

What about crowdfunded comics?

Matthew Murray , Data Librarian,
University of Colorado Boulder

Mara Thacker, South Asian Studies & Global Popular Culture
Librarian | Associate Professor,
University of Illinois Urbana-Champaign

What is crowdfunding?

Two main types

- **Project based**
 - People pledge to give one-time financial support to a thing (comic, game, movie, etc.) that doesn't exist yet
 - Pledge often only collected if project reaches financial goal
 - No guarantee thing will ever get made/released
- **Ongoing**
 - People pledge monthly/recurring (e.g. "every video released") support to an individual or group
 - Content is often released for free to everyone on other platforms (though may be time delayed)

Comics and Crowdfunding

Project-based crowdfunding

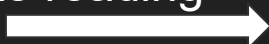
- Comics have been very successful on crowdfunding sites
- By far the most successful (in terms of percentage of projects funded) on Kickstarter
 - 67.22% of projects have succeeded
 - Average is 41.71%
- At one point (2012) Kickstarter was being called the 4th most successful comics publisher in terms of total money earned

Projects and Dollars

Category	Launched Projects	Total Dollars	Successful Dollars	Unsuccessful Dollars	Live Dollars	Live Projects	Success Rate
All	639,238	\$8.26 B	\$7.59 B	\$624 M	\$44 M	2,943	41.71%
Comics	29,108	\$270.73 M	\$259.24 M	\$10.06 M	\$1.43 M	276	67.22%
Dance	4,614	\$16.46 M	\$15.23 M	\$1.22 M	\$6,769	8	61.20%
Theater	13,416	\$52.37 M	\$47.11 M	\$5.18 M	\$80.00 K	23	59.74%
Music	70,493	\$298.04 M	\$274.08 M	\$23.23 M	\$725.63 K	157	50.42%
Games	90,049	\$2.54 B	\$2.41 B	\$123.62 M	\$10.23 M	685	50.13%
Art	53,853	\$219.66 M	\$200.91 M	\$18.18 M	\$568.16 K	215	48.90%
Design	56,376	\$1.74 B	\$1.61 B	\$112.61 M	\$14.52 M	254	43.29%
Publishing	67,126	\$368.87 M	\$338.59 M	\$28.07 M	\$2.20 M	380	38.52%
Film & Video	87,550	\$585.98 M	\$496.26 M	\$88.14 M	\$1.58 M	288	38.25%
Photography	14,249	\$65.15 M	\$58.06 M	\$6.95 M	\$142.82 K	38	35.38%
Fashion	40,502	\$253.36 M	\$223.12 M	\$29.63 M	\$619.29 K	144	31.28%
Crafts	14,485	\$30.21 M	\$25.68 M	\$4.45 M	\$80.90 K	41	27.33%
Food	35,635	\$214.19 M	\$183.69 M	\$30.14 M	\$369.80 K	112	25.99%
Technology	55,313	\$1.59 B	\$1.43 B	\$139.89 M	\$11.05 M	311	23.57%
Journalism	6,469	\$21.91 M	\$19.22 M	\$2.67 M	\$18,210	11	23.54%

Ongoing crowdfunding

- Some creators have found success
- Not everyone listed in “comics” on Patreon is a comics creator
- This one is an app to make reading pirated comics easier
- Some “ongoing” projects work as subscriptions to physical comics



Rank	Creator	Description	Paid Members	Per month	Per patron	Launched
1	Jeph Jacques	Creating Comics	12,599			May 2014
2	Alice Oseman	creating Heartstopper	10,550			Oct 2016
3	Faizan Durrani	Developing Paperback, an ad-free comicbook reader for iOS	3,562			Jan 2020
4	1900HOTDOG	Creating Joy excavated from the debris of a broken world.	2,860	\$15,886	\$5.55	Mar 2020
5	ABBADON	Creating comics and role playing games	2,837	\$8,558	\$3.02	Sep 2015
6	Rich Burlew	Creating The Order of the Stick (and the GTP forums)	2,834			Feb 2020
7	David M Willis	creating Dumbing of Age comics	2,812			Dec 2013
8	Achewood	All-new Achewood strips and more, plus the new ebook shop!	2,777			May 2023
9	Zach Weinersmith	creating SMBC Comics and Books	2,755	\$5,947	\$2.16	Aug 2013
10	Kate Beaton	Creating comics and drawings and things	2,717			Jan 2021

YOU MIGHT LIKE

\$3 / Comics pages.

[Join](#)

Like it says at the \$1 reward level, I'm mailing a minicomic once a month to every patron who pledges over three dollars a month. If we say the book costs \$1.50 to print, and about the same for shipping, \$3 should cover it.

Getting a physical comic in the mail will be a nice reminder and thank-you to patrons for their generosity. I love getting stuff in the snailmail, myself. And just to be on the safe side, if you're contributing over \$3 monthly, and you DON'T want a monthly Karno-comic, please let me know, so I won't be bombarding your mailbox with unwanted stuff, OK?

RECOMMENDED BY CREATOR



Discount Subscription Tier

\$10 / month

[Join](#)

For a limited time you can subscribe and get a brand new physical book shipped to your door for a 33% discount! just \$10, shipping included! sign up now!

- ONE Print copy of all new Mr Fish Comics (ships to US only)
- Full color PDF's of new Mr Fish Comics
- Name listed as an investor in the credits page
- Early access to Merch
- Weekly Livestream access
- Digital downloads of new art

MOST POPULAR



Monthly Mini Comic

\$6 / month

[Join](#)

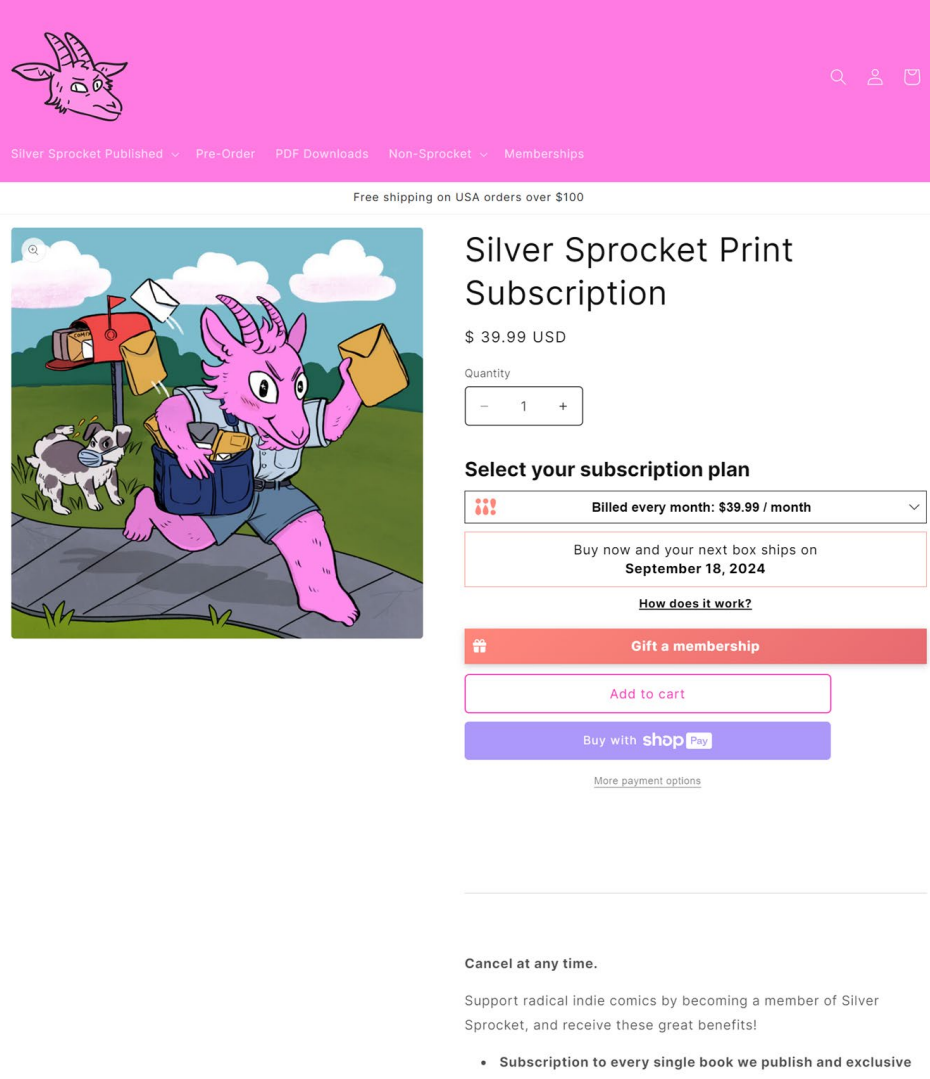
You will be mailed a mini-comic of each monthly installment. This edition is made to order, through Patreon exclusively. Full color, 5.5"x8.", 2-4 pages, printed on translucent acetate and other unique substrates. You will also receive all benefits from lower membership tiers

FOR A LIMITED TIME I'm offering ALL current backissues for FREE to anyone who signs up for the yearly membership of this tier.

(Domestic USA shipping is included, for shipping abroad please select the next membership tier)

Crowdfunding?

- Crowdfunding projects are usually (though not always) on dedicated crowdfunding sites
- Other established publishers have “subscriptions” that are similar to Patreon in that you pay a flat fee every month to receive what they publish
 - Does this count as crowdfunding?



The screenshot shows the Silver Sprocket website interface. At the top left is a pink goat head logo. The navigation bar includes links for 'Silver Sprocket Published', 'Pre-Order', 'PDF Downloads', 'Non-Sprocket', and 'Memberships'. A search bar is in the top right. Below the navigation, a banner reads 'Free shipping on USA orders over \$100'. The main content area features an illustration of a pink goat mail carrier running with a dog and mailboxes. To the right, the 'Silver Sprocket Print Subscription' is listed for \$39.99 USD. A quantity selector is set to 1. Below this, a dropdown menu shows 'Billed every month: \$39.99 / month'. A call to action states 'Buy now and your next box ships on September 18, 2024'. A link for 'How does it work?' is present. A red button offers to 'Gift a membership', and a pink button says 'Add to cart'. A purple button for 'Buy with shop Pay' is also visible, with a link for 'More payment options' below it. At the bottom, it says 'Cancel at any time.' and 'Support radical indie comics by becoming a member of Silver Sprocket, and receive these great benefits!'. A bullet point indicates 'Subscription to every single book we publish and exclusive'.

Why are comics successful on
crowdfunding?

Why are comics successful on crowdfunding?

- Cheap to produce
- Established printing and distribution systems
- Don't take that long to physically manufacture
- Known creators
- Print editions of popular webcomics
- History of support for self-publishing

Successfully Funded Projects

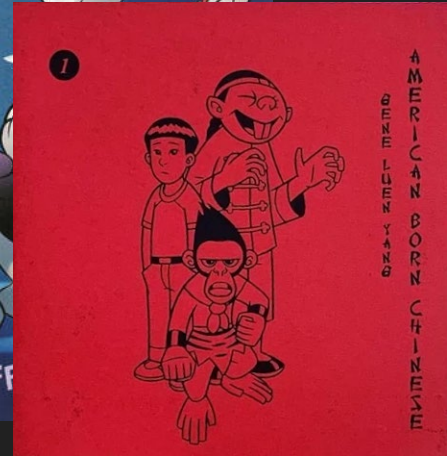
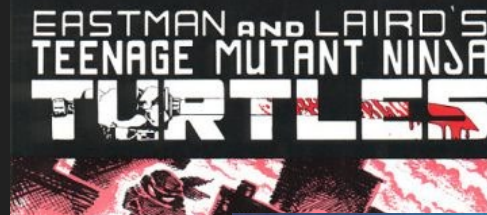
Most successfully funded projects raise less than \$10,000, but a growing number have reached six, seven, and even eight figures. Currently funding projects that have reached their goals are not included in this chart — only projects whose funding is complete.

Category	Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$99,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1M Raised
All	265,404	34,311	139,964	38,357	40,513	11,409	850
Games	44,802	4,898	19,312	7,157	9,446	3,626	363
Music	35,466	3,421	24,459	5,085	2,377	122	2
Film & Video	33,380	4,010	18,654	5,168	4,983	552	13
Art	26,231	7,028	14,975	2,378	1,649	196	5
Publishing	25,712	3,478	15,794	3,529	2,579	324	8
Design	24,297	1,651	8,137	4,067	7,215	3,039	188
Comics	19,381	2,194	12,165	2,460	2,217	338	7
Technology	12,964	662	3,355	1,960	4,176	2,567	244
Fashion	12,625	2,233	5,997	2,002	2,013	374	6
Food	9,231	822	3,687	2,220	2,345	144	13
Theater	8,001	1,139	5,766	730	345	21	0
Photography	5,028	927	2,623	802	619	57	0
Crafts	3,947	1,316	2,059	311	237	23	1
Dance	2,819	253	2,188	286	90	2	0
Journalism	1,520	279	793	202	222	24	0

[^ Hide Categories](#)

Comics and self-publishing

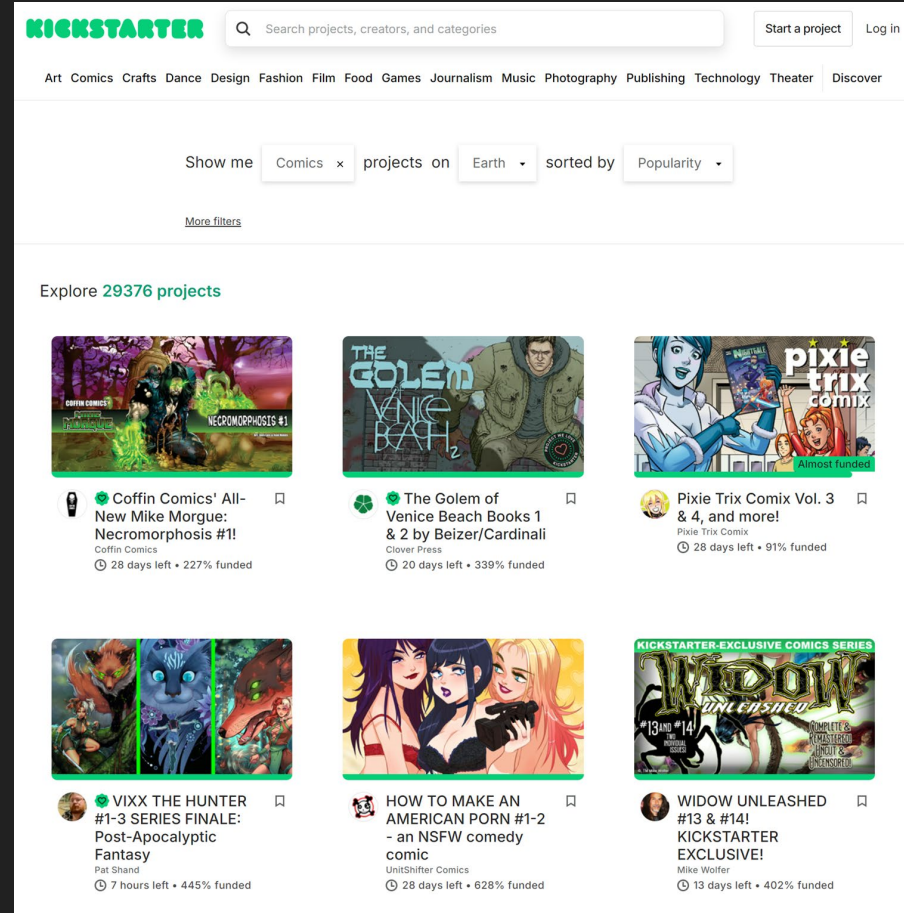
- Long history of self-publishing comics
- Lack of stigma surrounding self-publishing
 - Not seen as vanity publishing
- Successful titles (including Teenage Mutant Ninja Turtles, Bone, and American Born Chinese) were originally self-published



Different Platforms

Kickstarter

- The one you've probably heard of
- “Pivot to blockchain” in 2021 caused a lot of unhappiness among users and creators
- Caused competing crowdfunding services to launch
- Some creators moved to new or existing platforms
- Still very popular



The screenshot shows the Kickstarter website interface. At the top, the 'KICKSTARTER' logo is on the left, and a search bar with the text 'Search projects, creators, and categories' is on the right. Below the logo, there are navigation links for various categories: Art, Comics, Crafts, Dance, Design, Fashion, Film, Food, Games, Journalism, Music, Photography, Publishing, Technology, Theater, and Discover. A 'Start a project' button and a 'Log in' link are also visible.

The main content area shows a filter for 'Comics' and 'projects on Earth' sorted by 'Popularity'. Below this, there are six project cards:

- Coffin Comics' All-New Mike Morgue: Necromorphosis #1!** by Coffin Comics. 28 days left, 227% funded.
- The Golem of Venice Beach Books 1 & 2** by Beizer/Cardinali. 20 days left, 339% funded.
- Pixie Trix Comic Vol. 3 & 4, and more!** by Pixie Trix Comic. 28 days left, 91% funded.
- VIXX THE HUNTER #1-3 SERIES FINALE: Post-Apocalyptic Fantasy** by Pat Shand. 7 hours left, 445% funded.
- HOW TO MAKE AN AMERICAN PORN #1-2 - an NSFW comedy comic** by UnitShifter Comics. 28 days left, 628% funded.
- WIDOW UNLEASHED #13 & #14! KICKSTARTER EXCLUSIVE!** by Mike Wolfer. 13 days left, 402% funded.

Indiegogo

- Predates Kickstarter
- Offers “fixed” and “flexible” campaigns
- “Flexible” funding means projects do not need to hit their targets and creators keep any funds raised

The screenshot shows the Indiegogo website interface for the Comics category. At the top, the Indiegogo logo is on the left, and navigation links for 'Explore', 'IndieShop', 'Search crowdfunding...', 'Login / Sign up', and 'START A CAMPAIGN' are on the right. Below the header is a large banner image with the word 'Comics' in white text. The main content area features a search bar and a 'Filter results' section on the left. The 'Filter results' section includes a 'CATEGORY' dropdown menu with options like 'All Categories', 'Tech & Innovation', 'Creative Works', 'Art', 'Comics', 'Dance & Theater', 'Film', 'Music', 'Photography', 'Podcasts, Blogs & Vlogs', 'Tabletop Games', 'Video Games', 'Web Series & TV Shows', 'Writing & Publishing', and 'Community Projects'. The 'CAMPAIGN TIMING' section has radio buttons for 'All', 'Launching soon', 'Ending soon', and 'Just launched'. The 'PRODUCT STAGE' section is currently empty. The main content area displays a grid of campaign cards. The first card is for 'Thanos Creator Jim Starlin's Dreadstar Omnibus' with a starting price of \$10 (50% off) and \$124,452 raised. The second card is for 'STARBARIAN TALES #1' with a starting price of \$10 and \$85,473 raised. The third card is for 'TREKKER: THE COMPLETE JOURNEY Vol II' with a starting price of \$25 and \$87,561 raised. Each card includes a thumbnail image, a title, a starting price, and funding progress. A 'VIEW CAMPAIGN' button is visible on the third card. The bottom of the page features a URL: <https://www.indiegogo.com/explore/comics>

Zoop

- Only for comics projects
- Functions more like a publisher
- Provides production, printing, shipping, etc.
- Some amount of approval/review required for projects to be launched

The screenshot displays the Zoop website interface. At the top, the Zoop logo is on the left, and navigation links for 'Campaigns', 'Store', 'Submit your Project', and 'Blog' are on the right. A shopping cart icon and 'Sign in' link are also present. The main content area features a campaign for 'The Art Of Descender' by Dustin Nguyen with Jeff Lemire. The campaign title is prominently displayed, followed by the author information. Below this, a progress bar shows the campaign has reached \$44,262 out of a \$15,000 goal, with 230 supporters and 04 days left. A 'VIEW THIS CAMPAIGN' button is visible. To the right of the campaign details is a large image of the book cover for 'The Art Of Descender'. Below the campaign details, there is a section titled 'Support these campaigns now' with a red 'Active' status indicator. This section displays four smaller campaign cards: 'KINGSVILLE', 'BLACK DIAMOND PANIC! PRIMER PACK', 'BLUD CITY STREET FIGHT', and 'The Art Of Descender'.

zoop Campaigns Store Submit your Project Blog Sign in

The Art Of Descender

BY DUSTIN NGUYEN W/JEFF LEMIRE

Featuring the art of Dustin Nguyen with Foreword by Jeff Lemire

A giant oversized collection of covers and select artwork, including sketches, preliminary illustrations, and behind the scene materials of the Eisner Award winning series by Jeff Lemire and Dustin Nguyen!

\$44,262 SUPPORTED OF \$15,000

230 SUPPORTERS

04 days left

VIEW THIS CAMPAIGN

Active

Support these campaigns now

KINGSVILLE

BLACK DIAMOND PANIC! PRIMER PACK

BLUD CITY STREET FIGHT

The Art Of Descender

Many Others

FINAL SPACE
THE FINAL PERIODIC

PRE-ORDER THE FINAL SPACE NOW

CURRENTLY WRITING & INKING

PRE-ORDER NOW

LAST CHANCE TO ORDER BEFORE THE CUT-OFF

15 DAYS 7 HOURS 50 MINUTES 33 SECONDS

FUNDMYCOMIC.COM
YOUR CROWDFUNDING HOME FOR COMICS AND GAMES!

FMC OFFERS A 2% PLATFORM FEE!

CHECK THE SHELF

Comics Graphic Novels Manga Books Magazines TTRPGs Board Games Video Games Card Games Collectibles Miniatures Digital Apparel

BACKERKIT Search for projects, surveys, and more

For creators Log In Sign Up

★ **Featu**

Discover

Log in to follow, pledge, and support creators and their projects.

COLLECTIONS

- All Live Projects
- Just Launched
- Ending Soon
- Coming Soon

Pre-orders

Booktopia 2024

Planet Plushie

CATEGORIES

- Writing & Publishing
- Role Playing Games
- Comics
- Plushies & Toys
- Tabletop Games
- Enamel Pins
- Accessories
- Design & Tech
- Art
- Music & Theater
- Fashion
- Video Games
- Film And Video
- Food

Search: Title, Author, Keyw

COMICS

- DUNE**
Prelude to Dune: The Ultimate Graphic Novel Library
\$167/475 372 of \$50,000 goal backers
- PERFECT CRIME PARTY**
Iron Circus Comics
\$14,000 goal 392 of \$20,000 goal backers
- AMERICAN GENIUSES - A GRAPHIC NOVEL**
Zombie Orphan Entertainment
\$3,087 77 of \$750 goal backers
- SOMBULUS - BOOKS 1+2 REMASTERED**
Delphina
\$2,212 63 of \$3,500 goal backers

crowdfunder Learn More Resources

Search all

Trending Most recent Ending soon Ended Ongoing

Categories

- All categories
- Art
- Collectibles & Toys
- Comics
- Dance
- Design
- Fashion
- Film & Video
- Food
- Games
- Journalism
- Music & Audio
- Theater
- Writing

GUTS: A MEMOIR
A Chaotic Cataloging: A Seasons of Hieron Fanzine
\$23k Raised 27 Days left

ADVENTURE STORY
Help me turn Adventure Story into a graphic novel!
\$190 Raised 25 Days left

VAL-D'OR SOUTERRAIN

HERE COMES...CHESLEY
A short collection of diary comics
\$7.9k Raised 179 Days running

BURNING DOWN THE HOUSE
By Susannah Walker
19%

HERE
By Mark Andrews

ALL TOMORROWS
By C. M. Kosemen

Singing up
By Mat Pringle
45%

Other countries & languages

Cómo funciona Blog **SPACEMAN** Registrarse Iniciar sesión Español

[CROWDFUNDING] SPACEMAN PROJECT

Somos una plataforma editorial especializada en cómics. Publicamos en varios idiomas y países de Europa.

Cómo funcionamos

En campaña Finalizados Actualizaciones

LOS NUEVOS TITANES: LA CACERÍA DE LOS TITANES

Por MARV WOLFMAN y TOM GRUMMETT.

Los Nuevos Titanes habían conquistado el cómic de superhéroes en 1980. Y 10 años después, aún no se habían agotado las infinitas posibilidades que ofrecían aquellos auténticos...

Aporta

404 aportaciones 32.350 € de la meta de 60.000 € 9 días restantes

<https://www.spacemanproject.com/>

ULULE LANCER UNE COLLECTE SE FORMER PARTICIPER RECHERCHER UNE COLLECTE OU UNE PRÉVENTE SE CONNECTER

Donnez des ailes aux bonnes idées

Le meilleur service pour se lancer, se former et financer des projets

1 212 préventes

Fany a lancé Africa Blossom, la marque de biscuits qui raconte l'Afrique de manière valorisante

Les collectes en cours

À la Une Popularité **BD & Manga** Jeux Musique Mode & Design Santé & Bien-être Édition & Média Solidaire & Citoyen

- NOËL DANS SPIROU** par MITHÉ
BD MUST
5 230 € J-34
- L'EMPRISE 3** par JIMZAKINE
L'EMPRISE 3, L'origine du mal (F...
2 353 € J-33
- SEE YOU MY KING** par YUBANG-EDITIONS
224 / 100 J-22
- WITCH MEMORY 6 - Rendez-vous...** par GDBM
80 698 € Prolongations
- LA VILAINE #6** par LA VILAINE ASSOCIATION
4 760 € J-16
- LA MARGARINE** par FIÈVRES
26 135 € J-16
- TITAN TERRIBLE - 2024** par TTT-CORP
1 073 € J-40
- POPEE** par AUDREY POPEE
262 / 50 J-36

<https://ulule.com/>

Research Project

The survey

- Approved by the University of Illinois Institutional Review Board
- Late 2020
- Twenty-two questions
 - Only the first seven questions were asked of all participants
 - Question seven was whether the library acquired comics through crowdfunding platforms
- 51 institutions responded

Crowdfunded Comics in Libraries

* Required

Crowdfunded Comics in Libraries Survey

Institution *

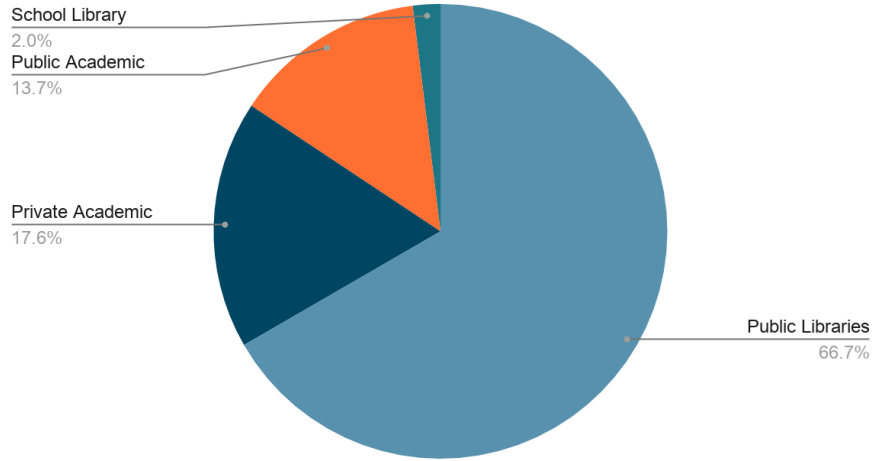
Your answer _____

Institution Type *

- Public library
- Public academic/research library
- Private academic/research library
- Community college library
- Other: _____

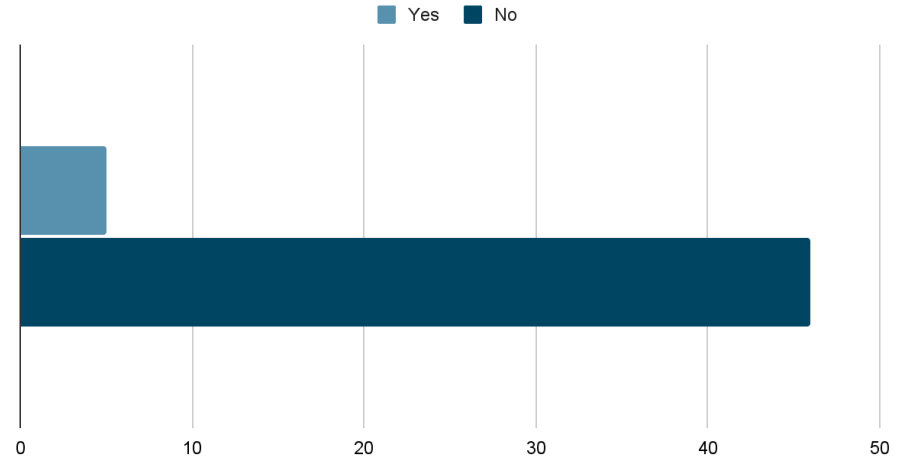
Results: Demographics of respondents

Responses by Institution Type



- 34 public libraries
- 9 private academic libraries
- 7 public academic libraries
- 1 school library

Does your institution collect crowd-funded comics?



- 46 institutions (~90%) do not acquire comics from crowdfunding platforms
- 5 institutions (~10%) do acquire comics from crowdfunding platforms

Why don't libraries acquire comics from
crowdfunding sites?

Libraries can't evaluate the comics

- *“Reviews also play a large role in our judgement of which materials we should spend our limited funds on.”*
- *“We don't have any policies against these purchases although we recommended choosing books based on published reviews.”*
- *“Someone would have to get advance copies to look over, someone would have to be assigned to sites to review and follow.”*

Libraries can't purchase the comics

Problems

- You need a credit card to use the sites
- Purchase time vs shipping/receiving time & financial year
- Collection policies and processes incompatible with crowdfunding sites
 - (e.g. use of specific vendors)
- Library requirement for invoices
- No money in budget

Solutions

- Institutional credit cards
- Donations of material to libraries from crowdfunding projects
- Library employees purchase comics and donate them to the library
 - (Please don't do this)

Libraries can't catalogue the comics

- *“My comics cataloger often finds it challenging to catalog crowdsourced comics as they often lack traditional bib data (like pub date, location, and/or publisher name)...”*
- *“METADATA! There is no metadata! Traditional cataloging has not caught up to virtual publishing houses and comics creators tend to be twee types who list “a cloud on Jupiter’s moon” as their birthplace in their bios and use unreadable fonts for their names on the pieces, so getting concrete answers for things like “publisher” or “place of publication” or “publishing/copyright date” winds up being a combination of lots of googling and some guessing.”*
- No copy cataloguing (nobody else owns the comics!) so must do original cataloguing

Other criticisms

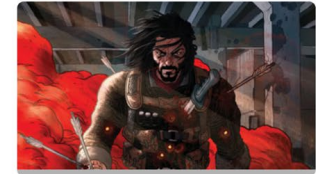
- Projects are “pre-orders” from established publishers
- “FOMO” (Fear Of Missing Out)
- Projects that don’t deliver
- Fraudulent projects
- Lack of digital options (digital options are not accessible to libraries)
- No assurance of quality



  **G.I. Joe: A Real American Hero Compendium Set** 
Skybound
📦 Ended • 7588% funded



  **Good Omens: the Official (and Ineffable) Graphic Novel** 
The Terry Pratchett Estate
📦 Ended • 9680% funded



  **BRZRKR by Keanu Reeves, Matt Kindt, & Ron Garney** 
BOOM! Studios
📦 Ended • 2894% funded



  **THE EXPANSE Continues In The DRAGON TOOTH Graphic Novels!** 
BOOM! Studios
📦 Ended • 5623% funded



  **Legacy of Kain: Soul Reaver Prequel Graphic Novel** 
Bit Bot
🔄 Late Pledges active • 5392%...



  **The Order of the Stick Reprint Drive** 
Rich Burlew
📦 Ended • 2172% funded

Information locked in images

- Many crowdfunding projects have much of the project information (such as stretch goals) locked inside images
- There is *no* text version of this information anywhere on the project page

STRETCH GOALS

Choose your side to unlock exclusive JOE or COBRA stretch goals!

YO JOE! WE'RE FUNDED!	SPOT GLOSS ADDED TO ALL BOX SETS
YO JOE! WE'RE FUNDED!	DOUBLE-SIDED BOOKMARK ADDED TO ALL PHYSICAL PLEDGES
YO JOE! WE'RE FUNDED!	JOE DIE CUT STICKER ADDED TO ALL JOE PHYSICAL PLEDGES COBRA DIE CUT STICKER ADDED TO ALL COBRA PHYSICAL PLEDGES
YO JOE! WE'RE FUNDED!	DUKE FOLD-OUT POSTER BY ANDY KUBERT ADDED TO EVERY COMPENDIUM ONE
YO JOE! WE'RE FUNDED!	COBRA COMMANDER FOLD-OUT POSTER BY ANDY KUBERT ADDED TO EVERY COMPENDIUM TWO
YO JOE! WE'RE FUNDED!	SATIN RIBBONS ADDED TO ALL COMPENDIUMS
YO JOE! WE'RE FUNDED!	FOIL FEVER! FOIL ADDED TO ALL COMPENDIUM COVERS, SPINES AND TRADING CARDS
YO JOE! WE'RE FUNDED!	JOE 4" PATCH ADDED TO ALL JOE PHYSICAL PLEDGES COBRA 4" PATCH ADDED TO ALL COBRA PHYSICAL PLEDGES
YO JOE! WE'RE FUNDED!	COBRA TEAM FOLD-OUT POSTER ADDED TO EVERY COMPENDIUM THREE G.I JOE TEAM FOLD-OUT POSTER ADDED TO EVERY COMPENDIUM FOUR

Exclusive content

- Some projects from publishers include “stretch goals” that include material unavailable anywhere else
 - “You will never find a copy.” (John Allison on a comic produced as a stretch goal for Boom’s Giant Days Kickstarter)

\$200,000



A Charlotte Grote one-shot comic (first time in print!) for pre-orders over \$100!*

Library donations

- Some crowdfunding projects have tiers that donate copies to “a library”
- Very few (none?) of these are aware that many libraries will not accept donations
- Some projects allow libraries to apply to receive free copies

Story

Stories Matter

Deluxe Hardcover Features

Rewards

Stretch Goals

Enter Your School or Library to Win



Add-Ons

Shipping Details

About Fanbase Press

Meet the Creative Team

Risks



We recognize and appreciate all that librarians and educators do throughout the year; you are thought leaders, researchers, and advocates, championing greater access to knowledge in myriad ways.

For that reason, Fanbase Press will not only be providing opportunities for Kickstarter backers to donate copies of the *Ripple Effects* hardcover to their favorite schools and libraries in our reward tiers, but we will also be **donating more copies when we meet our stretch goals!**

If you are a librarian or educator interested in participating in this giveaway opportunity, please complete [this entry form](#). Only one (1) entry is necessary, and the winners will be chosen at random after the campaign. The copies are estimated to be shipped to the winners in April 2025.

Please note that no purchase is necessary to participate, and the giveaway is only open only to legal residents of the 50 United States or D.C. (excluding New York and Florida) who are 18 years or older and professional librarians and/or educators. The giveaway period will close at the end of the campaign.

DONATE

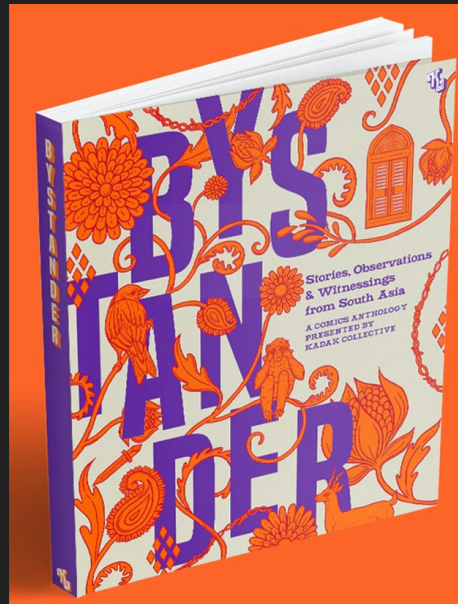


<https://www.kickstarter.com/projects/fanbasepress/jordan-harts-ripple-effects-the-deluxe-edition>

This all seems really hard,
why should libraries collect crowdfunded
comics?

Why should libraries collect crowdfunded comics?

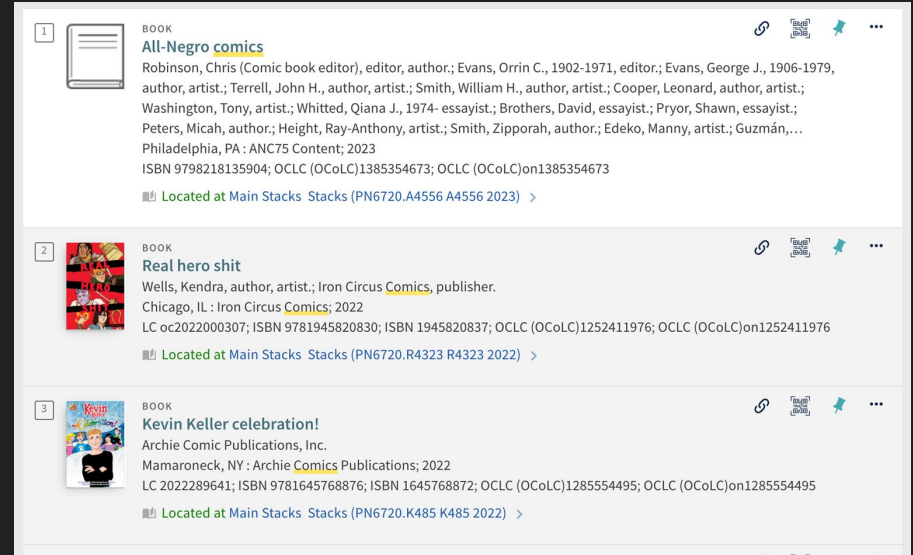
- Topics and creators not represented by mainstream media/publishers
- Comics by members of marginalized communities
- Comics covering niche topics and different viewpoints
- Complete national collections
- Support specific programs and special collections








The University of Illinois has a crowdfunded comics collection!

- More than 125 Kickstarter comics available in the catalog
- Proof of concept that the process is sustainable
- Detailed documentation to maintain the collection
- Local buy-in to support collection
- Support from in-house cataloger



1  BOOK
All-Negro comics
Robinson, Chris (Comic book editor), editor, author.; Evans, Orrin C., 1902-1971, editor.; Evans, George J., 1906-1979, author, artist.; Terrell, John H., author, artist.; Smith, William H., author, artist.; Cooper, Leonard, author, artist.; Washington, Tony, artist.; Whitted, Qiana J., 1974- essayist.; Brothers, David, essayist.; Pryor, Shawn, essayist.; Peters, Micah, author.; Height, Ray-Anthony, artist.; Smith, Zipporah, author.; Edeko, Manny, artist.; Guzmán, ... Philadelphia, PA : ANC75 Content; 2023
ISBN 9798218135904; OCLC (OCoLC)1385354673; OCLC (OCoLC)on1385354673
[Located at Main Stacks Stacks \(PN6720.A4556 A4556 2023\) >](#)

2  BOOK
Real hero shit
Wells, Kendra, author, artist.; Iron Circus Comics, publisher.
Chicago, IL : Iron Circus Comics; 2022
LC oc2022000307; ISBN 9781945820830; ISBN 1945820837; OCLC (OCoLC)1252411976; OCLC (OCoLC)on1252411976
[Located at Main Stacks Stacks \(PN6720.R4323 R4323 2022\) >](#)

3  BOOK
Kevin Keller celebration!
Archie Comic Publications, Inc.
Mamaroneck, NY : Archie Comics Publications; 2022
LC 2022289641; ISBN 9781645768876; ISBN 1645768872; OCLC (OCoLC)1285554495; OCLC (OCoLC)on1285554495
[Located at Main Stacks Stacks \(PN6720.K485 K485 2022\) >](#)



BOOK
When I was me : moments of gender euphoria
Greenwood, Eve, editor.; Assan, Alex, editor.; Eaton, Spire, designer.
Edinburgh, Scotland : Quindrie Press; 2021
ISBN 1914548086; ISBN 1914548086; OCLC (OCoLC)1289857459; OCLC (OCoLC)on1289857459
[Located at Main Stacks Stacks \(PN6720.W4468 W4468 2021\) >](#)

Publisher information from colophon.

Project funded in August - September 2021 through a [Kickstarter](#)

<https://www.kickstarter.com/projects/quindriepress/when-i-was-me> (accessed 15 December 2021).

How do we decide what to order?

The vision in starting this initiative was to address a gap in the national collection and complement our growing emphasis on building diverse and inclusive collections. Therefore the initial target was to identify projects with international, BIPOC, LGBTQIA+ creators, and creators with disabilities.



Wish to Acquire	Week of	Link	Project Name	Keywords	Notable Items	Probability of Being Funded	Recommended Pledge Tier	Cost of Pledge Tier	Contents of Tier Selected	Recommend Add-On	Add-On Contents	Rationale for Tier Selection	Estimated Delivery Date	Campaign End Date	Days Remaining in Campaign
Unreviewed	2/7/2022	https://www.kickstarter.com/projects/dumpstgr-fire/my-first-pandemic-a-collection-of-short-comics?ref=discovery_category_newest	My First Pandemic: A Collection of Short Comics	COVID Pandemic, Coping with Loss, Canadian Creator	Canadian professor who works in MA who is taking his struggles during the COVID pandemic and placing them in the GN format.	High	Pledge CA\$ 30 or more	\$24.00	*My First Pandemic - Softcover *My First Pandemic - Digital Edition (PDF)	N/A		While there have been early anthologies on the pandemic, it has continued to stretch in to year 3 and as such the materials that are being generated deeper into it may also provide an insight into the societal space and strain vs. the earlier works.	5/1/2022	3/10/2022	-127
Unreviewed	2/7/2022	https://www.kickstarter.com/projects/melaniehipsomphou/in-the-willows?ref=discovery_category_newest	In The Willows	Female Creator, Fantasy, Zine comic, Class Project	Female creator from NY whose Senior class project at the School of Visual Arts is to create a mini-comic.	Already Funded	Pledge \$20 or more	\$23.00	*Printed copy of the 16 page risograph comic + 4 pages of concept art *Hi-res PDF version of comic	N/A		As it is for a class project and limited in print (40 copies) I thought it might be a good addition as it is a zine vs. traditional comic.	7/1/2022	3/10/2022	-127
No	2/7/2022	https://www.kickstarter.com/projects/whimsymachine/house-of-the-queerbodies-part-1?ref=discovery_category_newest	House of the Queerbodies: Part 1	Adaptation, LGBTQ+, Inclusivity, Body Positivity	The creator is adapting the 1901 fairy tale <i>As the Goose Files</i> to fit the modern times and representations of inclusivity.	Medium	Pledge \$20 or more	\$25.00	*House of the Queerbodies: Part 1 (Print) *House of the Queerbodies: Part 1 (PDF)	N/A		Get the print edition.	10/1/2022	3/12/2022	-125
Yes	2/14/2022	https://www.kickstarter.com/projects/podding-peas/podding-peas?ref=discovery_category_newest	Podding Peas	Generational Stories, Female Creator, UK Comics,	The creator has taken the stories of her grandmothers, great aunts, and many of the women of her family over the last century and putting them in a comic format.	Medium	Pledge £20 or more	\$38.00	*Signed book *Thank you in the book	N/A		Get the print edition	9/1/2022	3/16/2022	-121

Additional Notes on Decision Making Criteria

- Does it highlight creators from a historically marginalized background AND/OR does the story center on historically marginalized characters/experiences?
- How likely is it to be funded?
- How expensive is it relative to what you get?
- Is this a creator we have supported in the past and want to have continuity?
- Is this the creator's first project? Does the creator also support other comics projects?
- Awards/reading lists for web and digital comics
- Is it really obviously going to be published by a mainstream publisher later?
- Is it a Kickstarter "Projects We Love"

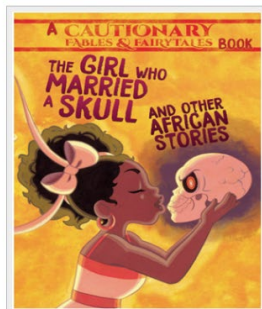
Show me Comics x projects on Earth ▾ that are Projects We Love x sorted by Magic ▾

What do we do with these things?

Physical Rewards

Crowdfunded Comics: A Unique UIUC Collection

By Jason Larsen



You probably already know that the University Library houses an expansive comic collection which is always available for checkout to take home and read. You probably also know that we have an electronic comics application called ComicsPlus that offers free access to over 20,000 comics from over 80 publishers right at your fingertips. You may be surprised to learn, however, that the library has a truly unique collection of crowdfunded comics, many of which are only available through the UIUC library.

Over the last several years, the library has been collecting crowdfunded comics. For those


Digital Rewards


Kickstarter PDFs


Last Month

 **cdlibrary@aol.com**
Project Update #11: Succulent: Trans-Inclusive Sapphic Co... 8/6/24
----- Forwarded Message ----- From: Kickstarter <no-reply@kickstart...

This Year

 **cdlibrary@aol.com**
Folder shared with you: "Robust Heat Vol 1, Digital Bundle" 6/25/24
----- Forwarded Message ----- From: Katherine Dela Cruz (via Google...

 **cdlibrary@aol.com**
New message about Knight of Abyss: Vol 3 2/2/24
----- Forwarded Message ----- From: Quintin Dorsey via Kickstarter <...

 **cdlibrary@aol.com**
New message about Tamuran: Book 2 in print 1/23/24
----- Forwarded Message ----- From: Aron Fitzgerald via Kickstarter <...

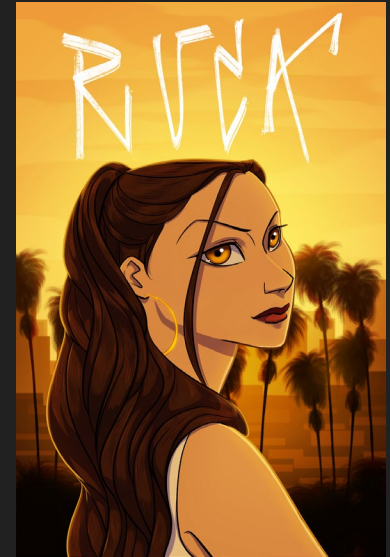
 **cdlibrary@aol.com**
PDF copies of Jack Beloved digital reward 1/16/24
----- Forwarded Message ----- From: David Kinne <mewd_zonian@hotmail...

Older

 **cdlibrary@aol.com**

Challenges

- Variability of final products in terms of quality and delivery time
- Ephemera and “bonus” content
- Encumbered funds on unsuccessful projects (plus disappointment)
- Tracking encumbrance and service costs with third party vendor
- Establishing continuity with previously funded creators
- Unexpected cancellations for oversubscribed tiers?!??!
- Ongoing evolution of the crowdfunding space (new platforms)
- Budgeting
 - Don't always have advanced notice that a project is forthcoming and campaigns may have a short window



...and opportunities!

- Coordination with other institutions starting crowdfunded comics collections
- Assessment and usage stats
- How to circulate or share PDFs
- Getting crowdfunded materials incorporated in instruction and outreach
- Branching out into other crowdfunding platforms



A note on privilege

- The pilot of the project was developed with former graduate hourly Jason Larsen (now the Comics Studies Librarian at Michigan State University) -- it benefited from his knowledge of the crowdfunded comics space
 - The documentation he developed has enabled the maintenance of the project by subsequent graduate workers
 - It takes time and financial resources to maintain this collection
 - Having a good relationship with a flexible vendor is critical
 - Having cataloging support is also critical
-
- That said...it IS sustainable for our context.



Some tips for starting your own crowdfunded collection

- Carefully define your scope
 - What aligns with existing collection priorities as well as national collection?
 - How do you define obscenity?
 - If you are targeting comics that promote DEIA—are you amplifying historically marginalized creators vs. content with historically marginalized characters or both?
- Work with technical services in advance to have action plan for cataloging
- Figure out an approximate budget and roughly how many you could get on a monthly basis based on that budget
- Develop documentation of how you manage ordering
- Track fulfillment and use of collection
- Market collection to users
- Can be helpful to look at creators information when choosing to back a project—do they back other projects? Is this their first crowdfunded campaign or are they more experienced?

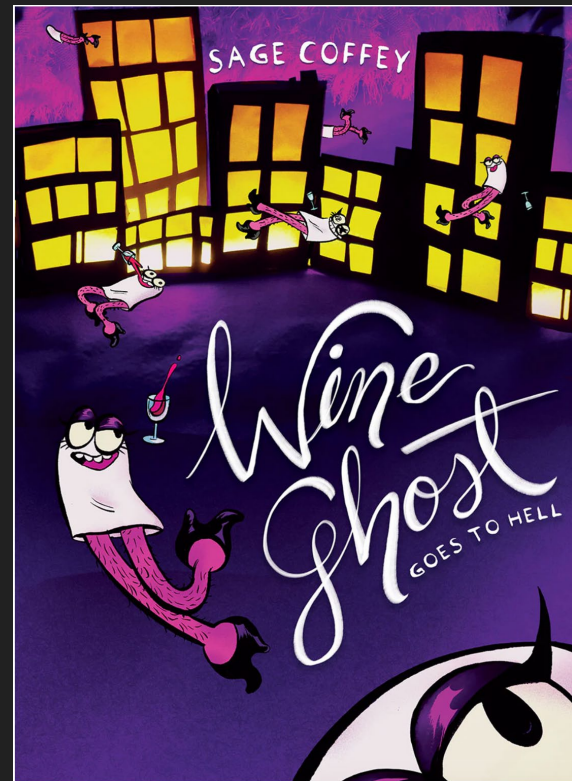
Risks and challenges

This is my second kickstarter and with my relative inexperience with reaching goal and shipping out in bulk there could be some delays. I will work to communicate throughout the entire process so as to keep everyone informed.

[Learn about accountability on Kickstarter](#)

Late to the party

- If you miss the pledge window you can contact creators and ask if they have extra copies to sell—some have generously donated their materials!
- Some popular titles will get picked up by a mainstream publisher or otherwise be available for later purchase
- “Late pledges” are sometimes available



How to start your own crowdfunded comics collection

- Understand logistics/process of crowdfunding campaigns
- Determine how your library will purchase and process titles
- Know how to find and assess relevant crowdfunding campaigns/projects
- Know which comics will be available through other platforms/sources later
- Know about “extras” only available through crowdfunding campaigns
 - Caveat: Also know what to do with “extras” that might not fit neatly into existing collection categories

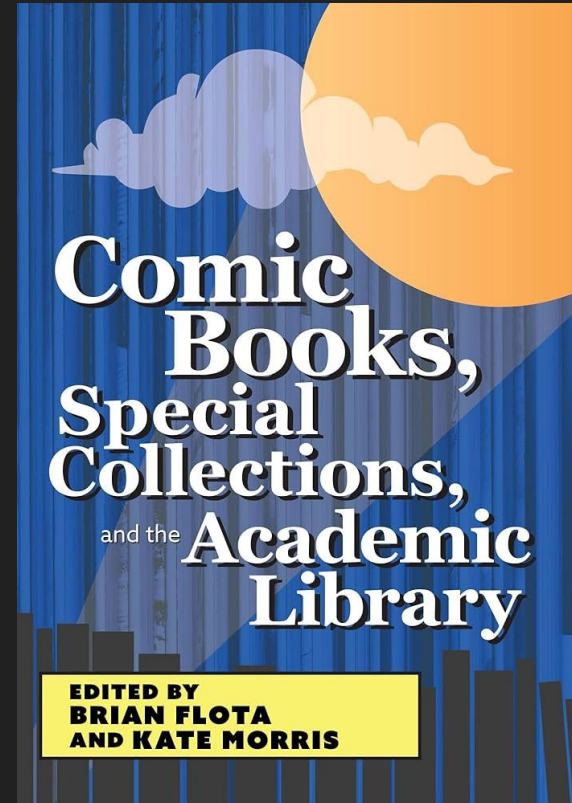
The image shows a screenshot of a Kickstarter campaign page for 'Tillie Walden 'Spinning''. The page is titled 'Tillie Walden 'Spinning'' and features a video player with a play button. The campaign is for a beautiful new UK edition of Tillie Walden's classic coming-of-age graphic novel, published by Avery Hill Publishing. The campaign has successfully funded on September 13, but backers can still late pledge for available rewards. The funding goal is \$13,159, and the current amount pledged is \$15,702. There are 225 backers. The page includes a 'Back this project' button, a 'Save' button, and social media sharing options. The campaign is categorized under 'Project We Love', 'Graphic Novels', and 'London, UK'. The page also shows a navigation menu with 'Campaign', 'Ended', 'Rewards', 'FAQ', 'Updates', 'Comments', and 'Community'. A video player is visible at the bottom of the page, and a profile card for Avery Hill Publishing is shown on the right side.

Conclusion

- Our study showed that libraries were under-collecting crowdfunded comics...that is slowly changing. Hooray!
- More libraries should collect crowdfunded comics and we can coordinate building a strong (inter)national collection.
- We also need to ensure access to these collections via InterLibrary Loan (and possibly participation in the Comics Studies Society's Research Librarians Cohort's Notable Collections project)

Further Reading

- “What About Crowdfunded Comics?” in *Comic Books, Special Collections, and the Academic Library*
 - PDF and mp3 versions available in [CU Scholar Repository](#)
- “Stretch goals: Launching crowdfunded comics collections in academic libraries”
 - Published in [Art Libraries Journal, Volume 48, Issue 3](#)



Contact

- Mara Thacker:
 - mthacker@illinois.edu
 - marathacker@gmail.com
- Matthew Murray
 - matthew.murray-2@colorado.edu
 - thematthewmurray@gmail.com

