

# SO YOU WANNA

## COOL, HERE'S HOW IT WORKS!

- **You have an idea** for a thing you want to crowdfund! You fill out our questionnaire (page 5) to tell us more about your great idea.
- **We work together** to price out the production of your thing, as well as helping you figure out the best rewards, pledge tiers, and stretch goals. **We set a schedule** that we both think is reasonable for the completion, printing, and shipping of your thing.
- **We build your campaign page together.** If you need help making your campaign video or writing text for your page, we can help you out with that.
- Once your campaign launches, **we help promote it, answer questions,** and if you need, **help you field backer comments and post updates.**
- When your campaign finishes, **we start cranking on the production of your thing,** using our network of vendors. Our fulfillment staff **receives the finished products and handles all of the shipping to backers.**
- Once all the backers have gotten their rewards, we tally up the expenses, take our fee, and hand you over to TopatoCo so you can **continue selling your thing** in the Made That Thing web store.

# MAKE THAT THING!



## WHY USE US?

- **We're part of TopatoCo**, which has been producing and shipping webcomics merchandise since 2003. We've printed and shipped literally millions of packages to people all over the world. *This is all we do.*
- **We have a warehouse** with a loading dock. We can receive pallets from any manufacturer and store them indefinitely. You never have to deal with it.
- **We have a network of vendors** that we've used for all sorts of different products. We know who does good work, who gives the best prices, and how long it takes. **We have designers and logistical staff** on hand ready to help, so you don't have to handle every single thing yourself if you don't want to.
- We can seamlessly transition your product to our TopatoCo infrastructure for web sales after the campaign is over—**so you can still sell your thing**, and continue to make money from it, for as long as there are customers for it.
- In our first 18 months of operation, we raised nearly \$1.75 million in crowdfunding capital from over 30,000 individual backers. **We know how to do this.**

## OKAY FINE BUT WHAT'S IT COST?

Make That Thing takes a variable **administration fee** and a **percentage of net receipts after expenses**. So a sample campaign might break down like this:

<b>TOTAL AMOUNT RAISED:</b>	<b>\$100,000</b>
<b>~9% Kickstarter/Amazon fee</b>	<b>(9,000)</b>
<b>Rewards printing</b>	<b>(30,000)</b>
<b>Shipping charges</b>	<b>(10,000)</b>
<b>Itemized charges</b>	<b>(3,000)</b>
<b>Administration Fee</b>	<b>(2,000)</b>
<b>Net receipts</b>	<b>\$46,000</b>

Make That Thing and you then split that remainder: **30% for MTT, 70% for you.**

"Itemized charges" might be things like hiring a designer to help lay out your book, or hiring a graphics person to do cool stuff for your video. The shipping charges include both postage and the cost of shipping supplies.

Typically, you will receive the initial funds from the crowdfunding site, use them for your production costs, and pay us for our fees.

## IF YOU WANT TO BE MORE INVOLVED

Great crowdfunding campaigns need lots of things in order to succeed: a great product, good marketing, a platform to shout from—and ideally **a personality people can connect with and trust**, and that they want to see succeed. We don't want this to be some generic thing that anybody could have done! **It's your thing, and you are the face of it. Backers want to give you money, not us.**

So we encourage creators to **take an active role** in engaging with backers, answering questions, posting updates, and even, if appropriate, taking suggestions and feedback into account with respect to the product itself, or the tiers or stretch goals that you offer. **Posting updates** at least every couple of days, answering questions and sharing information, makes backers feel like they're involved, and is good customer service. This process continues after the campaign is over—these people have opted in to hear from you essentially *forever!* Treat them well!—and is an important part of **building rapport with the people who're trusting you with their money.**

We will always be available to make sure that any questions you have about shipping or other logistics don't hold up your campaign—**we promise to be on call** so you can always get answers to any questions that backers may have of you.

## IF YOU PREFER TO BE MORE HANDS-OFF

We realize, of course, that not everybody has the personality or the inclination to be a pitchman. A certain amount of that is indeed required to run a successful campaign, **but we're here to support you** in any way we can.

***You are the face of your campaign, not us.  
But we can help you put your best face forward.***

**We can help field backer questions and answer comments** so they don't bog you down (it can be very time-consuming to stay on top of the flood of questions you are likely to receive). If you need help **conceiving or writing updates**, we can help with that too. And we can be a **first line of defense**—a customer service “bad cop”—in situations where you unfortunately have to deliver bad news to a fan.

We also know that it can sometimes help just to have someone else to **bounce ideas off of, to chat with, or to help you stay on track.** We're always available to talk out any ideas you have during the campaign, or provide a second opinion. Plans change, and we can help you stay adaptable while still keeping our final goal—**producing and shipping a product that people will love, in a logistically feasible way**—firmly in mind.

## FREQUENTLY ASKED QUESTIONS

### **Can I run a campaign and then have Make That Thing just ship all my stuff out afterward?**

Yes! We also offer fulfillment-only service, if that's more your speed. We have another brochure that outlines how it works on our site.

### **What if I want to make five thousand books?**

That's great! Any amount of product you want to make that exceeds the Kickstarter orders is paid for out of your share of the profit. So if backers pledge for 3,000 books, and you want 2,000 to sell on your own, we only calculate 60% of the printing cost as before-profit expenses. This might sound confusing, but don't worry. We're here to help make everything clear.

### **Do I have to wait until everything's shipped before I see any money from the campaign?**

No! You'll receive the money as soon as the campaign is over, and pay us our administration fee upfront. Then we'll forward vendor bills to you for payment, and invoice you for shipping and handling. When it's all done, we'll invoice you for our take of the profit.

### **Am I stuck with Make That Thing/TopatoCo forever?**

Once your campaign's over and your products are shipped to backers, if you'd rather take your things elsewhere, we're happy to ship them anywhere you like (we'll bill you for the freight).

## CROWDFUNDING SITES COMPARED

There are lots of crowdfunding sites, but Kickstarter and IndieGoGo are the two biggest. For that reason, we recommend people use one of them—preferably Kickstarter, but whichever works for you.

### **KICKSTARTER**

- Has the most brand recognition and largest user base. There's an existing community of Kickstarter users out there who may discover your project not from your marketing, but just through Kickstarter itself. Many campaigns report that 25-40% of their backers discover their project thanks to Kickstarter's own discovery tools built into the website.
- Kickstarter does not allow campaigns to include any sort of charitable donation component.
- Kickstarter campaigns are all-or-nothing.

### **INDIEGOGO**

- Has less brand recognition and a smaller userbase.
- Does allow fundraising for charity.
- Allows for "Flexible Funding", meaning that the creator can elect to keep any funds raised, regardless of whether the goal is hit (for a larger fee). This sounds good, but backers may be less likely to support a project that may not end up being a sure thing.

# IF WE WORK TOGETHER HERE'S WHAT TO EXPECT

If what we've laid out in this document sounds good to you,  
**let's set up a time to talk!**

**On the next page we've listed a number of questions** that we'd love to discuss. If you want to write out answers for us to review, great; but even if not, **we'd like to have a phone or Skype conversation where we go over each of those points**, so we have a sense of where you're coming from and where we can be of help. This consultation will take around 30 minutes, and is free.

If, after our chat, we've agreed to work together, within 48 hours **we'll send you a proposal that summarizes our understanding** of the points raised in the chat, so we're assured that we're both on the same page. This document will also include **a proposed schedule of tasks for both of us**.

The schedule is very important to get right, and we want to make sure that it's something we can both stick to, so we'll want to **go back and forth if necessary** until we're both convinced that it's reasonable.

Once the schedule and details are confirmed by both of us, **we'll send you a Make That Thing contract** with

everything we've discussed. This lays out our fees and the agreed-upon schedule, so that we're both clear. Once the contract is signed, we can begin working on your campaign!

Once your campaign launches, **we'll work together to make it as successful as possible**. If we fail to reach our funding goal, we'll discuss whether we want to try again.

If we *do* reach our goal, **Make That Thing will collect information from backers and get your rewards into production**, while you focus on the creative side, making sure we have all the files and material that we need. Meanwhile, we'll be keeping a spreadsheet of earnings and expenses that you can review anytime.

Once all rewards have been printed and shipped to backers, **we'll decide on an end date** to tally up earnings and expenses and invoice for our fees. From there, **we can hand you over to TopatoCo** to set up your Made That Thing web store, or you can make arrangements to have us ship your products to you. Or, if you'd like us to simply store your stuff, we can do that for \$50/mo/pallet.

# CREATOR QUESTIONNAIRE

1. What's the project? What does the actual product consist of? How big is it? What are the specs? (If you know yet.)
2. What's the background of the project? Who's the audience? Who out there is already looking forward to it?
3. Is it complete yet? If not, what's left to be done? When do you think it'll be complete enough to send to print? Do you foresee anything that could affect or hold up that schedule?
4. What expense specifically do you want to raise money for? Do you have a sense of how much you'll need?
5. What are some other things you'd like to offer as rewards, or ways you'd like to improve the core product with stretch goals? Do you have ideas for possible reward tiers?
6. Would you like to make your own pitch video, or would you need help with that?
7. How hands-on do you prefer to be with this campaign in terms of doing updates, answering backer questions, etc.?
8. Do you have an ideal timeline for when the project should be completed and in your and your backers' hands?
9. What's special about your project that we should know about, but wouldn't think to ask?

**NOW LET'S DO IT!**

**LET'S MAKE THAT THING**

**Contact Sara McHenry to get started!  
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