



SELINA HEINEN'S

CROWDFUND SERVICE OFFERINGS

CROWDFUNDING SERVICES

Whether it's a Kickstarter, BackerKit, GoFundMe, or Patreon, I want to turn your dreams into reality! Every campaign has different needs, so I offer a variety of freelance services with many payment options.

The prices listed are for a singular service. Bundling multiple services may include a discount. Some services require an up-front charge, while others have payment milestones. If you have a limited budget, we can meet and discuss what combination of services gives you the most bang for your buck.

My number 1 priority is to free up your time, so you can focus on what matters most to your backers—fulfilling an incredible product.



Services for the first-second-or-third-time creators looking to fund their project(s). Leaning on my multi-million dollar crowdfunding experience, I will join your journey and guide it from idea to 100% funded.

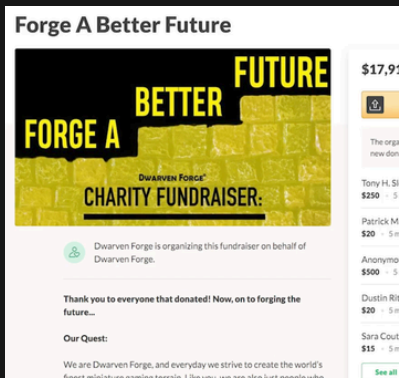
From \$500



After putting in all that work to form an idea, test it, and build up the courage to chase it, the last thing you want to do is spend hours scrolling on TikTok to find what your target audience is watching. Let me discover your target audience and attract their attention to your project.

From \$300

CAMPAIGN MANAGEMENT



CAMPAIGN CONSULTANT

Get a second pair of expert eyes to review two drafts of your page. I will audit your assets and recommend content changes, like pledge levels and videos.

\$500



CROWDFUND STRATEGIST

To kick-start your crowdfunding journey, I will build out the general marketing and layout of your campaign. This can include a layout template, pledge levels, stretch goals, graphic direction, types of marketing content and when/where to post it, and advertising placement.

\$750



CROWDFUND COPYWRITER

Oftentimes, creators are so close to a project that they struggle to effectively communicate what the offering even is. I will work with you to tailor effective copy to describe your project through an external messaging framework, as well as any text on your crowdfund page. It's all about translating what you're trying to say into something easy-to-understand.

Add **Daily Campaign Updates** +\$1,000

\$1,250

CAMPAIGN MANAGEMENT



GRAPHIC DESIGNER

The best way to convey complex information is visually. Depending on where you need support, I can design simple graphic headers, pledge levels, and any other type of visual elements, like GIFs, to enhance your page layout.

\$750-\$1,250



CROWDFUND VIDEO PRODUCER/EDITOR

The introduction video at the top of your crowdfund page is the most important element of your campaign. This is where you convince viewers to not only back your project, but to believe in your dream. It is a delicate balance of information, passion, and entertainment, and where my talents shine brightest. I will write a script that tells the story of your project, including a shot list. Then I will compile all elements and cobble it into something glorious to behold. For an additional charge, I may help you film the video as well.

\$1,000



PAGE MODERATOR

To continue momentum, you want your project page to feel alive. For the entire length of the campaign, I will actively monitor your crowdfunding page and socials, answer questions, and bring any concerns to your attention. This is so you can continue your marketing efforts and day job(s) while the campaign runs-without ignoring your backers.

\$750

Entire Campaign Management Package



An all-in-one offering for the people who need to launch a project but don't have the bandwidth to manage it. For a flat fee, or fee + commission, to be dispensed after checkpoints, I will develop a campaign strategy, build your pledge levels and stretch goals, design your page, curate video/photo asset requests, moderate the page, and create simple promotion graphics. Requires **3 months** of lead time.

EVERY CAMPAIGN SERVICE

Campaign Consultant	\$500
Crowdfund Strategist	\$750
Crowdfund Copywriter	\$1,250
Graphic Designer	\$1,250
Crowdfund Video	\$1,000
Page Moderator	\$750
Total	\$5,500

CAMPAIGN MANAGEMENT PACKAGE



All of that, plus:

- Project Management
- Offering Development
- Page Build-Out
- Unpleasant Surprises
- AND you get to keep your weekends

STARTING AT \$5,000

MARKETING



DIGITAL PRE-AND-POST-LAUNCH MARKETING MANAGER

Leaning on my multi-million dollar crowdfund marketing expertise, I will manage a digital marketing strategy to build excitement and rally backers. The process involves a curation of social media schedules and content ideas, designing graphics, copywriting newsletters and captions, and engaging your community via social media comments, Discord, or other channels. You would be required to provide photo and video content. I will also offer strategy pivots based on audience feedback and analytics.

Included: **Influencer Coordinator** and **Advertising Manager** (detailed below)

Add **Community Management** + \$750

Add **Marketing Content Creator** +1,000-\$3,000

\$2,000/month



COMMUNITY MANAGER

During your campaign, I will actively engage your community of followers and backers to build excitement for your project. I can do this via the campaign comments and updates, Instagram, TikTok, Discord, Threads/Bluesky, livestreams, and events. Throughout this process, I will offer recommendations for additional information, content, or other requests from the community.

\$1,500

MARKETING



ADVERTISING MANAGER

If you have some budget to put behind your campaign, and pre-existing assets, I will run your advertisements via Meta, LinkedIn, Reddit, publications, and out-of-house (OOH). I will continuously collect analytics and adapt our strategy as it seems fit.

\$1,000 + ad budget



MARKETING CONTENT CREATOR

There is a LOT of content to be written, filmed, and made to first attract an audience and then to convert them. I will write, film, and edit video scripts, create memes, and design graphics-whatever it takes to get your crowdfund noticed online. The price depends on how much content you want made.

\$1,000-5,000



INFLUENCER/PARTNER COORDINATOR

Do you have your eye on a creator or brand that could generate traffic to your campaign? I will help you budget, outreach, and negotiate a contract with your list of prospects.

Add **additional research** and identification + \$250

\$300



USER GENERATED CONTENT

Share your product with me and I will film and edit a recommendation video for your marketing efforts. I will also cross-post on my own socials.

\$500

Entire Campaign Marketing Management Package



For the crowdfund creators who don't want to be limited in how I help them. I will dedicate up to 20 hours per week to complete any of the above marketing services. Because of the interconnected nature of this package, hourly rates do not apply.

EVERY MARKETING SERVICE

Pre-and-Post-Launch Marketing	\$2,000
Community Manager	\$1,500
Advertising Manager	\$1,000
Content Creator	\$2,500
Influencer Coordinator	\$300
User Generated Content	\$500
Total	\$7,800

MARKETING MANAGEMENT PACKAGE



All of that, plus:

- Blog Posts
- Livestreams
- Event Management
- Merch Design
- AND you get to keep your weekends

STARTING AT \$4,000/Month

Super Crowdfund Management Package

This package is a combination of the **Entire Campaign Management** and **Entire Campaign Marketing Management** packages. An all-in-one offering for the people who need to launch a project but don't have the bandwidth to manage OR market it. For a flat fee, or fee + commission, to be dispensed after checkpoints, I will develop and execute comprehensive campaign and marketing strategies. Requires at least **3 months** of lead time.

EVERY SERVICE

Campaign Consultant	\$500
Crowdfund Strategist	\$750
Crowdfund Copywriter	\$1,250
Graphic Designer	\$1,250
Video Producer/Editor	\$1,000
Page Moderator	\$750
Pre-and-Post-Launch Marketing	\$2,000
Community Manager	\$1,500
Advertising Manager	\$1,000
Content Creator	\$2,500
Influencer Coordinator	\$300
User Generated Content	\$500
Total	\$13,300

SUPER MANAGEMENT PACKAGE



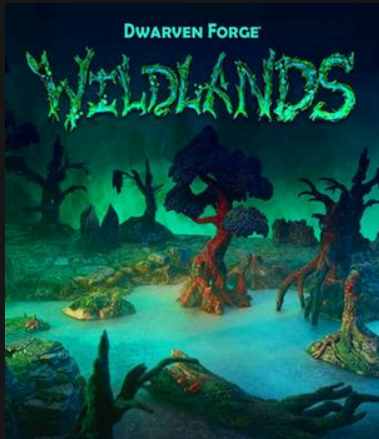
All of that, plus:

- Project Management
- Offering Development
- Page Build-Out
- Blog Posts
- Livestreams
- Event Management
- Merch Design
- Unpleasant Surprises
- AND you get to keep your weekends

STARTING AT \$8,000

TESTIMONIALS

JAY ZIBELMAN, DWARVEN FORGE

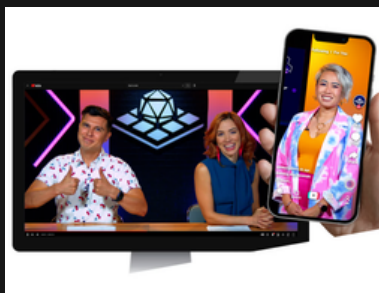


"From producing videos to managing our social media, Selina brought outstanding skill, talent and creativity to our work.

Selina understood our brand, our customers — and always made sure our voice was honest, relevant and fun. Selina's contributions ranged from videos for a multi-million dollar Kickstarter campaign, to the steady growth of followers on key social media platforms (e.g. Facebook/Instagram, YouTube and Twitch), to representing our company at conventions.

Any company looking for creative talent will surely benefit from Selina's wide ranging skills, dedication and infectious enthusiasm."

SHELBY VILLNOW, TABLETOP NEWS



"I had the pleasure of working with Selina in their role as a Social Media Manager in 2023, and I can confidently recommend them for similar positions in the future.

Throughout our time working together, Selina demonstrated exceptional skills in creating and executing social media strategies that significantly improved our online presence and engagement with our target audience. They were always on top of the latest trends and technologies in the social media landscape, which helped shape our social media strategy.

Selina is a great communicator and collaborator, with the ability to bring fresh and creative ideas to any campaign. I would highly recommend Selina for any social media management role. Their passion for social media, attention to detail, and ability to drive results make them a valuable asset to any team."

TESTIMONIALS

NADAV PESSACH, SUPERNIRO



"Selina's energy, creativity, and unique perspective have truly elevated Niro's social media presence. We absolutely love working with them.

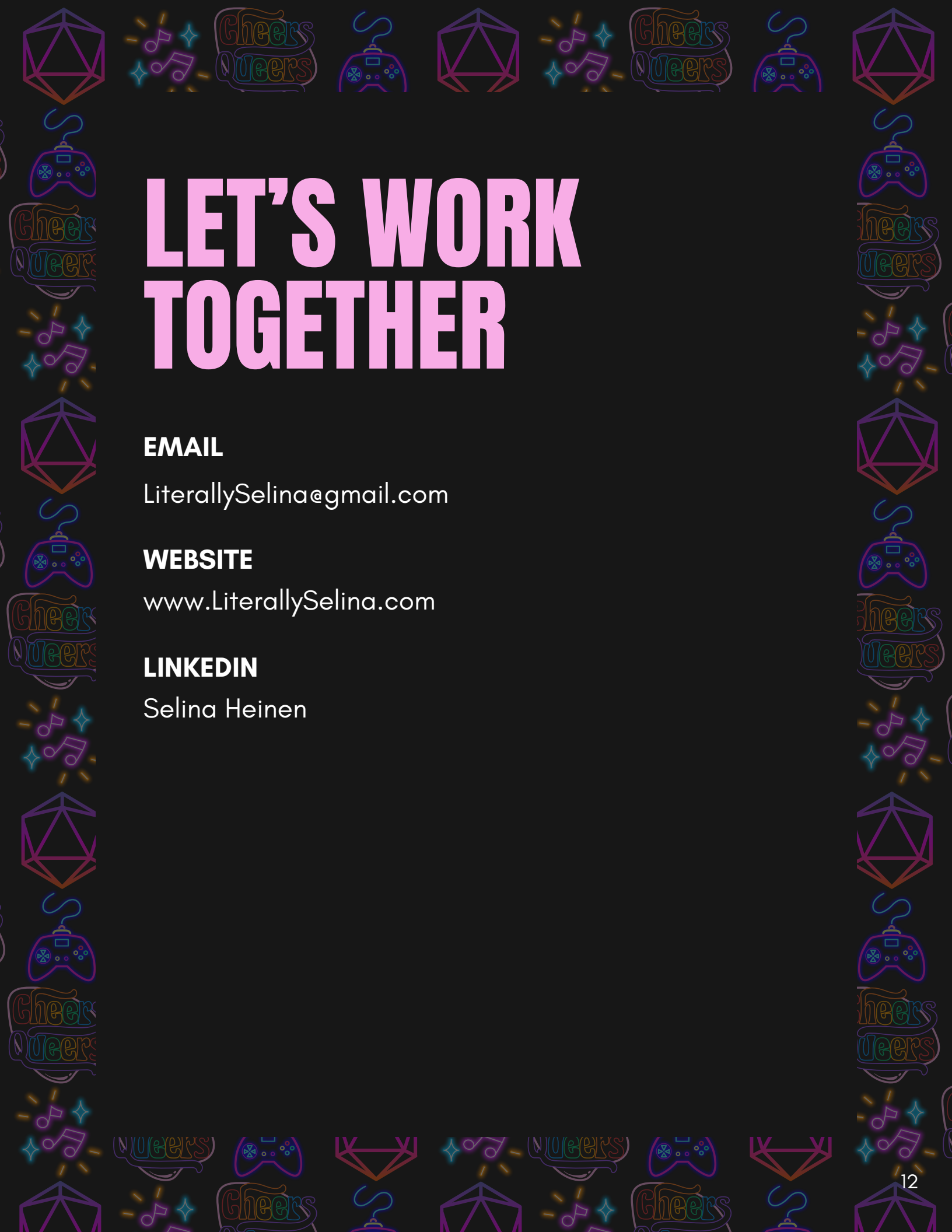
Their spirit, humor, and style have not only made a significant impact on our social media platforms but have also made the entire process enjoyable and inspiring!

Selina's professionalism and dedication are evident in every piece of content they create, and their ability to start capturing Niro's vision so awesomely!! We really appreciate Selina's proactive approach and the fresh ideas they bring to the table!"

ANDREW STROTHER, PHOTOGRAPHER



"Selina is a fantastic creative mind and a joy to work with. They could always be counted on to bring a thoughtful approach to every project and campaign and deliver results that would go above and beyond what you were hoping for. Their commitment to delivering high-quality, impactful content helped to ensure the success of every campaign they were involved in."



LET'S WORK TOGETHER

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LINKEDIN

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