

Happy Valley Communications
State College, PA 16801
Lab6129@psu.edu

Pittsburgh, PA
<https://www.darkmathfilms.com/>

To the creators of **[withdrawn]**,


In my second semester with Happy Valley Communications, I am so fortunate to have this opportunity to work with you as our client and as creative producers.

Over the course of the past two weeks, I have performed a rather thorough case study of a production team that had the goal of raising money to support their SCP Universe product. The team, **[withdrawn]**, was searching for crowdfunding for a SCP Artbook collection featuring extremely detailed drawings, case files and other SCP fan favorites from the science fiction and horror movie genre.

In the documents attached, you will find an overview and an information layout in the form of a fact sheet outlining the most important information found from my case study including an analysis of crowdfunding websites including Indiegogo, lay out and other information I strongly felt was necessary for your production team to know.

I look forward to working with you in the coming weeks!

Sincerely,

A handwritten signature in black ink, appearing to read "Lucy Burgess", written in a cursive style.

Lucy Burgess, Account Associate
Happy Valley Communications
<https://www.linkedin.com/in/lucy-burgess-52128a193/>

MEMORANDUM

TO: [withdrawn]

FROM: Lucy Burgess, Account Associate

DATE: March 8, 2021

SUBJECT: Case Study: SCP Foundation Artbooks Campaign

With [withdrawn] desire to initiate crowdfunding campaigns to gain public support and funding for future projects, a portion of the Spring 2021 HVC team conducted a case study on a pre-existing crowdfunding campaign for SCP Foundation Artbooks, a product in which closely matched the creative content and intended public [withdrawn] creates for. The purpose of this case study was to research more about crowdfunding campaigns, learn what is necessary to initiate such a campaign, discover how the subject grew to find such success through crowdfunding and relay this and more information about initiating and carrying out a successful campaign to [withdrawn].

In the following pages, I have curated a fact sheet outlining the most important information that was sourced directly from the crowdfunding campaign's page, important links and some basic information about crowdfunding that I thought, based on judgement, would prove to be helpful when looking to start their next crowdfunding campaign.

Fact Sheet Contents:

- Types of crowdfunding sites and the advantages/disadvantages for all
- Full analysis of the SCP Foundation campaign page
 - o Details on the campaign including how much was raised & the product being funded
 - o Information about the campaign creators
 - o How the campaign captured their viewers, or “backers”

Regards,



Lucy A. Burgess, Account Associate
Happy Valley Communications

<https://www.linkedin.com/in/lucy-burgess-52128a193/>

SCP Foundation Artbook Crowdfunding Campaign – Fact Sheet

In order to have a full, thorough understanding of this crowdfunding campaign, I have chosen to include a fact sheet to reference the summation of details found on the Indiegogo page and on the campaign's social media page. The fact sheet will cover all "Need To Know" details in regards to Indiegogo, the campaign itself and other important details.

Crowd Funding Websites:

Crowdchange

- Mostly for donations for fundraisers and donating to causes with smaller goals
- More for individual fundraising like charities, athletic teams and Greeklife
- Includes gift matching, merch sales, one time/monthly/annual donation types
- Not really for bigger productions seeking funding for a project like DMF

GoFundMe

- Like crowdchange but for localized projects like donating to families who lost their house to a fire, donating to support community funds or funding someone to go on a trip and so on
- Boasts themselves as the #1 fundraising platform for crowdfunding
- 0% platform fee for organizers

Indiegogo

- A platform much like CrowdChange and GoFundMe that, through solicitation, funds new products, ideas and designs that are a current work in progress
- Advertised more toward entrepreneurs looking for product and project funding
 - o Best option for DMF
- Supporting a crowdfund is known as "backing" a product
- Once a supporter backs the campaign, they are able to directly communicate and comment on the campaign
 - o Many campaigns have found this useful as supporters tend to have valuable feedback that has the potential to improve their product/campaign
- 10 million people visit Indiegogo each month
- Indiegogo reaches over 230 countries and territories across the world
- 19,000 campaigns are launched on Indiegogo each month

SCP Universe Artbooks Campaign on Indiegogo

(all direct quotes are from the video found on the Indiegogo page)

- Total Amount Raised: \$1,583,183
 - o Raised over \$50,000 in less than a month (2/14- present day 3/7)
 - o 8,110 backers supporting the product
 - o Their campaign ended because they got all the funds they needed
- Includes an informational section of "Need To Know" info including what the SCP Universe is, who has contributed to their product, and what the result of the backer's efforts will do for them
- Includes a section for "goals" for the campaign and future projects
- Includes a section to showcase pictures of the books and art content in the books including special augmented reality features on the cover to improve visual experience
- Describe what their campaign is requesting funding for

- o Three illustrated research journals in hardcover form that come in a case with objects from the SCP Foundation's stories
- Discuss their creator's qualifications and why they are legit
- Claim to be "the most original projects in the history of horror and science-fiction"
- Have a video about their campaign featuring graphics from their books, prototype images of their product (the books), details on their artbooks, exclusive deals for only backers and merch that comes with purchase
 - o [https://youtu.be/ SsLr-dHKwk](https://youtu.be/SsLr-dHKwk)
 - o Describes what they are asking for funding for
 - o Describe features and graphics within the books "illustrated by professionals"
 - o Describe their goals
 - o Conclude video with why their backers should support them
 - "The more people contribute, the more rewards each backer gets"
- Use promising language to encourage users' support and why they should support them
 - o "We **will** publish the **best** SCP Foundation books"
 - o "Hundreds of people put their talent into the web-project so ingenious it beats the hell out of contemporary Hollywood"
 - o "In case you haven't heard of the SCP before, our books would be a great start"
- Mentions several times what perks their backers will receive should they back the campaign
 - o Lots of exclusive products
 - Vinyl merch
 - Limited edition book covers & other products
- On the customer service side of things, when their backers commented on their page asking questions they always got back to them with answers
 - o Showed good business-customer relations which contributes to their continual success
 - o Included a FAQ page having to do with their campaign, ordering the products and delivery (context: since it's a crowdfund, technically the products aren't fully in production yet so most backers know that they're supporting something that is still in progress and will be released eventually)