



Need some reward ideas? Here are 33 of them!

Offering great rewards is one of the best ways to encourage support for your project. It's always good to offer copies of what you're making, signed prints, tickets to your shows, and things like T-shirts or totes. But extra-imaginative rewards can help make your project all the more memorable. Looking for help thinking some up? Here's a start: we've come up with 96 possibilities for fun and engaging rewards. Some have actually happened, some we dreamt up on the fly – and all of them can be used as inspiration for your own project.

1. Personalized mixtapes. Yes, on cassettes! (Or be like David Cross and do it on CDs.)
2. A creative-process bike tour. Take backers on a roll past your favorite thinking spots, studios, or production facilities.
3. Food photography. Not everyone loves to cook, but that doesn't mean they don't love food. Make a collection of all the photos in your cookbook (plus a few bonus shots!) – it will make a great coffee table piece.
4. Fifteen minutes of podcast fame. Let a backer act as a co-interviewer with you.
5. Writers-room visits. Open up the writers' room one morning and allow a backer to sit in on the creative process.
6. Really public art. Let backers come make public art with you, whether it's contributing to a mural or sidewalk-chalking city blocks.
7. Credit where credit's due. Put backers' names in the credits or in the program like this Sailor Moon documentary did.
8. Dinner for two. Plate up a decadent meal at your Kickstarter-funded restaurant.
9. Immersive literature. Write backers into the storyline in your next piece (then, of course, send it to them).
10. Bumper stickers. Print up some super good ones.
11. Portable dinner party. Box up a great night's worth of delish, small-batch, non-perishable goods.
12. Plants. Give backers a plant from the community garden – either sent out at harvest time, or dedicated during planting season.
13. Dial-a-backer. Settle in for a 30-minute phone call and share tips on making a project happen – or just listen to a backer tell you about their day.
14. One-liners. Make screenwriting dreams come true and let backers write a couple lines of dialogue.
15. Handcrafted mugs. It's a sweet reminder of your gratitude along with every morning cup o' joe.
16. Casting call! All Black Cats Are Not Alike invited backers to submit their kitties as candidates for inclusion in the book.
17. Personal recipes. Joan Didion offered some of her favorites.
18. Truth or truth. Record a three-minute video answering three questions (even better if you do it for three backers).
19. Handwritten set list. Mail it out from a live show like a shorthand love letter.
20. First draft. Send someone a marked-up copy of your first draft – critiques, typos, and all. Welcome to the nitty-gritty of the revision process.
21. Craft portraits. Chisel/carve some version of a backer's face into wood, rock, or whatever you're working with. Che bello!
22. Location shouts. Reference a backer's teeny-tiny hometown in your next story – make sure to do your research!
23. Refrigerator art. Keep it simple and send out some cool and custom 'thank you' fridge magnets.
24. Get your grub on. Throw a pizza, grilled cheese, or taco party for backers and their crew! Forno Moto offered to host a pizza happy hour. Yum!
25. Handwritten postcards – sent from rest stops on tour.
26. Cool calendars. Make one calendar that highlights a holiday every single day.
27. Reading lists. The Kurt Vonnegut documentary, *Unstuck in Time*, offered Vonnegut's syllabus for books you must read before you die.
28. Backer map. Make a map of backer locations into a commemorative scroll, puzzle, or poster.
29. Custom knits. Make something unique that backers can't get anywhere else.
30. Turn someone's favorite meal into a menu item. Peanut butter and pickle sandwich, anyone?
31. Follow everyone on Twitter. Of course.
32. Readymade picnic. Pack up a basket with your homemade deliciousness and a list of awesome picnic spots.
33. Dedicate the whole book to a backer. Yep, the whole book!



CROWDFUNDING

SOURCE & FURTHER READING: Kickstarter Blog, <https://www.kickstarter.com/blog/need-some-reward-ideas-here-are-96-of-them?lang=de>

