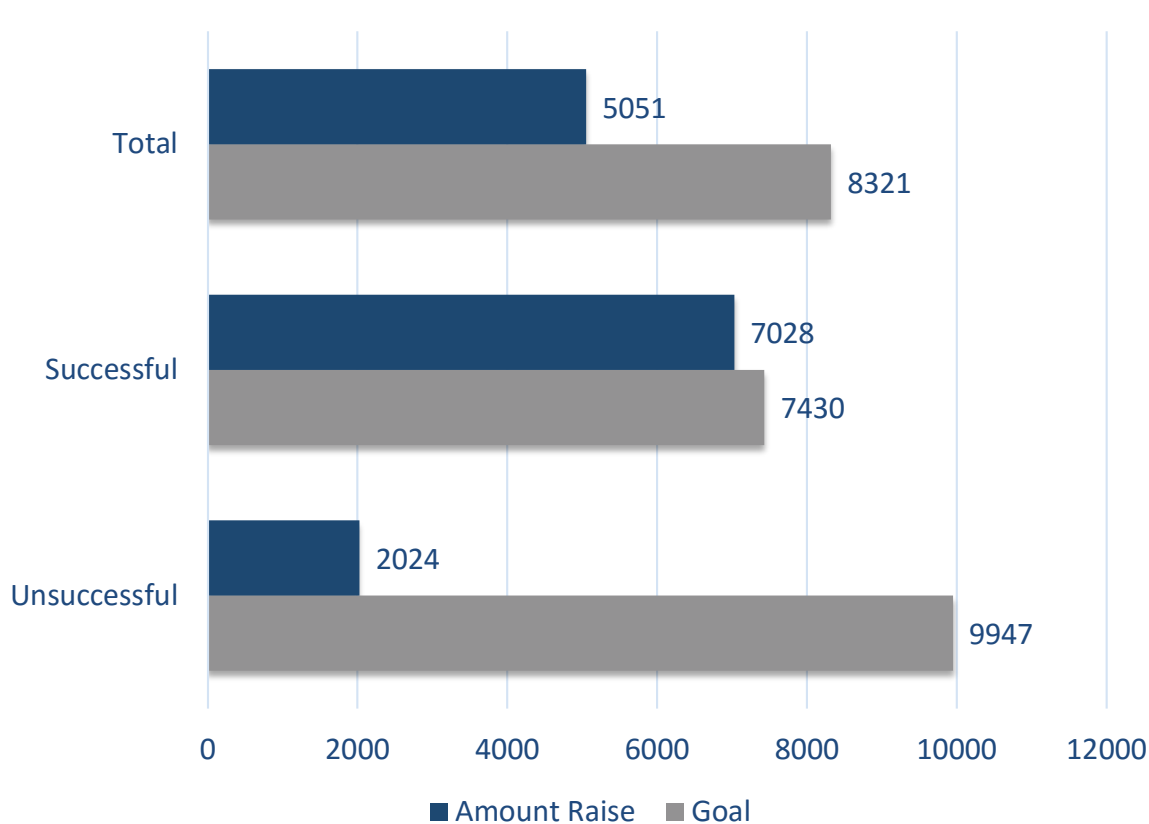


How to Create a Successful Crowdfunding Campaign

56% of crowdfunding campaigns for dance are successful. How can you up the odds of reaching your goal?

On average, dance organizations raised \$5051 per project.



Set a realistic fundraising goal for your project. While it is tempting to reach for the stars, stretch goals should be challenging but attainable.

How many donors do you need to get the green light for you project?



SUCCESSFUL PROJECTS HAVE AN AVERAGE OF

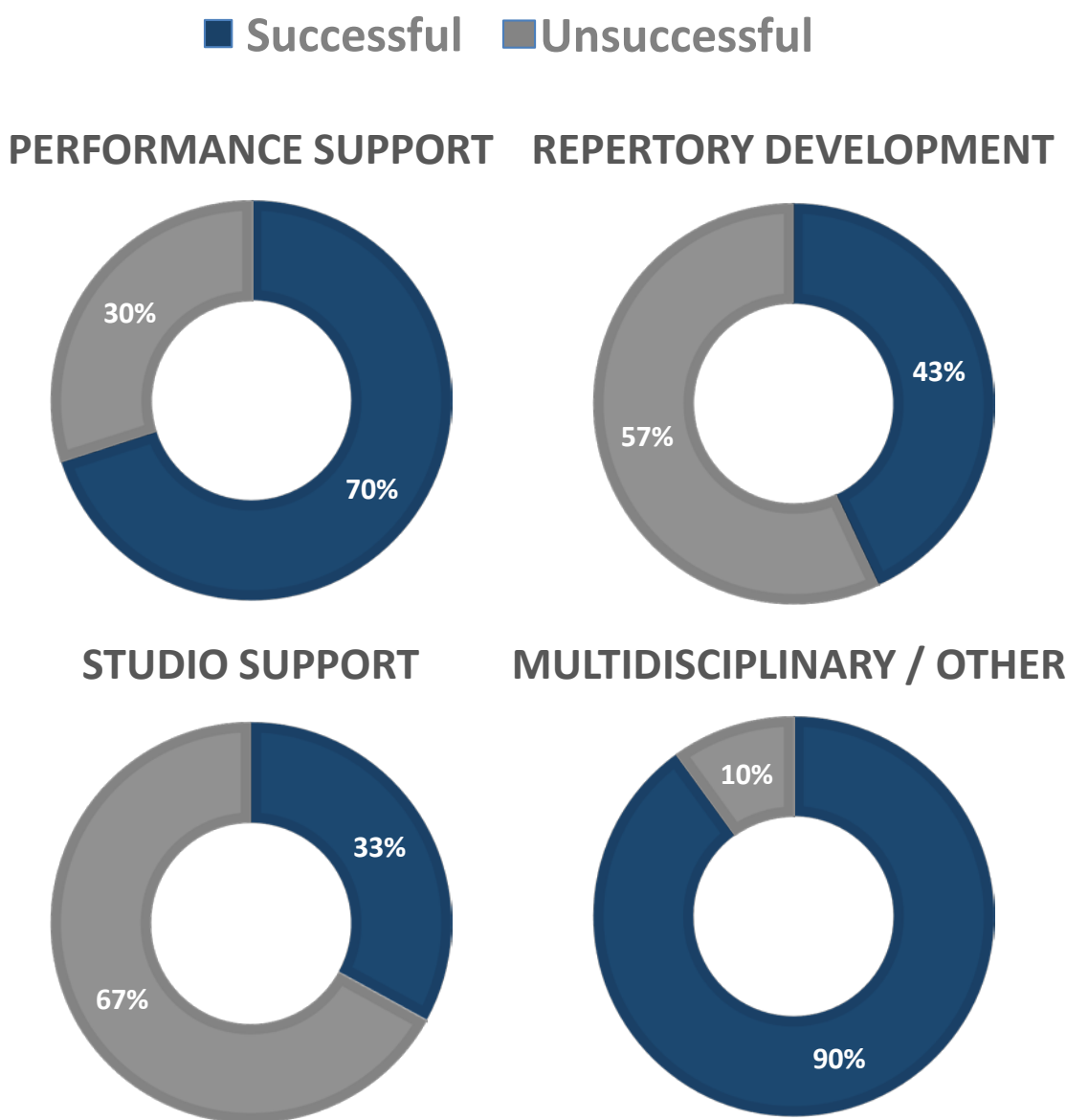
76 BACKERS

EACH BACKER DONATES

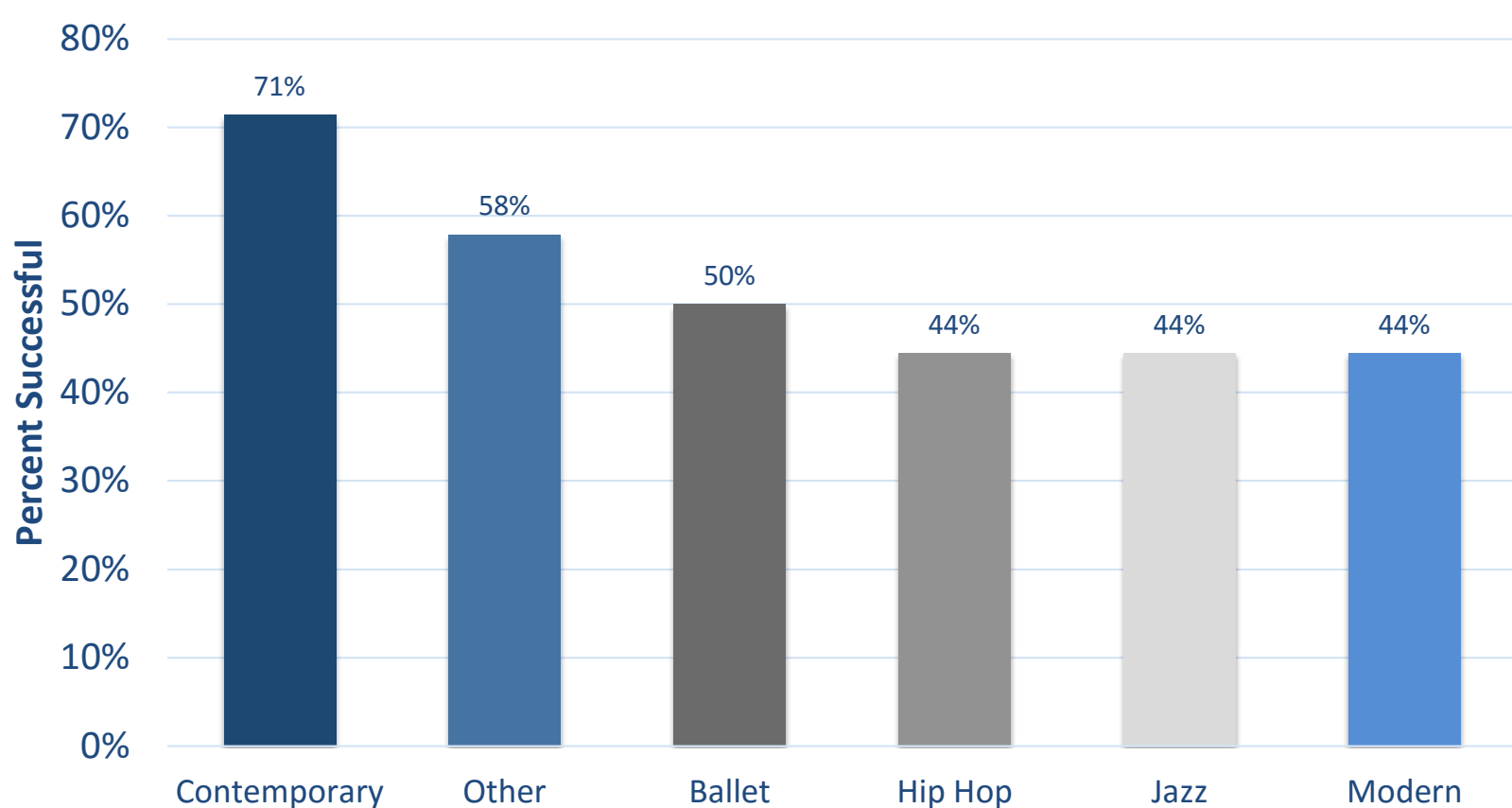
\$98

What types of projects are more likely to succeed?

Projects for performance support and multi-disciplinary initiatives attract funders by giving them the opportunity to participate in the creation of an innovative and new experience.



Contemporary dance as well as other styles like tap and theater are on average more successful than modern, hip hop and jazz dance projects.



Source: Cambridge Dance Company crowdfunding study, 2016; N=50
 Data was compiled from publicly available information at Kickstarter and Indiegogo.
www.cambridgedancecompany.org

