

# KICKSTARTERArts

## Videos for Kickstarter Arts creators

This guide will help you plan and execute the video for your campaign. With the right hints and tricks, making your video can become a way to energize you and those around you -- and create a piece that can outlast your Kickstarter project.

We'll go over four key parts:

- (1) **Identify a videographer.**
- (2) **Sketch out your script.**
- (3) **Plan a date to shoot.**
- (4) **Film, cut, and review.**

If you have any questions, feel free to reach out.

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The Kickstarter Arts team

### (1) Identify a videographer.

The majority of best videos have hired a videographer to film and edit the video. Here are some ways to do this:

- Write down people you may know that have video experience and reach out.
- Explain your project and ask if they could make a 2-minute video for it.
- See if they're able to do it pro bono (for the sake of the project) or work out a cost (which can then be added into your Kickstarter goal if need be).

If you're set with your videographer (or if you're already a videographer), here are some must-know tips for them/you to know at the beginning:

- *Great videos establish trust:* it's a direct line from you to a possible backer. Making you *and* your project feel human is the best way for someone who's never heard of know you to get on board.
- *Great videos are urgent:* they're a quick 2-minute call-to-action that celebrates what you're doing and invites everyone to join your necessary project. Honing in on this tone instead of a "please help me" narrative always feels more exciting and genuine.
- *Great videos have lasting power:* if you're going to pay someone to make a video, it should definitely outlast your 30-day Kickstarter project! Make the video

with the intention to use it on social media, on your website, and at talks even when the project's long over.

## (2) Sketch out your script.

Before you dive into the script, it's best to see what makes a great video and how it's done. Here are a few:

- [Blights Out](#)
  - Direct eye contact gets a viewer's attention make the video feel sincere and trustworthy, as if they're speaking to you and you alone. It's a great way to give your project a human touch.
  - Their measured cadence allows the viewer to slow down and understand each word. Speaking fast, on the other hand, sometimes leads people away from the video.
  - Shots that directly refer to what the project is about brings clarity to the topic. Here, Blights Out shows broken and abandoned buildings to show the audience why artists need to speak up on the housing crisis in New Orleans, and why their billboard project is a smart way to do this.
- [Alec Soth](#)
  - Alec noted working with a videographer was the reason why their video clicked. "We tried to do it ourselves, but it didn't work. Getting outside help on the video was so important."
  - The inserted still images are great at referencing what the narrator is discussing - it's a two-pack punch and cuts down your overall time.
- [Public Art Fund and Ai Weiwei](#)
  - If you're an institution or museum working with an artist, this is the video for you. It introduces the artist, gives space for the curator to double-down on the artist's themes, and draws in current cultural issues to feel substantial and monumental.
  - Showing the work in process (e.g. renderings of Weiwei's sculptures and clips of his video work) are great at showing the work that's already been done. It helps to show that the project isn't starting from scratch, and that the Kickstarter campaign is the last step to make it a reality.

Some finer details to consider:

- Drafting your first script internally is best practice as it allows you to retain control over the message and narrative of your project -- it's why you also have you write your own campaign text, have a first go at your rewards, and so on.
- The video should be **two minutes**, with wiggle room anywhere from 1 to 3 minutes. This means your script should be **at most 1.5 pages**. Data we have shows that viewers rarely get through videos longer than three minutes, which means that, if it's too long, they'll skip around and miss important moments.

- Get an “ask” in the **first 15-20 seconds**. This means that, even *if* viewers skip around the video, they’ll know what the point of the video is right away. The video can then end in a similar matter, so that the ask feels like a reminder instead of a “donate now!” moment. Some ideas for this include:
  - “Hi, I’m X, and I’ve been working on this project called Y about Z. It’s time we come together to make this a reality.”
  - The first sentence can begin as a question, then follow with “I’m X, and I’d like for you to come join me so we can solve this together.”
- Inserting clips of sketches of the project and videos of your/the artist’s studio are great filler content to break up the content.
- Avoid “beggy” words and phrases. These words frame your project as desperate, which sells less than a project that sounds exciting, engaging, and part of a larger conversation. Here are some ideas:
  - Instead of “please consider donating,” use “come join us”
  - Instead of “help me make this,” use “let’s make this together”
  - Instead of “we need your money now,” use “let’s come together -- it’s now or never”
- If you’re running into any phrasing or other issues, send it over to the Kickstarter Arts team and we can help out.
- A quick sketch of a script could be:
  1. Early “ask”
  2. History of the project
  3. Why the project matters today
  4. Who else is involved in the project
  5. Final “ask”

### (3) Plan a date to shoot.

This step is self-explanatory, but it’s important to remember that you might need to build in an extra day or two if shooting takes longer than expected. This is also about the time you’ll be finishing up your rewards and the campaign text, so ensuring that the script is tight will leave you with less headache as you shoot and rework it.

### (4) Film, cut, and review.

You’ll likely need to tweak things here and there, which is totally fine! Remember, the goals are to make the video *trustworthy*, *urgent*, and *lasting*, so think about these when you get back the first cut. Some great tests for this include:

- **Show it to a professional contact**, preferably someone who has no idea about the project and get their thoughts. Ask them if it feels trustworthy, urgent, and impactful.
- **View it without sound**. Some viewers won’t click on audio if they’re in a public setting, and some might not speak your language. Because of this, it’s always

great to consider adding subtitles (Kickstarter has a tool to do this [here](#)) or add text that provides context to certain clips or previous works.

- **Is it varied and engaging?** Videos that are talking heads need more inserted clips of previous works, videos of the project taking place, and so on.
- **Email it to the Arts team.** We've seen so many videos, trust us. We can review the first cut with you and suggest some ideas -- and at this point, the more collaboration, the better!

To wrap-up, here are some (possibly) helpful Qs and As.

#### **How do I establish trust?**

- Appear in the video, talk directly to the camera, and narrate over still images -- even if it's only for a few small shots, this helps directly connect you to the viewer.
- Give time (maybe 20-45 seconds) to simply explain why this project is important. It may be obvious to you, but it might not to a random viewer. It's also oftentimes the strongest selling point to a project and a great way to tie it into larger, global themes.

#### **How do I make the project video sound urgent?**

- The content of the project is timely within a larger context.
- Mention a deadline - e.g. "our one time to do this is next March, so help us make it happen!"
- Imagine cutting the video in half - what would you take out? Why? If the video still makes sense without it, cut it! The shorter, the sweeter, and the stronger your sense of urgency will be.

#### **Where are there other resources for me to check out?**

- [Campus](#) helps answer nit picky questions either by the Kickstarter staff or past Kickstarter creators.
- Our [Help / FAQ](#) is actually really good! Trust us, you can find an answer here.
- You can add Subtitles and captions to your videos in case your audience may be bilingual or more. [Head here to learn about it.](#)