



Portland female impersonator **Robert Drake** is using kickstarter to generate funds toward editing costs on his as-yet-released effort *Aka "Bobbi": A Documentary*.

the entire process a more intimate one—sort of like virtual busking.

Portland author/journalist Ariel Gore needed help to publish her book *All the Pretty People* and to pay her illustrator for the project. She'd been turned on to Kickstarter by a friend and later saw local press Microcosm Publishing fund a book through the site.

"I'd been waiting around until I had enough money to print my novella, and the day didn't seem to be coming that quick," explains Gore. "So [Kickstarter] seemed like a good opportunity."

Gore was right. She set her fundraising

goal low, knowing that on Kickstarter, if your goal isn't reached by the final day of fundraising, you get nothing and your donors don't pay. Within the first day of her Kickstarter campaign, she'd raised almost \$3,000. Gore says she thinks the reason her goals were met so easily is due to the fact that she'd never really asked people to help her out. Add to that the incentive rewards offered to those who donate, and the symbiotic pull of the process becomes clearer.

"You want something for your money!" exclaims Gore. "You at least want a copy of the finished product, but lots of people want other little pieces of the artistic process, too, or to be acknowledged for their support. One or two of my backers didn't want anything, but most people want a token—an artifact to show they are a part of something."

"No one likes asking for money," explains Terry Blas, who recently funded the printing costs of his web comic *Briar Hollow* through Kickstarter. Blas included incentives like being drawn into his comic for those who

contributed a certain amount.

"This way, the donations become more like purchases and those donating feel like they are a part of your project," he says.

Portland female impersonator Robert Drake—better known by his stage name, Bobbi Drake—is generating funds toward editing costs on his as-yet-released effort *Aka "Bobbi": A Documentary*. For Drake, raising funds through Kickstarter has thus far been a challenge, if only because the pool of folks he's seeking donations from happens to be less than trusting, and not all that on-line donation savvy.

"What I'm finding out is they go to the site and they don't read it," explains Drake, laughing. "I've gotten so many emails from people saying, 'God, it really looks wonderful. Good luck!' I can't help but write them back, 'Oh, I'm sorry, did you not see the part that said you can pledge \$1 to show support?' Then I never hear from them again."

Drake says his documentary will get finished regardless of whether or not his \$7,500 goal is reached. If the metrics from Kickstarter headquarters are any indication, odds are in his favor. Kickstarter support specialist Michael McGregor reports that the total number of successfully funded projects sits at 3,910, with total dollars pledged to date reaching \$27,638,318. The site has more than 50 million page views, 15 million total

visits and more than 8 million total visitors.

Kickstarter isn't the only game in town, however. Samuel Thomas' nonprofit collaborative archive effort, The Portland Free Music Project, is a constantly running endeavor, dissimilar to a majority of projects on Kickstarter that operate on a completion date. As such, Thomas chose GoFundMe.

GoFundMe allows people to donate immediately and see the progress their support is lending, with all donations going directly to the recipient's PayPal account.

"When you run a business, even a nonprofit, and are passionate about the mission, you ask everyone and everywhere for support," says Thomas. "Facebook has been a great tool to get people knowledgeable about the project but not necessarily to raise funds. People want to see how their money is impacting something they are involved with. The ability to see progress and possibility of receiving something in return is spectacular."

Whatever the medium, thousands of projects that may have never been are now seeing daylight. What have you done for art lately?

To learn more about and to donate to Robert Drake's documentary project, search "Bobbi Drake" at Kickstarter.com. To learn more about and to donate to The Portland Free Music Project, visit gofundme.com/PFMPWiki.

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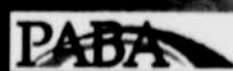
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