

#SaveFilmThreat

& #WeSavedFilmThreat

\$56,199

TOTAL RAISED

1,073

TOTAL BACKERS

Multi-Channel

PLATFORM APPROACH

Aug 2016 - Feb 2017

CAMPAIGN WINDOW

THE SITUATION

Bringing Back a Pioneering Institution

Film Threat -- one of the internet's original and most beloved independent film criticism destinations -- had been offline for several years after founder Chris Gore sold the brand in 2010. After reacquiring Film Threat in 2015, Gore turned to Kickstarter to fund a full relaunch. The challenge: re-engage a passionate but dormant fanbase, generate organic momentum around a comeback story, and sustain enough energy to hit -- and exceed -- the funding goal.

THE STRATEGY

Nostalgia, Identity & Fan Ownership

Rather than relying on paid promotion, the campaign leaned into community identity and the emotional weight of the comeback narrative. The goal was to give the indie film audience a rallying point -- a hashtag that felt like a declaration, not an ad. #SaveFilmThreat positioned the audience as the heroes of the story: the people who would bring back the publication that had championed independent cinema for years. Daily content was built around urgency, nostalgia, gratitude, and milestone moments to convert passive fans into active backers.

THE EXECUTION

Social Content, Community Outreach & Grassroots Evangelism

Joined as primary Social Media Manager for Film Threat in November 2016, serving as the day-to-day content voice during the critical pre-relaunch period. Wrote and scheduled the majority of posts across Film Threat's social accounts -- delivering platform-native copy that maintained community momentum, announced key milestones, and built anticipation heading into the February 2017 relaunch event. Extended Film Threat's presence beyond social media into film forums and message boards, directly engaging communities of legacy fans -- providing updates, answering questions, and converting dormant readers into active relaunch advocates.



Film Threat @FilmThreat . Aug 22, 2016

We are pleased to announce a new @Kickstarter campaign to #SaveFilmThreat. Donate early for exclusive rewards.

14 Retweets 16 Likes



Film Threat @FilmThreat . Sep 26, 2016

1,000 backers strong and climbing! Closing in on our \$50K stretch goal! Join the party. #SaveFilmThreat

2 Retweets 2 Likes



Film Threat @FilmThreat . Jan 5, 2017

An important @Kickstarter update and news about our @FilmThreat launch party on Jan 14. #FilmThreatParty

2 Retweets 9 Likes

THE RESULTS

Fully Funded -- \$56,199 From 1,073 Backers

The Kickstarter campaign raised \$56,199 from 1,073 backers -- successfully exceeding the \$50K stretch goal. Film Threat relaunched in February 2017 with Chris Gore returning as owner, publisher, and editor. #WeSavedFilmThreat closed the campaign as a shared celebration across the indie film community. Anthony was invited to stay on as a full contributor and podcast co-host/producer -- credibility earned through the campaign itself.