

## **The Rowe Branch Library to Host “Crowdfunding for Independent Creators”**

A free workshop on using crowdfunding, such as Kickstarter and IndieGoGo, will be held on Tuesday, January 31, 2017 at 6:00 PM at the Rowe Branch Library. The library is located at 108 E. Marshall Blvd. in San Bernardino.

Having successfully funded three Kickstarters for her comic *Boston Metaphysical Society*, writer/creator, Madeleine Holly-Rosing will share her very specific and practical strategies for running a successful crowdfunding campaign with a goal of under 10K. This class is designed for individual creators who cannot afford to hire a team or a PR person.

The class will cover: developing your crowdfunding homepage, social media, PR, preparing your email list, interviews, reaching out at events, avoiding postage pitfalls, strategies to maintain momentum during the campaign, reaching your goal, and managing backer expectations.

After failing to reach her goal on her first Kickstarter, Madeleine snatched victory from the jaws of defeat by rethinking her campaign. Re-launching 3 months later, the second campaign was fully funded in less than 48 hours. The third was 109% funded, and the fourth was fully funded within a week and was ultimately 207% funded.

A TV, feature film, and comic book writer, Madeleine is the winner of the Sloan Fellowship for screenwriting and the Gold Aurora and Bronze Telly for a PSA produced by Women in Film. She also won numerous awards while completing the UCLA MFA Program in Screenwriting. Having run a number of successful crowdfunding campaigns for her comic, *Boston Metaphysical Society*, Madeleine now teaches a crowdfunding class for independent creators at Pulp Fiction Books in Culver City as well as guest lecturing at Scriptwriters Network and DreamWorks. She has also published the book, *Kickstarter for the Independent Creator*, which will be available for sale at the workshop.

This free workshop is sponsored by the Friends of the San Bernardino Public Library. For more information call 909.883.3411 or visit [www.sbpl.org](http://www.sbpl.org) or [www.facebook.com/SBPLfriends/](https://www.facebook.com/SBPLfriends/)

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