



# Crowdfunding for Filmmakers: The Way to a Successful Film Campaign

By John T. Trigonis



**Crowdfunding for Filmmakers: The Way to a Successful Film Campaign** By John T. Trigonis

Crowdfunding for Filmmakers offers practical information, tips, and tactics for launching a successful film campaign by detailing traditional models of fundraising, utilizing today's technological and social innovations, and augmenting each step with an added personal touch. The book examines various ways to meet and exceed one's crowdfunding goal through chapters on team building, audience outreach, and crowdfunder etiquette, along with a section containing case studies from successful film campaigns.

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### **Editorial Review**

#### **About the Author**

Writer and filmmaker John T. Trigonis has published work in a variety of literary journals all over the world. He launched a crowdfunding campaign on Indiegogo for his seventh short film, Cerise, through which he raised a total of \$6,300 — \$1,300 over his initial goal of \$5,000 — in only three months, solely through Facebook and Twitter. Once the film was finished, John spearheaded a series of crowdfunding “Crusades” and raised an additional \$2,000 with which to submit the film to festivals. Cerise has since screened at over a dozen venues, participated in the Cannes Court Métrage, was nominated for four awards, and won an “Award of Merit” at Indie Fest. When not working on his creative endeavors, John teaches creative writing and humanities courses at various universities across New Jersey as a freelance professor.

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