

FUNDRAISING FOR INDEPENDENT DOCUMENTARY FILM BEST PRACTICES



1) RELATIONSHIPS

- Your personal and professional networks are your biggest allies.
- You can build new allies if you are sincere. Connect with people who care deeply about the story you are telling. Listen carefully to what they say.
- Bring people committed to your project together. This can be magical.
- Thank your allies. How can you give back?

2) STORY

- Film is strongest as a medium that elicits emotions. Have a clear sense for the universal appeal of your film, even if you have a niche audience.
- Make sure you know what story you are telling, why you are the person to tell it, and why it matters. If any of these is vague, step away.
- Shoot amazing footage, and share work samples that leave us wanting more.

3) FOLLOW UP

- Track leads in a database; and use it to follow-up.
- Don't forget to ask for money. The biggest fundraising mistake is to skip the ask.

TWEET me your questions

or SHARE your own tips:

@TimeTravelProdu