

BEFORE YOU LAUNCH

Crowdfunding Readiness Checklist



Use this checklist to assess whether your project is truly ready to launch a campaign.

Project Clarity

- I can clearly describe my film in one compelling sentence.
- I have a realistic production budget (not a guess).
- I know exactly how much I need to raise – and why.
- My timeline is achievable within the campaign window.
- I have key creatives attached (if applicable).

Audience Readiness

- I have identified my core supporters.
- I have an email list or direct contact base.
- My social media engagement is active (not just followers).
- I have at least 20–30 people willing to donate in week one.
- I have validated interest before launching publicly.

Marketing Commitment

- I have planned 30–60 days of content.
- I have a campaign video concept ready.
- I understand that I will need to post daily.
- I am comfortable asking for support repeatedly.
- I have allocated time specifically for campaign management.

Financial Reality

- I understand platform + processing fees.
- I have calculated my expected net take-home amount.
- I have factored in reward fulfillment costs.
- I have considered post-campaign expenses.
- I understand crowdfunding is not passive income.

Emotional Readiness

- I am prepared for slow funding days.
- I am comfortable being publicly visible.
- I am prepared to follow up with donors.
- I understand success depends on audience, not just concept.

If you checked most boxes, crowdfunding may be a viable path. If several remain unchecked, consider building further foundation – or exploring alternative funding structures.

IS FISCAL SPONSORSHIP RIGHT FOR YOUR FILM?



An alternative to campaign-based crowdfunding for projects requiring tax-deductible support.

WHAT FISCAL SPONSORSHIP IS

Fiscal sponsorship is a formal partnership between your project and a 501(c)(3) nonprofit organization.

Under this model, the nonprofit extends its tax-exempt status to your project, allowing you to:

- Receive tax-deductible donations
- Apply for grants and foundation funding
- Operate under established administrative and financial oversight

WHO IT'S DESIGNED FOR

CFA Institute's Fiscal Sponsorship Program supports underrepresented filmmakers and actors who:

- Demonstrate innovation and creative clarity
- Seek to produce meaningful, socially impactful work
- Plan to pursue grant or foundation funding
- Require structured administrative and financial oversight
- Value long-term funding infrastructure over short-term campaigns

HOW IT DIFFERS FROM CROWDFUNDING

CROWDFUNDING	FISCAL SPONSORSHIP
<ul style="list-style-type: none">• Campaign-based funding• Typically 30–60 day window• Relies heavily on personal networks• Requires intensive daily marketing• Platform and processing fees apply	<ul style="list-style-type: none">• Ongoing funding structure• Access to grant and foundation funding• Tax-deductible contributions• Institutional credibility• Administrative and financial oversight

WHAT IT UNLOCKS

- *Institutional credibility*
- *Tax-deductible contributions*
- *Grant eligibility*
- *Structured financial oversight*

IMPORTANT CONSIDERATIONS

Fiscal sponsorship requires:

- *Application and review*
- *Alignment with nonprofit mission*
- *Transparent financial reporting*
- *Compliance with nonprofit guidelines*

**NOW THAT YOU'VE
CONSIDERED YOUR FUNDING
OPTIONS, HERE'S THE KEY
QUESTION MOVING
FORWARD:**

If your project requires tax-deductible donations, grant access, and institutional backing, fiscal sponsorship may provide a more sustainable path than campaign-based crowdfunding alone.

Explore whether your project aligns with CFA Institute's fiscal sponsorship model.

WHICH FUNDING PATH FITS YOUR FILM?



Use this worksheet to clarify which funding structure aligns best with your current project.

Crowdfunding Path

My current audience size:

My target funding amount:

My timeline for raising funds:

My comfort level promoting daily (1-10):

Do I already have confirmed early supporters?

Yes

No

Why this path appeals to me:

Fiscal Sponsorship Path

Do I need tax-deductible donations?

Yes

Possibly

No

Am I planning to pursue grants or foundation funding?

- Yes
- Possibly
- No

Does institutional credibility matter for my donors?

- Yes
- Somewhat
- Not currently

Is my project multi-phase or long-term?

- Yes
- No

Why this path appeals to me:

FINAL REFLECTION

**Part of the Film Funding Starter Bundle – CFA Institute*