



*Plum*  
ALLEY

PROJECT CREATOR

*guidebook*

FUND.PLUMALLEY.CO

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## PRE-PROJECT

Are you passionate about your project?

Do you understand the need for your project?

Do you know why it matters to you and to the world?

Are you willing to tell the world about it?

If so, you are ready to start your project campaign.

Read through this guide to begin crowdfunding your dream on Plum Alley.

## PRE-PROJECT

# Getting started

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### THE MAIN FACTORS FOR SUCCESS

- The people behind the project: for most successful crowdfunding projects, a large portion of the funding goal comes from the project creator's network (academic, religious, extracurricular, professional, personal). Be realistic in setting a goal proportionate to your team's ability to garner support and funding.
- The uniqueness and public appeal of the project: can your project garner a huge audience?
- The presentation of the project— both written and visual.
- The existing fan base for the project.
- The funding goal.
- The size of the target audience.
- The rewards being offered.
- The amount of time, money and manpower invested in the campaign.



### YOUR PITCH

- Introduce the project: clearly and simply, explain what your product/service does, and what purpose it serves.
- Introduce yourself, the team, and why you are trustworthy to carry out the goal. Have you already done

something for your project?

- Consider seeking sponsors or partner organizations to expand reach and credibility
- State the funding goal: talk specifically what the money will go towards
- Explain Plum Alley's 'all-or-nothing' model: project creators will only receive the funds they've raised if the funding goal has been met within the dictated timeframe.
- Include a clear call to action: support me, donate now, spread the word
- Ask friends and family to review draft mode and provide feedback
- Aim to keep your pitch 3-5 paragraphs. Try to break long paragraphs of text with some images.
- Use hi-resolution images, ideal for the press to use
- Tell friends and family when you will be launching. Have them build early momentum by being the first funders and spreading the word about your project once it goes live.
- Remember to setup your WePay account (WePay is our third party credit card processor and will allow you to collect funds. For more information, please read our FAQ) and send test payments to yourself to ensure everything is working

## PRE-PROJECT

# Getting started



### YOUR VIDEO

Videos can be a crucial factor in determining whether or not your project will be a success. Video creation can be as simple as you talking into a webcam, or as complex as hiring a professional. Videolicious and Animoto are two great companies that provide tools and enable anyone to create simple, beautiful videos. At the end of the day, the video's function is to convey a message with personality and genuinity. While we detail what your video should include below, you may want to consider hiring one of our videography experts or navigating our resource database for additional guidance.



Things to cover in your video:

- Introduce yourself, explain why you care about your project and are best suited to carry it out.
- Introduce your project: why it is special, what it looks like, how long it will take to complete the project
- State your funding goal: how much you are raising, what you will spend the funds on (including if you were to exceed your funding goal)
- If applicable, state your stretch goals (new funding amounts exceeding your original funding goal).
- Some decide to add stretch goals as updates when nearing their funding goal.

- Explain your rewards
- Explain all-or-nothing funding model
- End your video with a direct request: please support/fund/share



Things to consider for your video:

- We cannot stress enough, the importance of communicating the big WHY. Why is this project important, why do you care, why are you credible?
- The length of the video: 1-3 minutes is ideal, with the first 15 seconds capturing the audience
- The style: will someone be in front of the camera? Will you use animations? music? voiceovers? graphics?
- The tone: will you be funny? serious? quirky? Remember to be as authentic and engaging as possible
- If you are able, show something tangible (product, sketches, etc.) that helps others visualize what you are doing.
- Do not use copyrighted music without permission.

## PRE-PROJECT

# Rewards

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Place yourself in the lives of your funders. What would they want as a reward? Do some research on similar projects to see what type of rewards are popular and how the distribution of the rewards is commonly structured among varying funding amounts. Aim to create rewards that will excite your funders and if you have a larger funding goal, the press.

Rewards should be related to your project and offer value for the money. For example, you should not offer a sticker for funders who are contributing \$1,000. You can opt to add new rewards during the life of your project campaign but cannot change any rewards once your project goes live.

### CONSIDER THE FOLLOWING TYPES OF REWARDS:

**PHYSICAL:** Mugs, posters, stickers, t-shirts, caps and other items that commemorate the project. Be careful to consider the costs associated with the production and fulfillment of physical rewards. Shipping a heavy item to a \$5 funder overseas is costly.

**PARTICIPATORY:** Give funders an opportunity to affect the project's eventual outcome (ie; allow funders at certain levels to be a character in a game, suggest how stories develop, advise on the finished packaging).

**RECOGNITION:** Thank your backers-- within the liner notes, book or game credits, via email or social media, calls from team members, at surrounding events via mentions over a microphone or through banners/signs

**ACCESS:** Advanced or early access to a product or service. Behind-the-scenes photos, videos, dinner with the team. Special events or exclusive invitations to parties for generous funders.

**PRE-ORDERS:** Does your project involve a physical product? Allow funders to 'pre-order' the product, by offering it as a reward. Feel free to get creative here, offering exclusive, signed or custom editions.

### Extra tips:

- \* Appeal to many by offering a wide range of rewards at varying price points
- \* Create a sense of urgency: limit or name rewards. Early bird specials for the first 50 funders, etc.
- \* Combine rewards: try combining several rewards into one bundle ex) 'all of the above' (and..)
- \* Keep things fresh by uploading new rewards
- \* Prohibited perks include raffle tickets, pornography, illegal drugs or weapons.

**PRE-PROJECT**

# Marketing/PR

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Your project can stay live for up to 60 days, although contrary to popular belief, research shows that 60 days isn't necessarily better than 30. Expect most of the funding to occur in the beginning and ending stages, when the momentum is the strongest. In determining the start date and duration, be realistic in how much time you can devote to this project, and remember that the last few hours may be crucial in helping you reach your funding goal. So ending at 6am on a Saturday is probably not your best bet.

**DETERMINE YOUR TIME FRAME HERE:**

Date: \_\_\_\_\_ Day of week: \_\_\_\_\_  
Time: \_\_\_\_\_ Duration: \_\_\_\_\_

A good portion of projects raise the first 30% of their fund-raising goal from their own network. Beyond your immediate friends and family, reach out to the various groups you are affiliated with (educational, recreational, religious, professional).

**LIST YOUR FRIENDS, FAMILY MEMBERS, SPONSORS, PARTNERS AND AFFILIATED GROUPS TO REACH OUT TO HERE:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Next, it is time to pitch the media and the outside world. Note that this step is more relevant for larger campaigns. Compile a list of bloggers, media outlets (newspapers, magazines), organizations, and individual influencers that would have an interest in your project. (Find our list template in the appendix). Pitch your project to this list before and during your project campaign. Ask for support and coverage. Find different angles to resonate with each target audience and consider hiring a PR expert if you are raising a larger sum. A social media presence is crucial in establishing your identity and communicating with others, and should be set up ASAP. (Find our social media tips in the appendix). Promotional marketing activities such as giveaways, contests, endorsements and new rewards are fun ways to further engage your fanbase.

**REMEMBER:**

- Marketing begins early. Establish relationships, social media presence and a website before your project goes live.
- Leverage the networks of any influential individuals you may know.
- Use the templates at the end of this guide to help you craft messages for social media and email. Send sample messaging for your friends to share with their networks.
- Use the press release template if you are raising a large funding goal and plan to pitch your project to the press.
- Filter through our resource database to find useful tools that help manage your emails and social media channels.
- Marketing is not 'one and done.' Prepare to commit most of your spare time pushing your project and sharing updates throughout the duration of your campaign.

## BUDGET OUTLINE

So you know you want to start a crowdfunding campaign but don't know how much you really need. The following worksheet will help you outline what factors to consider when determining your funding goal— rewards, hired help, even credit card fees included.

PRE-PROJECT

# Budget Worksheet

EXPENSE		AMOUNT	
<b>Project Launch Event</b> An event to market your project to rally up and excite your supporters			
<b>Project Goal Fulfillment</b> What are you raising money for? Break down costs to complete project here.			
<b>Rewards</b> What is the cost of producing and fulfilling each of your rewards? Take into account the cost of shipping, etc.			
Description	Production	Fulfillment	Total
Reward 1:			
Reward 2:			
Reward 3:			
Reward 4:			
Reward 5:			
<b>THIS PAGE TOTAL</b>			

PRE-PROJECT

# Budget Worksheet

EXPENSE	AMOUNT
<p><b>Advertising</b> Will you buy any Google, Facebook or Twitter ads to target your audience?</p>	
<p><b>Labor</b> Employees and any hired helpers. Consider using Plum Alley’s experts: vetted industry leaders offering their services for a fee.</p> <p><b>Hired Experts</b></p> <p><b>PR/Marketing</b></p> <p><b>Manufacturing</b></p> <p><b>Budgeting</b></p> <p><b>Legal</b></p> <p><b>Videography</b></p> <p><b>Branding</b></p> <p><b>Entrepreneurship</b></p> <p><b>Retail</b></p> <p><b>Advertising</b></p> <p><b>Film</b></p>	
<p><b>Other</b></p>	
<p><b>Other</b></p>	
<p><b>Just in case emergency cushion</b> Include an amount for the unexpected.</p>	
<p><b>Plum Alley Fees</b> 5% of total</p>	
<p><b>Third Party Credit Card Fees</b> 2.9% of total</p>	
<p><b>TOTAL FUNDRAISING GOAL</b></p>	

# DURING PROJECT

You've spent weeks preparing.  
It's time for the project to go live.

## DURING PROJECT

# *Going live*

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If we haven't stressed this enough, your first supporters should be your immediate network, whether in terms of funding or spreading the word about your project. You should have already pitched your project to several media outlets and individuals from the contact list you have compiled. Follow up with those sources and continue finding new ways to grow and pitch your list.

Create, follow, and respond to relevant conversations on social media and blogs, and spread awareness about your project. Keep your funders happy- acknowledge them and keep a running dialogue by providing updates, soliciting their advice, and listening to what they have to say. Incorporate feedback if possible and address all their questions and concerns.

Is your project faring well? Does it seem like your project will reach its goal? Some individuals opt to add stretch goals in the later stages of their project campaign, informing the public what they would accomplish if they were to raise larger sums of money that exceeded their initial goal. This is one method to excite and gain more funders. Other ways to keep things fresh are releasing new rewards, setting or announcing milestones, or holding in-person events.



# POST PROJECT

Celebrate if you have reached your funding goal!

But the hard work has just begun.

## POST PROJECT

*Tying up loose ends***All project creators:**

- Under your account, download the information of your funders and their contact information.
- Thank your funders and supporters, whether or not you reached your funding goal, via a project update or an email.
- Post any project updates. Keep your funders engaged-- they may want to support your future endeavors!

**If you successfully reached your funding goal:**

- First and foremost, celebrate!
- Expect to receive your funds in the bank account within 2-3 days after you have reached your funding goal.
- Contact your founders to receive the necessary information (color choices, sizes, delivery addresses) to fulfill rewards
- Provide updates on any progress, news, delays, etc.
- Write up a blog post of your experience to offer suggestions and help build community.
- Are you done? Or is this just the beginning? Consider selling your product on Plum Alley commerce or start thinking of your next project!

## PROJECT TIMELINE AND CHECKLIST

# *For a typical project*

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### PRE-PROJECT

- Establish your social media channels
- View our Expert page and Resource Database
- Determine launch date of project
- Determine budget, incorporating experts and rewards
- Create a list\* of potential supporters and funders
- Call or write everyone on your list to ask for support once your project goes live. Line up your first commitments.
- Create press release,\* distribute to media outlets
- Finalize and submit your pitch, video, funding goal, photos
- Send around a project preview link for review and feedback
- Consider hosting a gathering with friends to build excitement and raise awareness
- Dedicate the next fews days to promoting your project and answering questions

### DURING PROJECT

- Remind your list that your project has gone live
- Thank your funders and ask them to continue supporting you by sharing your project via email and social media.  
Send sample emails\*, tweets\*, facebook posts
- Post new rewards, if applicable
- Upload new images, if applicable
- Post updates
- Post any press mentions
- Add stretch goals

### POST-PROJECT

- Celebrate!
- Thank your supporters
- Receive funds
- Download information of your funders
- Collect information necessary to distribute rewards
- Post updates and answer questions
- Distribute rewards
- Consider selling on Plum Alley Commerce

**\*see appendix for templates**

# *Appendix*

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Useful templates for your campaign.

- 17** SOCIAL MEDIA TIPS
- 18** SAMPLE TWEETS
- 19** CONTACT LIST TEMPLATE
- 20** PRESS RELEASE TEMPLATE
- 21** EMAIL TEMPLATES

## APPENDIX

*Social Media*

The use of social media can make or break a project campaign. By sharing your campaign, getting the word out, and recruiting new funders, the chance your campaign will succeed increases infinitely. There is a direct correlation between the number of outside links to a crowdfunding project and the probability of reaching the funding goal. Read below for some tips to get started.

 **FACEBOOK**

- Build a Facebook page for your campaign that users can “Like” and stay up to date on all your latest developments
- Invite your friends and fans to “Like” your page
- Post pictures, links, videos, news and any other material relevant to your project
- ALWAYS include a link to the campaign
- Ask questions and engage with the audience
- Post 1-3 times a day

 **INSTAGRAM**

- Use Instagram to take photos of everything, including behind-the-scenes of your campaign, to your rewards, to new developments
- Post pictures of different events relating to the campaign
- Follow others who have similar missions or are related to your campaign’s field
- Use hashtags similarly to Twitter to expand your reach and bring in users who might not normally notice your posts
- ALWAYS include a link to the campaign

 **TWITTER**

- Using hashtags such as #crowdfunding, ones pertaining to your project, and other trending topics, allows you to raise awareness and publicity of your campaign
- Reach out to people (even those you don’t personally know) with similar interests as your project. Follow hashtags that pertain to your project to find individuals and conversations to engage with.
- The only way to get more follower? Follow more people yourself! Once they follow you back, engage in conversation.
- Tweet more than once a day, but space them out. 4 to 5 times a day is acceptable.
- Be conversational in your tweets. No one wants to read robotic tweets.
- Lay out your perks. Give your audience an incentive to support you via tweets
- Tweets with pictures are more likely to get noticed.
- Tweets with less than 120 characters are more likely to get retweeted
- ALWAYS include a link to the campaign and ask your followers to retweet the link

 **EXTRA TIPS**

- Use link shorteners such as bit.ly or ow.ly
- Use links for navigation back to your campaign
- Consider running a giveaway or contest on any channel
- Pinterest can be used to visually share links/data
- Hootsuite or Buffer are great tools to manage Twitter

## APPENDIX

# Sample Posts

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In the crowdfunding world, the use of social media can make or break a campaign. By sharing your campaign, getting the word out, and recruiting new funders, the chances your campaign will succeed increases infinitely. There is a direct correlation between the number of outside links to a project campaign and its success in reaching the funding goal. See below for some sample tweets to jazz up to your liking.


**TWITTER**

- “Help me fund my project \_\_\_\_\_ (bit.ly) and please retweet!”
- “I have \_\_\_\_ days to raise \$\_\_\_\_. Find out what I’m raising money for (bit.ly)”
- “We’re almost there! Support my #crowdfunding campaign to raise money for \_\_\_\_\_ (bit.ly)”
- “Help me get my #crowdfunding project off the ground (bit.ly). Every little bit helps!”
- “We just launched our first ever #crowdfunding project on @plumalleyco. (bit.ly)”
- Only (insert number) days left to join our campaign! #fundthefuture of (insert area of interest) on @plumalleyco (insert link)
- My project is live on @plumalleyco! Help reach our goal by (insert date) and score can’t-miss rewards (insert link) #fundthefuture
- Don’t miss your chance to #fundthefuture on @plumalleyco and (insert area of interest or own handle)! RT + spread the word (insert link)

- My project is now live. I repeat, my project is now live. Go forth and fund on @plumalleyco <http://bit.ly/1i20xrk>


**EXTRA TIPS**

- Use tweets that relay passion and will evoke emotion
- Explicitly ask for retweets
- Mention milestones, goals, news, press mentions
- Personalize each tweet to your project and target audience and use relevant hashtags.

**APPENDIX**

# *Contact List Template*

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Below is a link to a spreadsheet that will help organize your outreach efforts. The spreadsheet is split (via tabs at the bottom) into different groups you should reach out to in order to make your campaign a success.

**[DOWNLOAD THE FILE HERE](#)**



APPENDIX

# Press Release Template

[company logo]

CONTACT: Name, Position

FOR IMMEDIATE RELEASE

Tel:

Email:

Website:

**TITLE (CONCISE, CATCHY, ALL CAPS. May be easier to write after writing the body)**

**Optional Subtitle**

**Notes:** A press release is a written statement to the media about a specific program, event, or issue. A one pager consisting of clear and concise sentences. For emails, use an attention- grabbing headline (perhaps your title) as the subject line rather than ‘Press Release’ to stand out. Think from the journalist’s point of view. What will be interesting to his/her readers and the editor? Write as the journalist would and refrain from using “I” or “we” unless it’s in a quote, as journalists do not have time and may lift sentences directly from this press release.

City, State (Date) — The lead paragraph includes the who, what, when, where and how of the story. Should sum up the press release. Keep it factual, brief and interesting. Remember, much of what you write for your press release will be what journalists use in their write-up.

Support title and lead paragraph. Feel free to use quotes. Body of Press Release Body of Press Release Body of Press Release Body of Press Release Body of Press Press Release Body of Press Release Body of

Conclusion —Plum Alley campaigns operate under an “all-or-nothing” funding model so if [Project Name] doesn’t reach it’s goal by [End Date], then [Project Creators] will go home empty-handed. Encourage a call to action, social handles, website link

**About the company or project creators**

# # #

For more information on the [Name of Project] Project, or to schedule an interview with [Project Creator Name], please contact [Contact Name and Email/Phone/Twitter].

**Note:** The 3 hashtags marks the end of the press release. Follow up calls may help it get published.

## APPENDIX

# Email Templates

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We have created email templates for you to customize and send out at different stages during your project campaign. Not all emails will be applicable to your project or for the suggested time frame below. Remember to personalize each email whenever possible as it drastically affects the response rate. Insert your campaign link under your signature and in your autoresponder email (if you choose to set one up) for the length of your campaign.

For Gmail users, two great email management tools are [Canned Responses](#) and [Boomerang](#). Canned Responses allows you to save email templates and easily personalize necessary segments. Boomerang allows you to schedule emails in advance, or set email reminders. Automatically scheduled emails can save you a lot of time when you most need it.

Refer to our contact list template for guidance on building a list of contacts you should be reaching out to. There are generally 3 buckets:

1. Close friends and family
2. Acquaintances
3. Media, Bloggers, Organizations, Partners, Influencers

### BEFORE PROJECT

- Introductory email 1
- Introductory email 2

### PROJECT LAUNCH DAY

- Reminder email

### DURING PROJECT

- Follow up email
- Introductory email 1
- Introductory email 2
- Thank you (and please share) email
- Final push email

### AFTER PROJECT

- Collecting reward information email

APPENDIX

# Email Templates

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## INTRODUCTORY EMAIL 1

**\*For friends, family and acquaintances. Personalize emails for friends and family, consider sending a mass email using an email client for acquaintances.**

Hi [First Name],

I have spent the past [time] working on something I am very passionate about. [Describe your project here]. I am raising [funding amount] to accomplish [project goal] on Plum Alley, a site where women entrepreneurs and innovators succeed with crowdfunding, commerce and experts.

The project will go live on [project launch date] at [time] and I'd appreciate any support, whether it be by contributing what you can, following our social media channels, providing feedback, or spreading the word on email, facebook or twitter. Early momentum is a strong indication of a project's success and will help me garner support on a larger scale, so please tune in at the beginning if you can! Let me know if you have any questions or if you would like to get involved on a deeper level.

With appreciation,

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

## APPENDIX

# Email Templates

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### INTRODUCTORY EMAIL 2

#### \*For media, bloggers--personalize whenever possible

- TIP 1: We realize it is nerve-wracking to reach out to strangers, especially if you have no past experience in PR. Understand though, that writers are always looking for good content, and are usually happy to post relevant and interesting material as long as you are courteous and responsive.
- TIP 2: Posts during the night or weekend do not drive as much traffic. Politely ask if the story can go live with your project, or at another time on Monday, Tuesday or Wednesday 8am-5pm PST, ideally in the morning.
- TIP 3: Refer to our press release template if desired.

Hi [First name],

It's great to meet you! I'm a huge fan of [blog/media outlet] and wanted to pass on some news that might be of interest. On [project launch date], I will be launching [project name] on Plum Alley to raise [funding amount] to [project goal]. I've attached a [press release and/or high-resolution images] of [project name] for more details and our [project URL] has a video and bullet points on why [project] is unique.

We think [project name] could be a great story for [blog/media outlet] for these reasons:

- Point one
- Point two
- Point three

If you're interested, please let me know what you would need from me and how I could make it easy on your part.

Thanks for taking the time to check us out,

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

APPENDIX

# Email Templates

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## REMINDER EMAIL

**\*For everyone on your contact list--personalize whenever possible**

Hi [First Name],

Our project (link to project URL) is officially live! We need all the help we can get to raise [funding amount] to accomplish [project goal]. Please support me by contributing what you can, following our social media channels, providing feedback or spreading the word, whether it be via email, facebook or twitter. Every little bit goes a long way!

Many thanks,

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

APPENDIX

# Email Templates

---



## FOLLOW UP EMAIL

\*For press

Hi [First name],

I am following up on a prior email I sent regarding [project name] that launched on [launch date]. To refresh your memory, [project description] and is viewable at [project URL]. Attached are [ high-resolution images/press release] for your use, and I hope to hear from you!

Warm regards,

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

APPENDIX

# *Email Templates*

---



## THANK YOU EMAIL 1

**\*For funders**

Hi [First Name],

Just wanted to say...THANK YOU! Your contribution has inched us closer to our goal of [funding amount] and [project goal]. We have [days] left and would love for you to continue supporting us by sharing our project with your network via email, twitter, and facebook. We also welcome any and all questions and feedback! Stay tuned for our progress, and stay excited!

Warmly,

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

APPENDIX

# *Email Templates*

---



## THANK YOU EMAIL 2

\*For press/bloggers/organizations/partners/influencers

Hi [First Name],

Thank you so much for the [feature story/blog post/tweet]. Your influence and support has inched us closer to our goal of [funding amount] and [project goal]. Stay tuned for our progress, and stay excited!

Warmly,

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

APPENDIX

# Email Templates

---



## FINAL PUSH EMAIL

\*To all

Hi [first name],

Thank you for the continuous love and support. Your encouragement has gotten our team this far and we are only [remaining days] and [remaining amount to raise] away from successfully reaching our goal. Help us make some noise around our final moments by sharing our project campaign and allowing us to turn [project goal] into a reality.

You are the best!

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

**APPENDIX***Email Templates*

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**COLLECTING REWARD INFORMATION EMAIL**

Hey [first name]!

You liked our Facebook Page. You tweeted at us. You passed emails on our behalf.

Most importantly, you, along with [number of total funders] funders from all over the world helped us raise [funded amount] in just [length of campaign] days! We are amazed by the amount of support we have received and we can't thank you enough for your passion and dedication to our project.

In the next few weeks, we will [ update on plans including preparation of rewards].

If you have not already done so, please provide us with the following information to ensure a seamless delivery of your reward, and feel free to reach out with any questions or feedback that you may have! Thank you once again for embarking on this incredulous journey with us and continue along with us as we turn our dreams into a reality.

- Name
- Delivery Address
- Reward
- Choice of option [color/size/etc.]

Warm regards,

[Your signature]

--

Project URL

Facebook page

Twitter handle

Website

## APPENDIX

*Funding Guidelines*

Size of contribution per person in network (\$/person) to meet your fundraising goal

Size of Network	Fundraising Goal (in thousands)									
	10	20	30	40	50	100	150	200	250	300
500	\$20.00	\$40.00	\$60.00	\$80.00	\$100.00	\$200.00	\$300.00	\$400.00	\$500.00	\$600.00
600	\$16.67	\$33.33	\$50.00	\$66.67	\$83.33	\$166.67	\$250.00	\$333.33	\$416.67	\$500.00
700	\$14.29	\$28.57	\$42.86	\$57.14	\$71.43	\$142.86	\$214.29	\$285.71	\$357.14	\$428.57
800	\$12.50	\$25.00	\$37.50	\$50.00	\$62.50	\$125.00	\$187.50	\$250.00	\$312.50	\$375.00
900	\$11.11	\$22.22	\$33.33	\$44.44	\$55.56	\$111.11	\$166.67	\$222.22	\$277.78	\$333.33
1000	\$10.00	\$20.00	\$30.00	\$40.00	\$50.00	\$100.00	\$150.00	\$200.00	\$250.00	\$300.00
1100	\$9.09	\$18.18	\$27.27	\$36.36	\$45.45	\$90.91	\$136.36	\$181.82	\$227.27	\$272.73
1200	\$8.33	\$16.67	\$25.00	\$33.33	\$41.67	\$83.33	\$125.00	\$166.67	\$208.33	\$250.00
1300	\$7.69	\$15.38	\$23.08	\$30.77	\$38.46	\$76.92	\$115.38	\$153.85	\$192.31	\$230.77
1400	\$7.14	\$14.29	\$21.43	\$28.57	\$35.71	\$71.43	\$107.14	\$142.86	\$178.57	\$214.29
1500	\$6.67	\$13.33	\$20.00	\$26.67	\$33.33	\$66.67	\$100.00	\$133.33	\$166.67	\$200.00
1600	\$6.25	\$12.50	\$18.75	\$25.00	\$31.25	\$62.50	\$93.75	\$125.00	\$156.25	\$187.50
1700	\$5.88	\$11.76	\$17.65	\$23.53	\$29.41	\$58.82	\$88.24	\$117.65	\$147.06	\$176.47
1800	\$5.56	\$11.11	\$16.67	\$22.22	\$27.78	\$55.56	\$83.33	\$111.11	\$138.89	\$166.67
1900	\$5.26	\$10.53	\$15.79	\$21.05	\$26.32	\$52.63	\$78.95	\$105.26	\$131.58	\$157.89
2000	\$5.00	\$10.00	\$15.00	\$20.00	\$25.00	\$50.00	\$75.00	\$100.00	\$125.00	\$150.00

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