



DO NOT DO THIS!
The Top 10 'NOTS'
To Running a
Successful
Kickstarter!

And the things you should do instead.



Who are we?

Dren Productions is a publisher of sci-fi, fantasy, and horror comics, as well as role-playing game related materials.

We have had over 20 successful comic book Kickstarters launched, funded and fulfilled. We have also had an additional 12 successful gaming related Kickstarters.



Mike Dolce

Michael Dolce has been a professional writer, artist, podcaster and awesome dude in the industry for over 20 years. He co-created **Descendant** at **IMAGE COMICS**, **The Mainstream** through **ZENESCOPE**, and continues his creator-owned flagship superhero book **THE SIRE** through **DREN PRODUCTIONS** along with the sci-fi horror comic **EPICENTER**. His other work includes **TIME TRADER** available through **RogueMatter.com** where he hosts his hit podcast **ROGUE WAV** and runs their day-to-day operations.

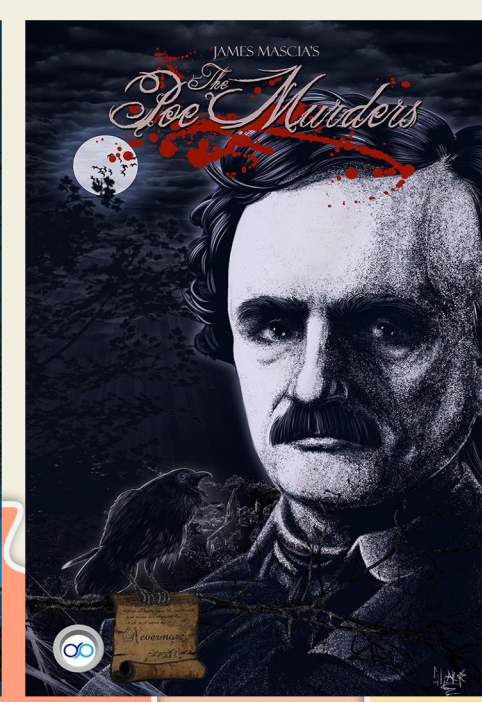
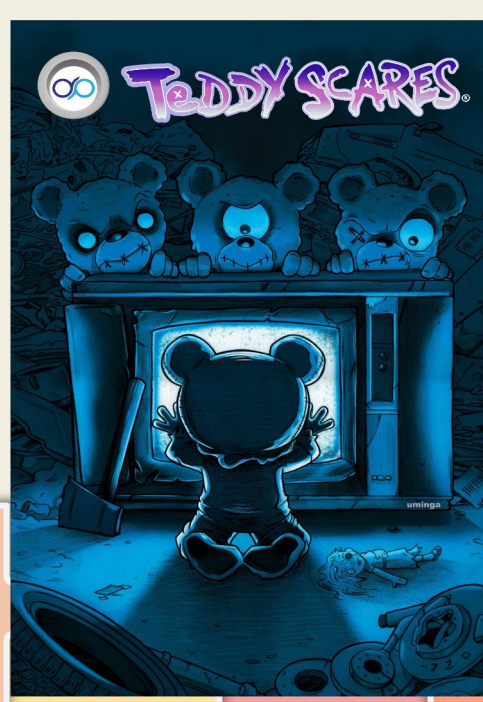
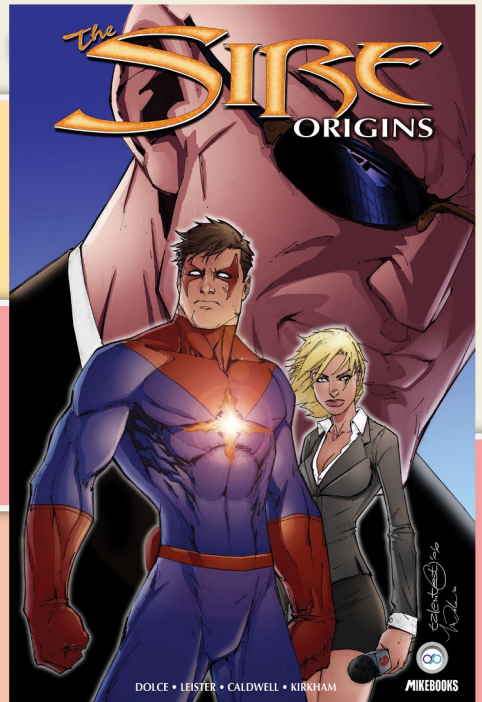
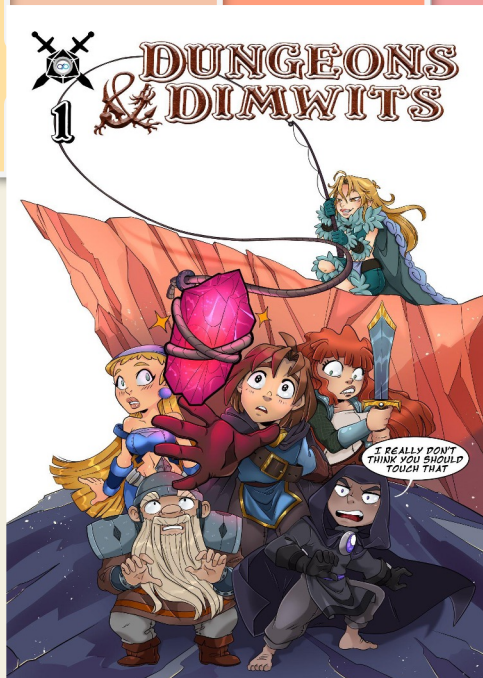
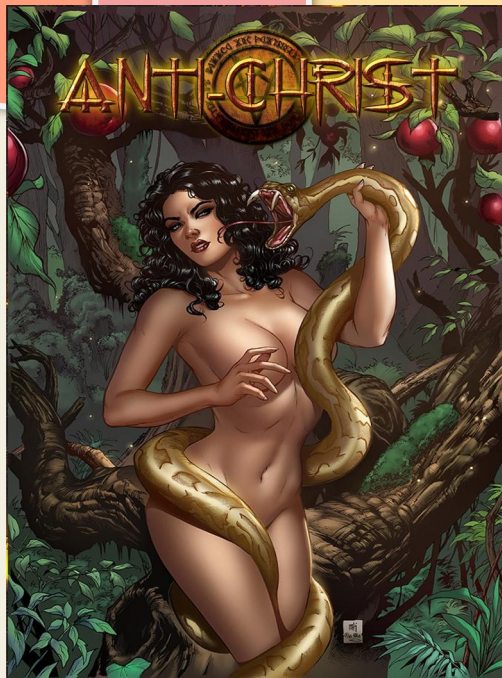
James Mascia

He is the creator of *High School Heroes*, *Anti-Christ*, *The Poe Murders*, *Vengeance of Dracula*, and *Flesh-Eating Cheerleaders*. He creates and writes, and is the driving force behind Dren Productions.

Oh yeah, and he's a superhero.

Don't mess with him.





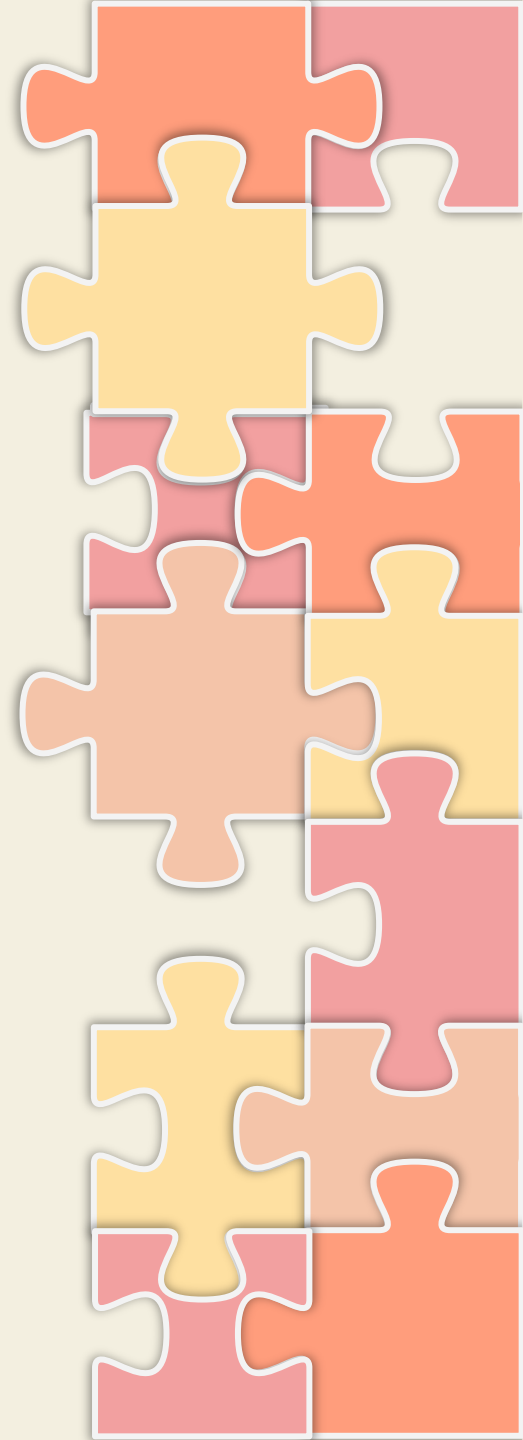
About This Presentation

Sharing our knowledge.

We are going to run down a list of things that we have learned while running our own successful crowdfunding campaigns, that will hopefully give you a leg up when you attempt to raise your own funds for your comics.

We are going to run down what we call the **10 “NOTS” of Crowdfunding.**

We will have time for Q&A, and would be happy to answer any of your crowdfunding related questions.



01

NOT understanding what Kickstarter really is

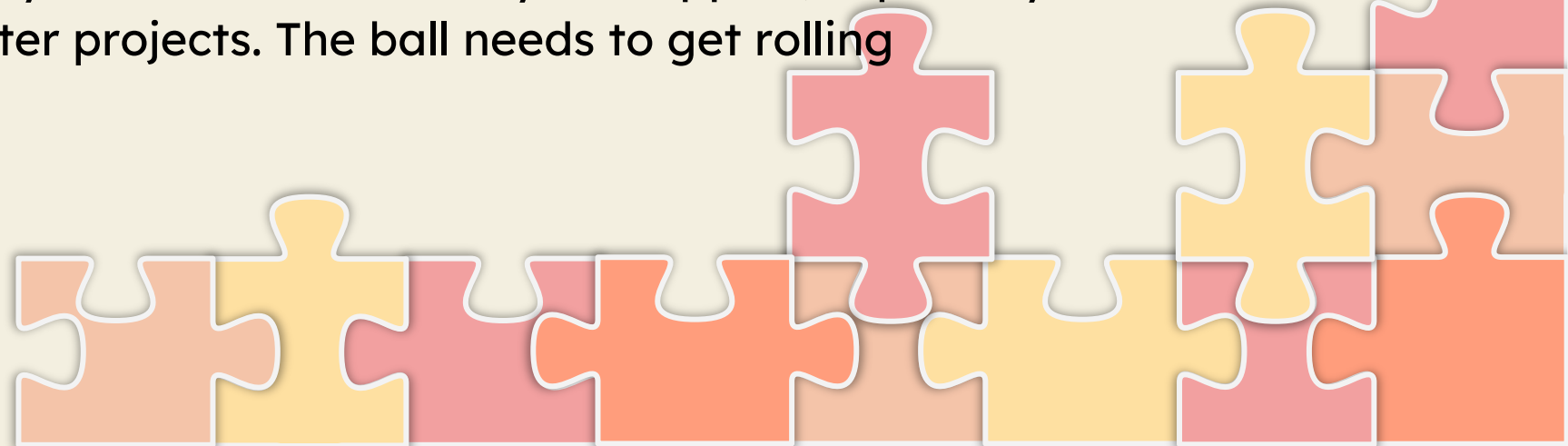
Kickstarter is a distribution system, not a GoFundMe!



02

NOT asking your friends and family for support

Do not be afraid to ask your friends and family for support, especially with your first Kickstarter projects. The ball needs to get rolling somewhere.



03

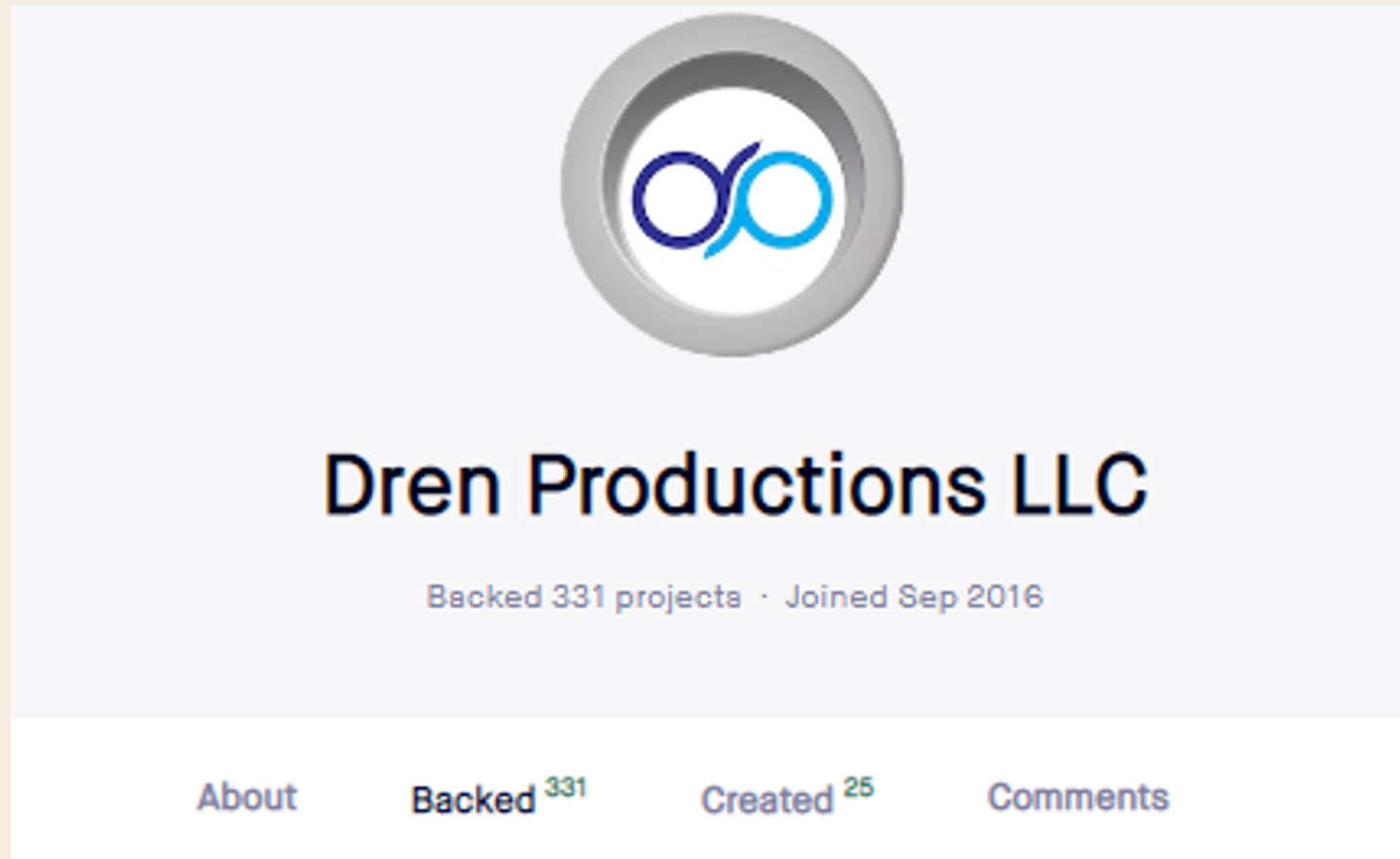
NOT participating in the community


Kickstarter is a community of people. Like any community, they help their own.



03

NOT participating in the community





Dren Productions LLC

Backed 331 projects · Joined Sep 2016

About Backed ³³¹ Created ²⁵ Comments

04

NOT launching your project with an audience

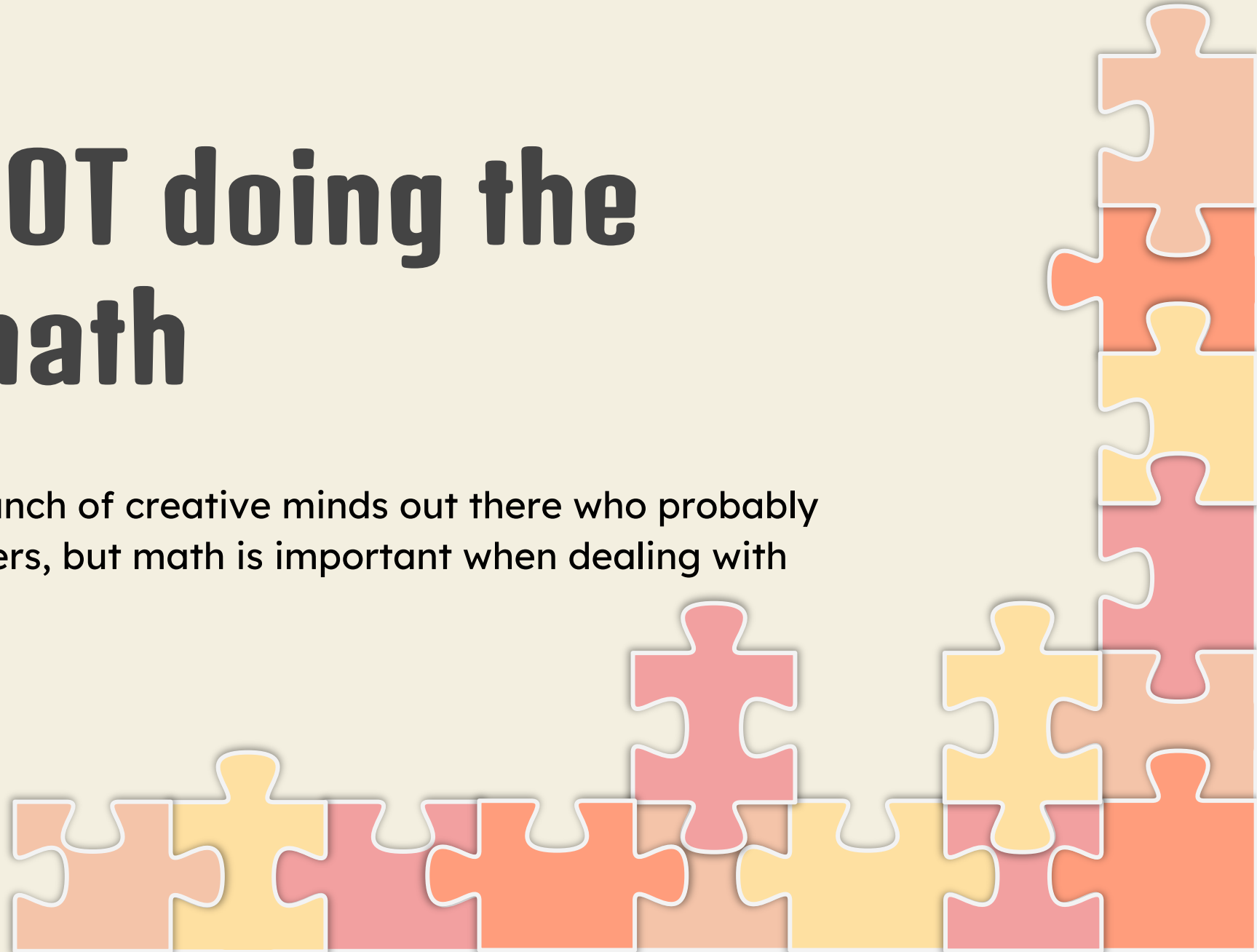
You cannot launch your project without already having some people in place that are going to back it.

Like any successful business, audience is key!



05 NOT doing the math

We know we have a bunch of creative minds out there who probably hate the idea of numbers, but math is important when dealing with crowdfunding.

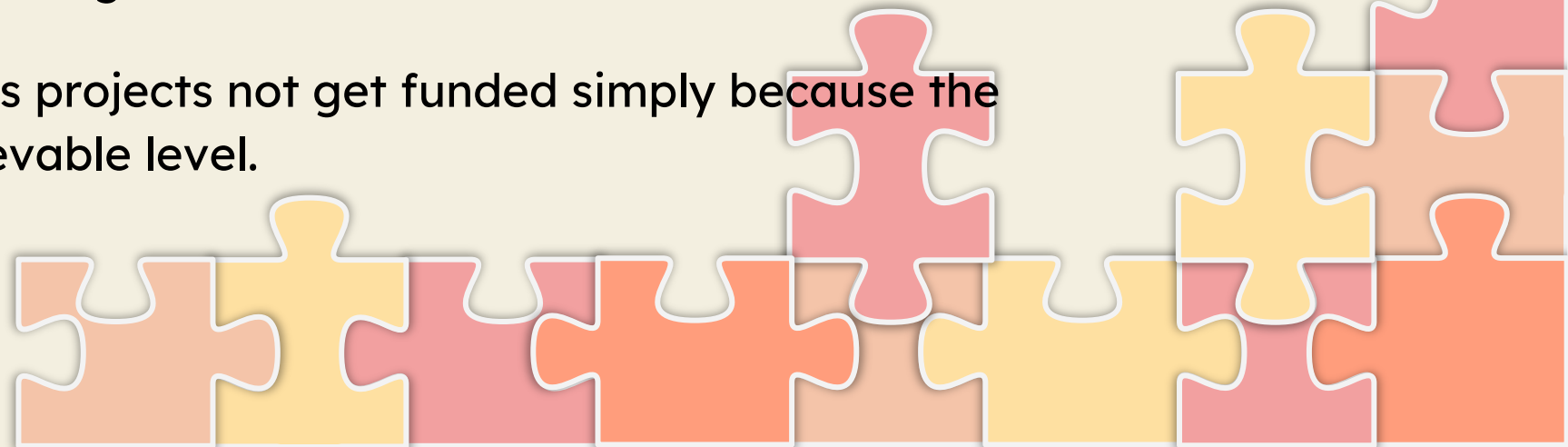


06

NOT setting expectations too high

This also goes back to doing the math.

We have seen countless projects not get funded simply because the bar was set at an achievable level.



06

NOT setting expectations too high



CLOSED

The Poe Murders

A funding/preorder campaign to complete a graphic novel that ties many of Edgar Allan Poe's classic tales together into one cohesive story.



James Mascia

2 Campaigns | Waldorf, United States

\$1,815 USD

26 backers

25% of \$7,000 Flexible Goal

 FOLLOW



06

NOT setting expectations too high



The Edgar Allan Poe Chronicles

Successfully funded

422% funded \$8,455 pledged 307 backers **Funded** Apr 25 2018

[View project](#)

[Funding summary](#)



Under a Blood-Red Moon: An Adult Horror Comic - make/100

Successfully funded

984% funded \$5,907 pledged 245 backers **Funded** Feb 21 2018

[View project](#)

[Funding summary](#)



Anti-Christ - An Occult/Thriller Graphic Novel

Successfully funded

146% funded \$4,383 pledged 160 backers **Funded** May 3 2017

[View project](#)

[Funding summary](#)

07

NOT finding the right printer for your comic

Having a printer (or two) lined up BEFORE you launch your crowdfunding project is one of the best things you can do.



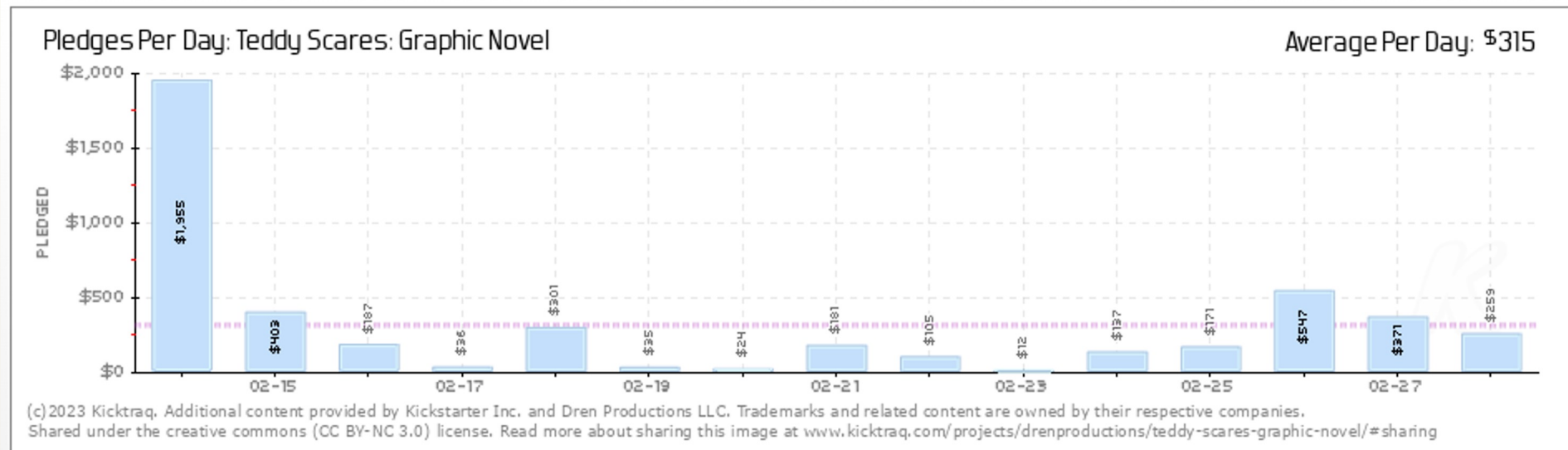
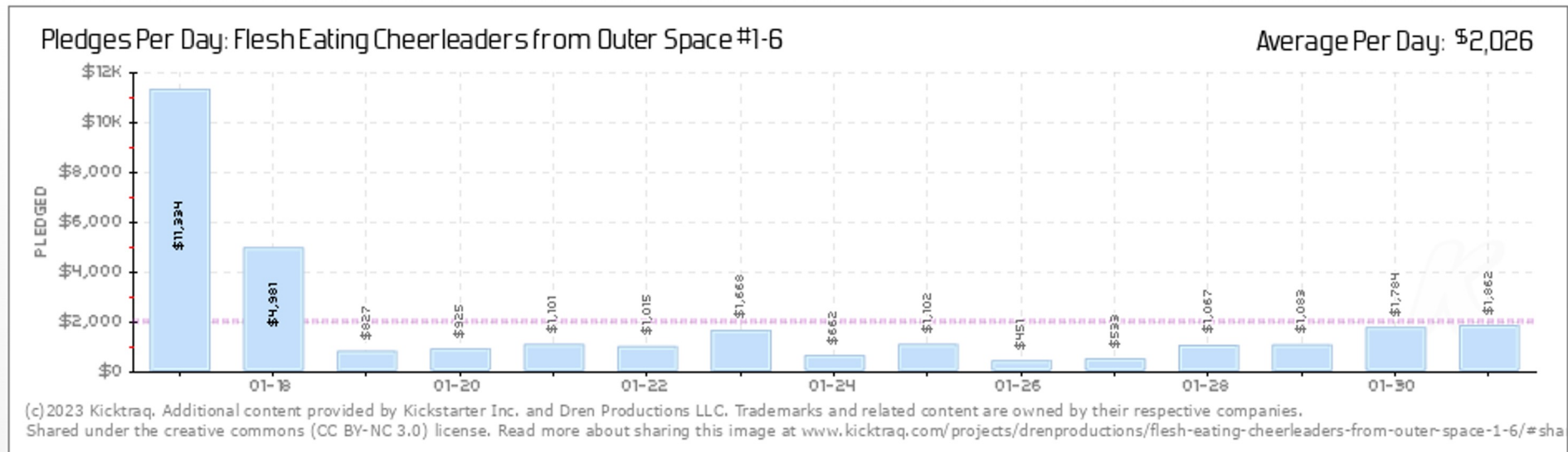
08

NOT preparing for the “Dead Zone”

Whether your Kickstarter runs for a week or a month, whether it makes \$1,000 or \$100,000, there will be a dead zone.

08

NOT preparing for the “Dead Zone”



09

NOT falling for seams

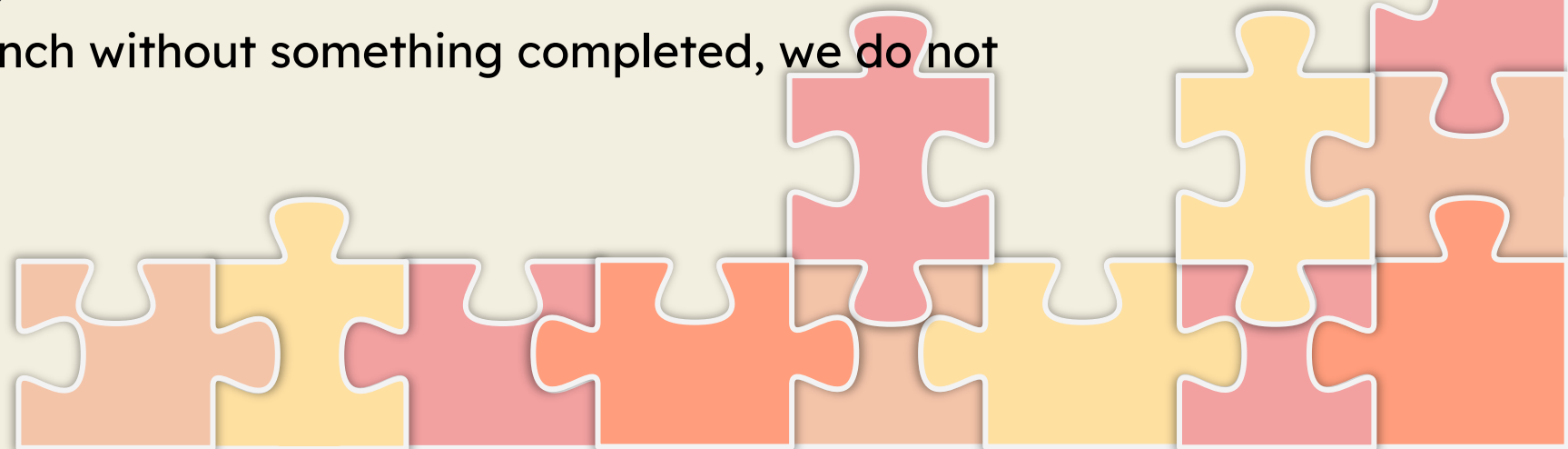
It's amazing how EVERYONE wants to help you run your Kickstarter.



10

NOT launching without a finished (or nearly finished) product

While you can do a launch without something completed, we do not recommend it.





Questions?

Shameless

Plus

**FLESH-EATING
CHEERLEADERS
FROM OUTERSPACE**

**Graphic Novel
Kickstarter Launches
4/4/23**

