, you must submit the link to your professor for final approval before you begin promoting your page. The signed copy of this form must be archived in the project production notebook.**

**Student Signature:**

**Date:**