Fundraising for Film/Video

Overview of sources and approach
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Type of Work

• Non-fiction/documentary
• Experimental/art
• Fiction
Sources

- Foundations
- Government agencies
- Broadcasters
- Distributors
- Crowdfunding
- Investors (fiction films)
- Corporations
- Friends & family
Resources

- http://foundationcenter.org
- Women Make Movies funders list
- New York Foundation for the Arts (nyfa.org)
- http://www.college.columbia.edu/students/fellowships/catalog
- http://us.fulbrightonline.org/fulbright-us-student-program
Goal of a proposal

• Describe your project clearly and in an engaging style
• Convey the relevance and urgency of your project
• Convince the funder that your film advances their core mission/values
• Persuade them you are the right person to make this film
Elements of a proposal

• Title
• Logline
• Synopsis
• Intro to topic
• Treatment
• Audience
• Distribution & Outreach
• Schedule
• Budget
• Funding narrative
• Key personnel
• Samples of earlier work
• Sample reel or trailer
• Appendices (letters of support, reviews, resumes)
• Investment terms (for fiction films)
Strategy

• Where possible, talk to program officers
• Tailor your proposal to reflect the values and mission of the funder
• Bring on a more experienced filmmaker as a consultant or executive producer
• Think regionally
• Check eligibility
Financial Requirements

- Non-profit fiscal sponsor, 501 c3
  - Makes all contributions tax-deductible
  - Lends credibility/legitimacy to your project

- www.fiscalsponsordirectory.org