

CROWD FUNDING

KICKSTARTER.COM

"We help people (like you!) fund creative projects."

Kickstarter is the world's largest funding platform for creative projects. Every week, tens of thousands of people pledge millions of dollars to projects from the worlds of music, film, art, technology, design, food, publishing and other creative fields.

3. Prohibited uses:

- No "fund my life" projects. Examples include projects to pay tuition or bills, go on vacation, or buy a new camera.

INDIEGOGO.COM

- *Everyone should have the opportunity to raise money.* Now everyone does. People all over the world use our industry-leading platform to raise millions of dollars for all types of campaigns. No matter what you are raising money for, you can start right now with no fee or application process.
 - Gain Global Exposure
 - Indiegogo helps you spread the word about your campaign with a unique algorithm we call the gogofactor. Use our powerful social media tools when you launch your funding campaign and start sharing, tweeting, and encouraging people to "like" your campaign to boost your gogofactor. Raise it enough and you could be featured on our homepage or in the press!

USAPROJECTS.ORG

To qualify, artists need to have applied and been granted funding and awards by one of 59 arts organizations.

USA Projects is a community where accomplished artists can post projects, arts supporters can help fund projects with tax-deductible donations, and partners can join in with match funds. At USA, arts communities can connect to turn America's artistic visions into realities.

EMPHAS.IS

Crowdfund Visual Journalism

emphas.is is mostly geared toward illuminating humanitarian issues by photojournalists (although not always entirely serious). They now partner with an Italian book publisher. The way that funding works is that by pre-ordering a copy of a book presented, you help decide if a book will get done. Each photographer publishing on Emphas.is offers you the chance to get a signed and numbered collector's edition of the book that comes with a print by the artist. By aligning yourself with Emphas.is you can gain exposure and access to a new and engaged audience.

EMAIL MARKETING

CONSTANTCONTACT.COM

Create an Email

Creating an email newsletter just got easier with our one-click editing tool!

Use the step-by-step Email Wizard to create your email newsletter.

Create and send emails on your iPhone or iPod Touch with QuickView.

Add your colors and logos to one of our 400+ email newsletter templates.

Easy editing tools make it a snap to customize your email newsletters, add formatting with one click, drag and drop images, resize pictures, try new fonts, and more!

Bring your promotions to life with pictures — store 5 at a time for FREE.

Link to your social media pages — blog, Facebook, Twitter, Youtube, Yelp, Flickr and LinkedIn — in your emails

Use Simple Share to post to Facebook, Twitter and LinkedIn — build buzz about your emails in a few easy steps.

Automatically pull your blog posts into your email campaigns in seconds by clicking the RSS button, adding your blog's URL, and selecting the post you want to share.

Schedule welcome emails or commonly sent messages with an Email Autoresponder.

MAILCHIMP.COM

Allegedly send up to 12,000 emails free with less than 2,000 “subscribers”

Designer templates available as well as start from scratch program. <http://mailchimp.com>

- Share your email across the most popular networks with one click in your campaign dashboard.
- Connect MailChimp to your Twitter and Facebook accounts to automatically post your campaigns on those networks.
- After you share your campaign, you can track the activity on those networks, too. Find out who's tweeting and liking your email.
- Automatically display your Facebook profiles in your newsletter, and include your most recent status updates.
- Place Facebook Like and Send buttons, plus Tweet buttons, in your campaigns to let your readers share the love.
- Use our sharing merge tag to allow readers to share your campaign with their friends. You can even customize it to include only your favorite networks.
- Our Tumblr merge tag allows your readers to share your newsletters on their Tumblr blogs, just like any other content.
- Use our Google +1 merge tag to allow your readers to recommend your newsletters in their Google+ circles.

CAMPAIGNMONITOR.COM “for designers”

EMMA.COM

Good to know: **RSS** (often dubbed Really Simple Syndication) is a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format. An RSS document (which is called a “feed”, “web feed”, [3] or “channel”) includes full or summarized text, plus metadata such as publishing dates and authorship.

The user subscribes to a feed by entering into the reader the feed’s URI or by clicking a feed icon in a web browser that initiates the subscription process. The RSS reader checks the user’s subscribed feeds regularly for new work, downloads any updates that it finds, and provides a user interface to monitor and read the feeds. RSS allows users to avoid manually inspecting all of the websites they are interested in, and instead subscribe to websites such that all new content is pushed onto their browsers when it becomes available.

Pinterest

StumbleUpon.com, StumbleUpon is the easiest way to discover new and interesting web pages, photos and videos across the Web.

twitter.com

Helpful info: <http://www.wikihow.com/Start-a-Blog>

Squarespace.com (easy nicely designed templates for blogs)

tumblr (DIY blogs)

EASY TO USE, NICE SIMPLE TEMPLATES FOR DIY WEBSITES

not already discussed in class:

zenfolio.com

viewbook.com

fluidgalleries.co (no m)

Also good: **LinkedIn.com** with which you can coordinate a portfolio created in Behance. LinkedIn is more ‘grown up’ and professional than facebook. List all of your exhibit or work experience, post recommendations, link to your website, list memberships and affiliations, skills and expertise,

Foursquare.com

Members note their locations with a mobile phone and can find out where friends are.

Instagram <http://instagr.am/>

A fast, beautiful and fun way to share your photos with friends and family. Snap a picture, choose a filter to transform its look and feel, then post to Instagram. Share to Facebook, Twitter, and Tumblr too. It’s photo sharing, reinvented.