

Visuals in Crowdfunding



Who likes stories
without pictures?



**Crowdfunding
Academy**

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Agenda

■ **Design Tips**

■ **Examples**

■ **Tech Tips**

■ **Questions**

& Feedback on your campaigns

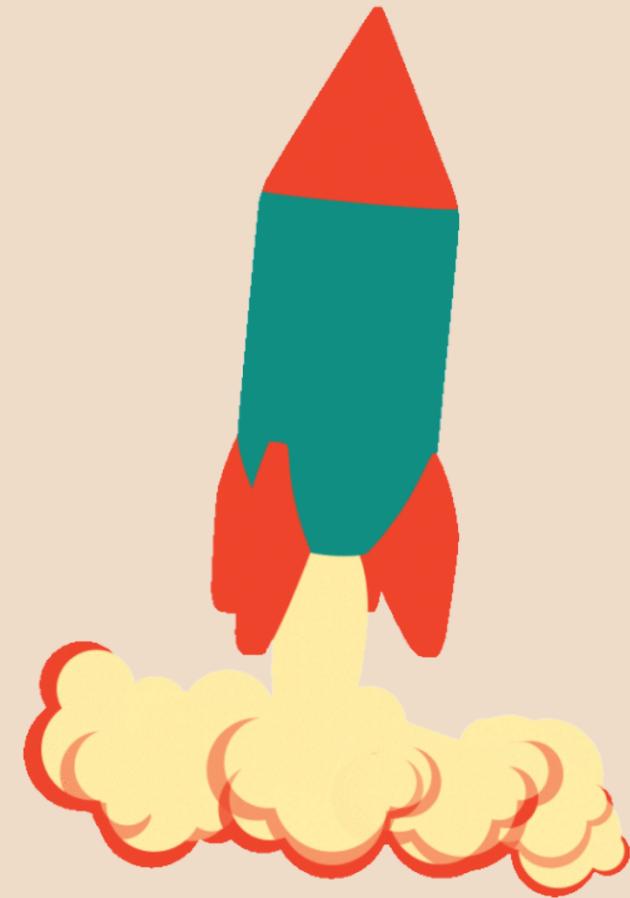




Design Tips



Pinnacle intentions
burying self society
oneself philosophy
philosophy god pious
depths self. Snare sea
decrepit victorious
decrepit deceptions
christian depths ocean.



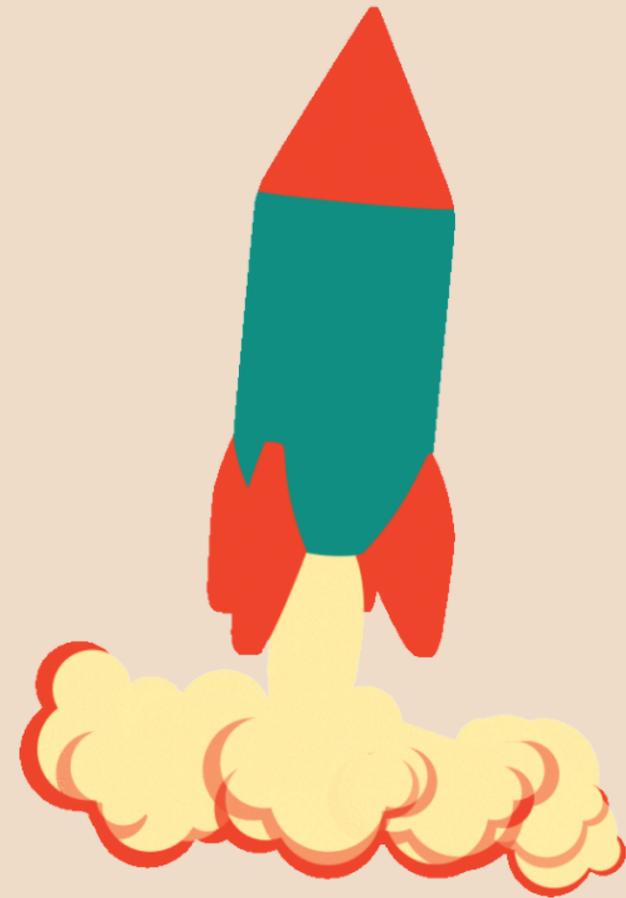
2



3

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1





Information Speed

People don't read. They Scan.

Indiegogo found that campaigns with videos raise 4x more

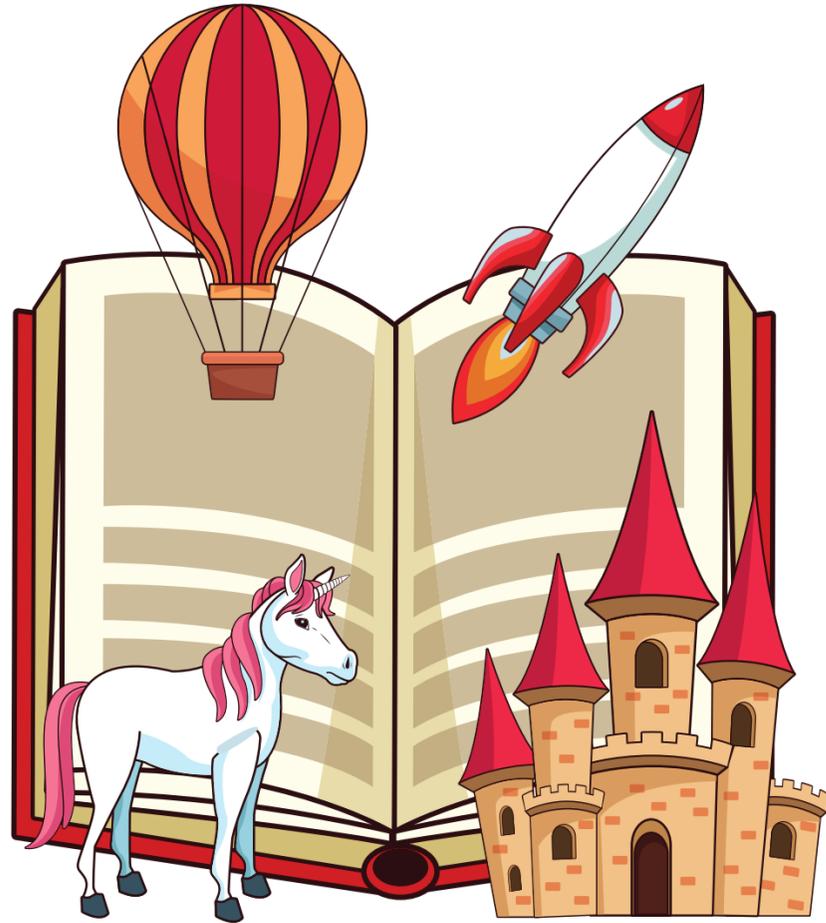
What's specific to designing for crowdfunding?

You are telling a story in scroll format.

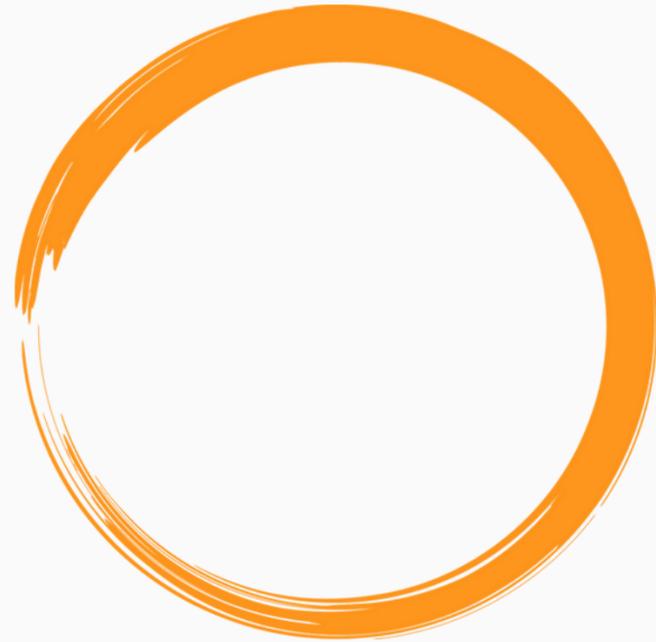
Respect the format.

<https://www.indiegogo.com/projects/circuitmess-batmobile-a-diy-ai-powered-car#/>

Telling your story



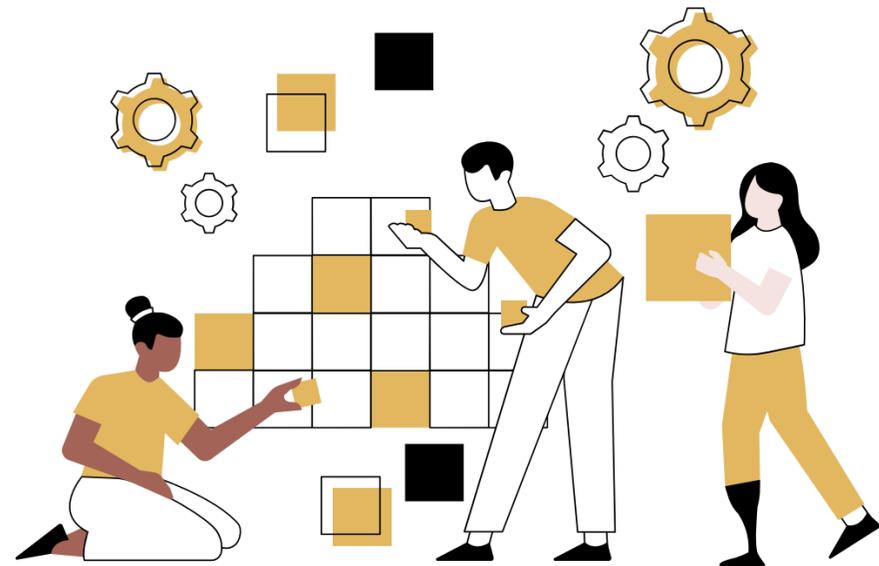
- Stories without pictures? I don't think so!!
- **Storytelling via long scroll**
- Image to Text ratio? 80%/20%? 20%/80%?
- Clear call-to-action (multiple)



Visual Identity

Set it up so it can speak for you.

<https://www.emreparlak.com/work/toyi>



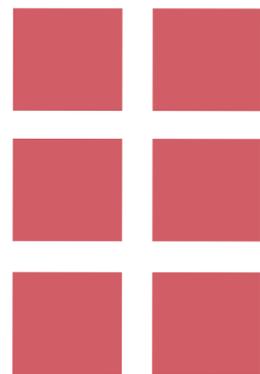
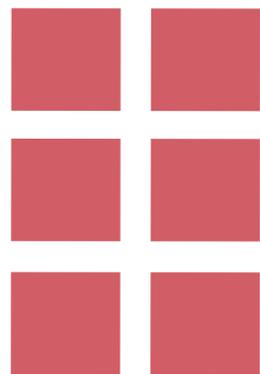
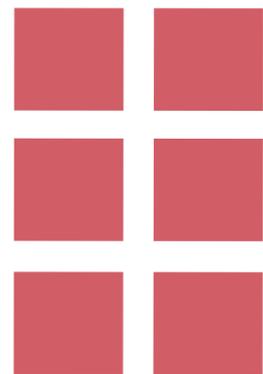
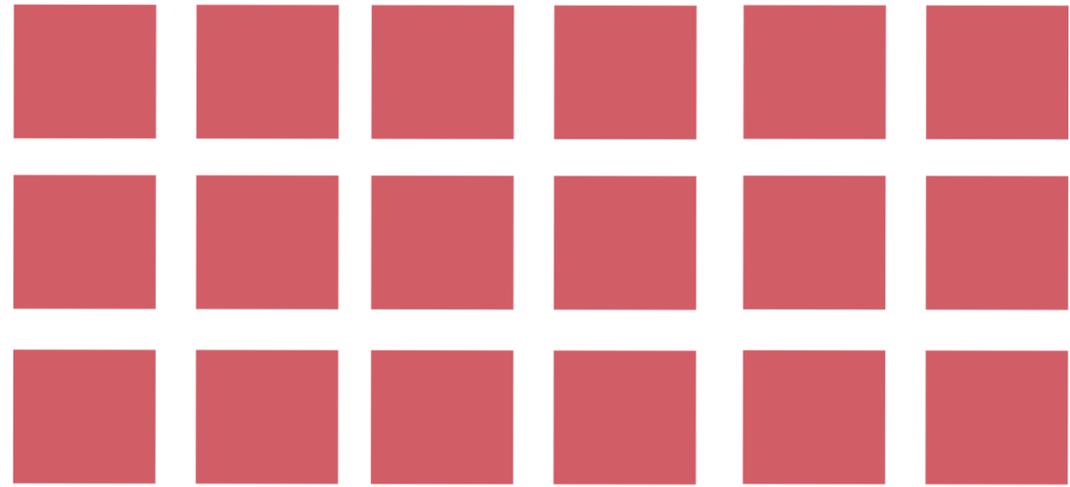
Communication Strategy

So it can guide you (and the visuals).



Writing **in** visuals, writing **for** visuals.

Rewrite, revise and rewrite again.
Shorten and delete.
Separate sentences.



Create groups of information to avoid clutter.

The screen is too small and the brain is too slow to put everything together on one image.

Group items, and make use of the fact that the crowdfunding page can be a loooong easy scroll.

Who designs

You

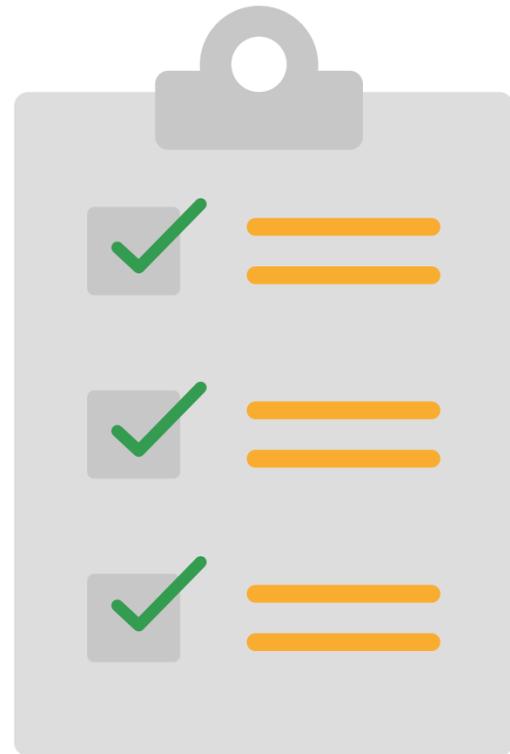
vs.

Professional
Designers



Content

People will support you only if they notice you.
They will notice you only if you continually
produce content and updates.



Planning

Already late.

Dont forget... anything

- **Title**
- **Subtitle**
- Logo / branding
- A campaign explainer video
- Video screenshot
- Header/Chapter Images
- Perks / rewards visuals
- Gifs or short videos
- Call-to-action buttons

- Pitch book
- Documents
- Website
- Press kit
- Social media images, content & ads
- Don't forget milestones & updates



- Project Timeline
- Product (in real life, not on a table)
- Faces / people (beneficiaries and team)
- Interesting production processes
- Data visualisation / Infographics
- Photos
- Before / after images
- Supporter-generated designs (perks,...)
- Email / Newsletter

Dont make these mistakes:

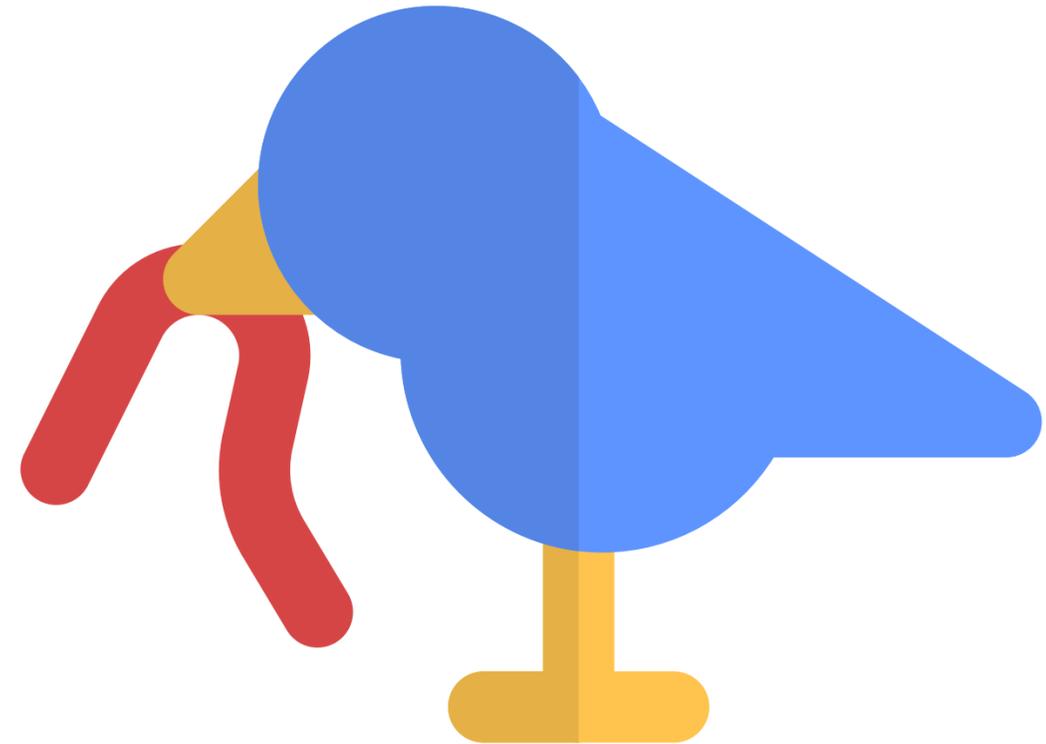
- *Terrible Typography*
- Low resolution images (pixelated, blurry)
- Depressing photographs (aim for hope, not pity)
- Not recognisable / not unique
- Boring video
- Decorative and unnecessary visuals
- Images cropped wrong
- Hierarchy wrong
- Too complicated



Start Today

minimum

- Title
- Subtitle / Explainer
- Main image
- **Photos or Images to illustrate paragraph points**
- Headers
- Perks
- Team
- Video Concept (one paragraph)
- Video Script (muchmore work)



Abstract concept

care

plans

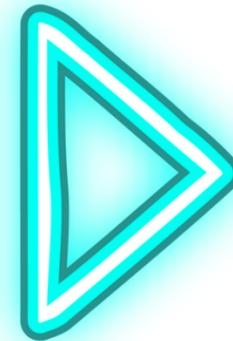
togetherness

visualisations

poverty

photos of beneficiaries

**Abstract or
social
concept**



Visuals

illustrations

safety

inclusion

Stereotypes

Some campaigns want to enhance infrastructure, education and other possibilities for disadvantaged peoples across the world. This puts the campaign-makers in a position of power over narrative and framing. You don't need to accept the dominant narrative.

- **Do not condescend or use cheap visual tricks for empathy**
(brain shut down)
- **Dignity, not Misery**
- **Hope, not Catastrophe**

Examples

check out the video

https://www.launchgood.com/campaign/homes_for_homeless_widows?src=internal_discover#!/

not great

https://www.launchgood.com/campaign/mirys_list_2022_rapid_response_program?src=internal_discover#!/

so many visuals

https://www.launchgood.com/campaign/mirys_list_2022_rapid_response_program?src=internal_discover#!/

treehouse

<https://www.kickstarter.com/projects/tree-elements/treehouses>



Tech Tips



ONE TIP ONLY:

Use Canva.

Elements & Templates
Free

Canva

Presentations
Images
Video



Q&A

Feedback



**Crowdfunding
Academy**



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