

Seed&Spark and NYFA Fiscal Sponsorship Crowdfunding Manual

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What is Seed&Spark?

[Seed&Spark is a crowdfunding platform](#) for storytellers. They provide education, tools and resources that create access for all storytellers to get their work made and seen.

- Seed&Spark Crowdfunding Specialists give feedback on every campaign before it launches.
- With Seed&Spark you keep all funds raised once you've reached 80% of your goal. The platform 'green-lights' your campaign when you reach 80%.
- Campaigns can run for 30, 45, or 60 days.
- **Seed&Spark is the only crowdfunding platform that you can partner with NYFA Fiscal Sponsorship to offer donors the extra incentive of a tax-deduction.**
(Although you can choose another crowdfunding platform, this happens outside of NYFA and your donors cannot receive the benefit of a tax deduction.)
- Seed&Spark offers 30-minute consultations with a Crowdfunding Specialist for your NYFA sponsored project. To arrange a meeting, [follow this link](#).

Why Partner with NYFA?

You can choose to partner with NYFA for your campaign, and offer your donors the incentive of a tax-deduction and an assurance that the funds are stewarded towards your project.

To do so, you need to commit to this partnership at the start of your campaign (you will not be able to change these plans in any way during your campaign). [To learn more about how Seed&Spark works with fiscal sponsors, click here.](#)

Rules & Administrative Processes

1. You are responsible for familiarizing yourself with all of Seed&Spark's campaign features, setting up the campaign, and following through with all campaign incentives.

2. NYFA cannot receive in-kind donations or loans through Seed&Spark. Fundraising on this platform with NYFA Fiscal Sponsorship can come only through straight donations.
3. All funds will be transferred directly to NYFA, not you. The transfer takes approximately 5-7 days after a project is “green-lit” and continues consecutively as donors confirm their pledge. You will receive an email from NYFA when the deposit into your fiscal sponsorship account is complete.
4. **Fees:** The total administrative fees charged by Seed&Spark and NYFA averages at 10%. It can vary between 8% - 12% per donation. Here is why:
 - a. NYFA's administrative fee is 8% for all S&S campaigns.
 - b. Seed&Spark does not charge a platform fee.
 - c. However, Seed&Spark there is a credit card processing fee. The credit card processing fees are on average \$0.30 + 2.9% of each pledge. (Projects based in Payment in Canada may be subject to an additional international fee).
5. **Tax-Acknowledgment:** NYFA will issue acknowledgement letters for tax purposes on your behalf to all eligible supporters. These letters are provided for all donations of \$250 or more.
6. Incentives: **You are responsible for following through with all crowdfunding incentives and perks.** Neither NYFA nor Seed&Spark are intermediaries between you and your supporters.
7. Project directors are not allowed to donate to their own crowdfunding campaigns, as project directors cannot receive the benefit of a tax deduction for donating to their own project.

Before You Start a Campaign

1. If you would like to partner with NYFA, email FS staff at sponsorship@nyfa.org and include the following information:
 - a. **The amount of your fundraising goal.**
 - b. **The dates you plan to begin and end your campaign.**
 - c. **The duration of the campaign: 30, 45, or 60 days.** (30 days is most common.)

- d. The focus of fundraising for your campaign.**
 - i. Seed&Spark is great for all stages of development, from pre-production through to distribution and marketing.
- e. A list of rewards you plan to offer as incentives.**
 - i. The donation amount required to receive each incentive.
 - ii. The fair market values of each incentive.
 - iii. Note: only the amount of the donation above the cash value of the rewards is eligible for the benefit of a tax-deduction.
- f. After your campaign is approved by Seed&Spark, you need to notify NYFA of any changes to your list of incentives.**

Setting Up Your Campaign

1. You will set up your campaign through Seed&Spark's website. As soon as you begin, you must add NYFA as an administrator to your campaign. You can do this through your Seed&Spark dashboard.
 - a. Click on "Team" on the left side dashboard and add sponsorship@nyfa.org as a fiscal sponsorship administrator.
 - b. NYFA enters our bank details for receiving the payout after the campaign. Without admin access to your project, NYFA cannot receive payment.
 - c. NYFA staff must approve your campaign before launch.
2. Build your Seed&Spark campaign by filling in their campaign template. You can learn more at this [How It Works page](#).
3. Before it launches, Seed&Spark staff will give you feedback on your campaign before it launches to help ensure you have made the best case for raising funds!
4. After Seed&Spark is finalized, NYFA staff will review your giving levels and may ask you for updated information about the fair market value of your perks. Please allow two business days for this feedback.
5. After the fair market value is confirmed, NYFA will add our banking information, and then approve the Stripe income.

6. You can add your own credit card information in that section.
7. Finalize, launch, and fundraise!

Important Reminders

- **NYFA cannot receive in-kind donations or loans through Seed&Spark. Fundraising on this platform with fiscal sponsorship can come only through straight donations.**
- Projects are 'Greenlit' by Seed&Spark when they reach 80% of their funding goal.
- Your funds are issued from Seed&Spark to NYFA 5-7 business days after a campaign is completed.
- All supporters will be prompted to fulfill their pledge amounts by the end of the campaign. Since Seed&Spark does not charge your contributors until the campaign ends successfully, there will be a percentage of pledges that will be declined. Corrected and completed pledges will trickle in over a couple of weeks as payments are confirmed.
- Reports of transactions are available on the Seed&Spark dashboard including credit card fees and date of transfer.
- For technical and troubleshooting on Seed&Spark site, please contact their [Help Desk by clicking here](#).