

Crowdfunding Platforms

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	<i>GoFundMe</i>	<i>Kickstarter</i>	<i>Indiegogo</i>	<i>Patreon</i>	<i>Rocket Fuel</i>
How many fees are taken out of a project's total funding?	The platform itself is free to use, but there's about a 3% plus 30 cent payment processing fee for credit and debit card donations.	Takes 5% of total funds raised. 3% plus 20 cents per pledge (5% plus .05 cents for pledges under \$10).	Takes 5% of total funds raised. 3% plus 30 cent payment processing fee for credit card donations.	Takes 5% of successfully-processed payments. Varies slightly by payment processor chosen, but similar to previous platforms. 25 cent fee for each payout deposit.	Takes a 10% fee on all transactions. 2.4% plus 20 cent payment processing fee for each transaction.
All or nothing?	Nope -- keep any donation you receive even if you don't reach your goal.	Yep. You'll only get the funds if your project reaches its total goal.	Yes and no! With a flexible funding campaign, you keep the money even if you don't reach your goal. With a fixed funding campaign, you only keep the money if you reach the goal. *Your funding structure cannot be changed once your campaign is launched, so choose wisely.*	Nope -- keep all the money you make even when your goals haven't been met!	No -- works like an ongoing fundraiser, not just for one-off projects, but for a chance at a steadier stream of income, so you keep all you earn regardless of specific goals.
What kinds of projects or products can it fund?	Non-profit endeavors in the medical, emergency, education, etc sectors. Ex. funding after a studio fire or a tour van breaks down.	Anything, really! Arts, comics and illustration, design and tech, film, food and craft, music, games, and publishing are all listed categories. Ex. property funding (ie. for a new music venue in your hometown), album funding, music festivals, etc.	For-profit campaigns, product campaigns, campaigns serving nonprofits -- ie. <i>not</i> personal campaigns. Ex. EP or album funding, tour funding.	All projects by creators. Ex. funding to launch a music podcast, album funding, building an app, etc. Options are virtually endless.	Anything music-related. Ex. monthly donations to go towards recording, purchasing equipment, promoting an album, making a music video, etc.
How long can a project last?	Indefinitely.	Anywhere from 1 to 60 days.	Up to 60 days max.	Indefinitely.	Indefinitely -- plus you can update with new goals to the same project whenever you want.
How is final payment provided?	Direct bank transfer.	Direct bank transfer.	Direct bank transfer.	Direct bank transfer or funds via PayPal.	Direct bank transfer.
What's the customer support like?	Robust support section on their site. Customer support offered via email.	Support section on site. Once you open an account, you can submit "tickets" of inquiry to their support team as well.	Robust support section on site. "Submit a request" opportunity if you have an account.	Help center on site. Contact page with email addresses and request form.	Brief FAQ section on site. *Their contact link is inactive and leads nowhere.*