

Alternative Funding for Photography Projects

Guest: Miki Johnson, @heymikij

Summary: We'll be talking about new, alternative methods of funding projects, such as <http://www.emphas.is/>, where Miki works as a communications consultant. Being involved with Emphas.is behind the scenes, she has useful advice for photographers considering crowdfunding or other online funding models.

Miki is an online branding and publicity consultant, formerly senior editor at American Photo Magazine, founder of the RESOLVE Photo Blog and social media editor at liveBOOKS. I recommend checking out her site: <http://mikijohnson.com/>

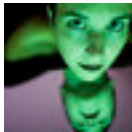
(Tweets in reverse chronological order, most recent first.)



OcularOctopus OcularOctopus

@

thanks [@heymikij](#) for a great session! And to all participants! Transcript to come [#fotochat](#)
[3 hours ago](#)

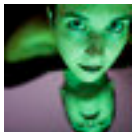


heymikij Miki Johnson

Ok, thanks everyone. Especially [@harlanerskine](#) and [@OcularOctopus](#)! Signing off.

[#fotochat](#)

[3 hours ago](#)



heymikij Miki Johnson

[@gallagher_photo](#): via [@davidalanharvey](#) when u go to pitch, make sure u know the subject matter better than anyone else in the room [#fotochat](#)

[4 hours ago](#)



tomleininger Tom Leininger

RT [@heymikij](#): [#crowdfunding](#): Dont think of it as \$ like a grant, its about building an audience of ppl who care about your work [#fotochat](#)

[4 hours ago](#)



[mymusea](#) MUSEA

RT [@heymikij](#): [#crowdfunding](#): Don't think of it as \$ like a grant, it's about building an audience of ppl who care about your work [#fotochat](#)

[4 hours ago](#)



[GwenLafage](#) Gwen Lafage

Thanks to [@harlanerskine](#) and [@heymikij](#) for doing this. [#fotochat](#)

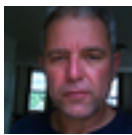
[4 hours ago](#)



[gallagher_photo](#) Sean Gallagher

I think [@davidalanharvey](#) said, when u go to pitch, make sure u know the subject matter better than anyone else in the room [#fotochat](#)

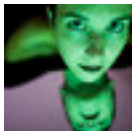
[4 hours ago](#)



[meanfish](#) Jaime R. Carrero

RT [@tomleining](#): Thanks to [@harlanerskine](#) and [@heymikij](#) for doing this. [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

Yes thanks everyone. Any last questions before I run off to dinner? You can always contact me here too: [mikijohnson.com](#) [#fotochat](#)

[4 hours ago](#)



[**tomleininger**](#) Tom Leininger

@

Thanks to [@harlanerskine](#) and [@heymikij](#) for doing this. [#fotochat](#)

[4 hours ago](#)

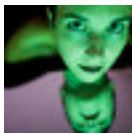


[**harlanerskine**](#) Harlan Erskine

@

well, its past 10. Thanks to [@heymikij](#) for coming on fotochat. feel free to keep tweeting everyone but I have to run... [#fotochat](#)

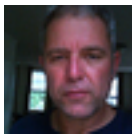
[4 hours ago](#)



[**heymikij**](#) Miki Johnson

"Investment" > "charity" Re: [@OcularOctopus](#): interesting how funding is framed. "charity" vs "investors" vs "contributors" etc [#fotochat](#)

[4 hours ago](#)



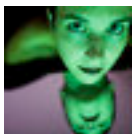
[**meanfish**](#) Jaime R. Carrero

@

[@OcularOctopus](#) [@JKaranka](#) I wouldn't call it charity, assistance is a better word for me

[#fotochat](#)

[4 hours ago](#)

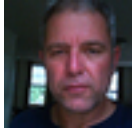


[**heymikij**](#) Miki Johnson

@

YES [@FBportraitPR](#): "we need to look beyond just \$, i've had people knit me sweaters, feed me, house me, give me cameras, etc" [#fotochat](#)

[4 hours ago](#)



[meanfish](#) Jaime R. Carrero

@

[@FBportraitPR](#) Most definitely help has many shapes [#fotochat](#)

[4 hours ago](#)



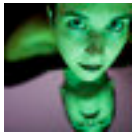
[OcularOctopus](#) OcularOctopus

@

[@JKaranka](#) interesting how funding is framed. "charity" vs "investors" vs "contributors" etc

[#fotochat](#)

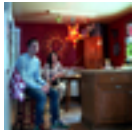
[4 hours ago](#)



[heymikij](#) Miki Johnson

In some cases, I think it's better to think of [#crowdfunding](#) as a pre-sale. People help fund a book and then get a copy. [#fotochat](#)

[4 hours ago](#)



[FBportraitPR](#) FB Portrait Project

i also think we need to look beyond just \$, i've had people knit me sweaters, feed me, house me, give me cameras, etc [#fotochat](#)

[4 hours ago](#)



[Pulitzercenter](#) Pulitzer Center

[@gallagher_photo](#) /Any advice you'd give applicants? MT [@heymikij](#): [@gallagher_photo](#)

What research did you do b4 writing your grant? [#fotochat](#)

[4 hours ago](#)



afriKONartist KubiatiOkuNnamdie

RT [@harlanerskine](#): TRUTH: RT [@dellicson](#): If are not good at expressing yourself, you wont get grants. **#fotochat**

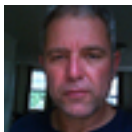
[4 hours ago](#)



heymikij Miki Johnson

[@meanfish](#): "I think the project has to appeal in a deep way. I have helped 3." I agree, but I also admit I like the "gifts." **#fotochat**

[4 hours ago](#)



meanfish Jaime R. Carrero

@

[@heymikij](#) [@tomleining](#) I think the project has to appeal in a deep way I have helped 3

#fotochat

[4 hours ago](#)

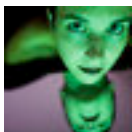


tomleining Tom Leining

@

[@heymikij](#) I take care of me first, then if there is a surplus it goes to who I think is doing work that in my mind needs it. **#fotochat**

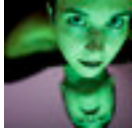
[4 hours ago](#)



heymikij Miki Johnson

RE: Learning to express yourself. I recommend this: thenewaboutme.com Or talking to me...I coach people on this too. **#fotochat**

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@tomleininger](#) As a funder as well as an artist, how do you decide who to support and who not? [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

[@dellicson](#): "If are not good at expressing yourself, you wont get grants." True, but that skill can be learned...and must be. [#fotochat](#)

[4 hours ago](#)

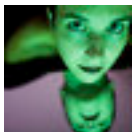


[harlanerskine](#) Harlan Erskine

TRUTH: RT [@dellicson](#): If are not good at expressing yourself, you wont get grants.

[#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

Good idea :) [@harlanerskine](#): I would love to consume stories funded by <http://emphas.is/> through a regular iPad publication. [#fotochat](#)

[4 hours ago](#)



[tomleininger](#) Tom Leininger

@

[@heymikij](#) No the desire to support is there, but the reality is that the funds are not. Helping out others is important to me. [#fotochat](#)

[4 hours ago](#)



[dellicson](#) Davin Ellicson

If are not good at expressing yourself, you won't get grants. [#fotochat](#)

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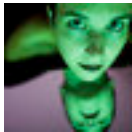


[dellicson](#) Davin Ellicson

@

[@harlanerskine](#) [@dellicson](#) i mean you need to be able to express yourself really well. Don Weber is very, very good at this. [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@tomleininger](#) Rephrase: It sounds like you are supporting out of a sense of obligation, rather than genuine desire [#fotochat](#)

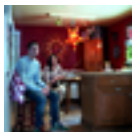
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[harlanerskine](#) Harlan Erskine

I owuld love to consume the stories that are funded by <http://emphas.is/> through a regular iPad publication. [#fotochat](#)

[4 hours ago](#)



[FBportraitPR](#) FB Portrait Project

i've launched 2 crowd funded, 1. pay what you can sale & 2. raffle, both are successful, also just hired grant writer [#fotochat](#)

[4 hours ago](#)



[tomleininger](#) Tom Leininger

@

[@heymikij](#) No that says I am barely able to support myself and I am not able to support those I feel like I should. **[#fotochat](#)**

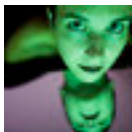
[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

RT [@heymikij](#): [@OcularOctopus](#) Glad you asked! My post "Who supports crowd funded projects and why?" <http://ow.ly/6b6iU> **[#fotochat](#)**

[4 hours ago](#)



[heymikij](#) Miki Johnson

You know who I want to figure out how to reach? Rich baby boomers who care about causes but aren't online much. Ideas?? **[#fotochat](#)**

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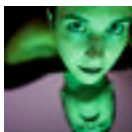


[harlanerskine](#) Harlan Erskine

@

[@dellicson](#) sure but it is a rare case for someone to be GREAT at both. there are only so many Hunter S. Thompsons. **[#fotochat](#)**

[4 hours ago](#)



[heymikij](#) Miki Johnson

RT [@tomleininger](#): I need to start a kickstarter so I can support other kickstarters -- That says you're not getting value back **[#fotochat](#)**

[4 hours ago](#)



OcularOctopus OcularOctopus

RT [@heymikij](#): [@OcularOctopus](#) Glad you asked! My post "Who supports crowdfunded projects and why?" <http://ow.ly/6b6iU> [#fotochat](#)
[4 hours ago](#)



heymikij Miki Johnson

@

[@OcularOctopus](#) Glad you asked! My post "Who supports crowdfunded projects and why?" <http://ow.ly/6b6iU> [#fotochat](#)
[4 hours ago](#)



tomleining Tom Leining

I feel like I need to start a kickstarter just so I can support other kickstarters and support my own creative endeavors. [#fotochat](#)
[4 hours ago](#)



OcularOctopus OcularOctopus

Is it a shell game moving money from photographer to photographer? [#fotochat](#)
[4 hours ago](#)



dellicson Davin Ellicson

you can't just focus on photography. if you can't express yourself in words. . . good luck!
[#fotochat](#)
[4 hours ago](#)



[dellicson](#) Davin Ellicson

the key is being well read and being a good writer. **[#fotochat](#)**

[4 hours ago](#)



[OcularOctopus](#) OcularOctopus

Sorry if this was asked, but who is actually funding these projects? **[#fotochat](#)**

[4 hours ago](#)

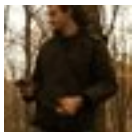


[harlanerskine](#) Harlan Erskine

@

[@dellicson](#) certainly you need someone to help edit and loom it over but many grands do like to hear the artists "voice" **[#fotochat](#)**

[4 hours ago](#)

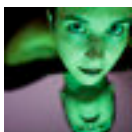


[harlanerskine](#) Harlan Erskine

@

[@tomleininger](#) **[@heymikij](#)** interesting, how great would it be if things could be funded by more people will less \$ each... **[#fotochat](#)**

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@tomleininger](#) Also, a community is less likely to get **[#crowdfunding](#)** burnout if they feel they're getting true value back for the \$ **[#fotochat](#)**

[4 hours ago](#)



[dellicson](#) Davin Ellicson

no one can write grants by themselves. You need a trusted writer/professor/journalist to help you and to help with the writing. **[#fotochat](#)**

[4 hours ago](#)

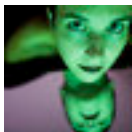


[heymikij](#) Miki Johnson

@

[@tomleininger](#) Good to think of crowdfunding as a whole PR push...you need media partners in many markets with different angles **[#fotochat](#)**

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@tomleininger](#) I don't think it's enough to always hit up the photo community. Why Emphas.is works to build outside partnerships **[#fotochat](#)**

[4 hours ago](#)



[tomleininger](#) Tom Leininger

@

[@harlanerskine](#) [@heymikij](#) I wonder how much of the crowd funding is getting beyond say the photo circle? Is that enough? **[#fotochat](#)**

[4 hours ago](#)

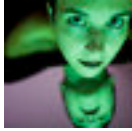


[LarissaLeclair](#) Larissa Leclair

@

[@heymikij](#) I need to contact you about funding options for the iPL. **[#fotochat](#)**

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@harlanerskine](#) Probably true, but I have been asked by many photographers about doing grant writing.... [#fotochat](#)

[4 hours ago](#)



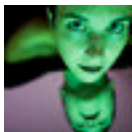
[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) I hear that most freelance grant writer work for institutions not individuals...

[#fotochat](#)

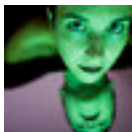
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[heymikij](#) Miki Johnson

Another funding option is corporate --> Article about medical supply company BD funding photo projects: <http://ow.ly/6b67p> [#fotochat](#)

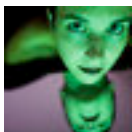
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[heymikij](#) Miki Johnson

I have a question: Has anyone out there worked with a freelance grant writer? What was your experience? [#fotochat](#)

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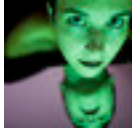


[heymikij](#) Miki Johnson

@

[@harlanerskine](#) And, in general, I think crowdfunding projects are more likely to succeed when photog is good at writing TOO [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@harlanerskine](#) Emphas.is has not had a writer/photog team apply yet. Have to cross that bridge when we get to it. [#fotochat](#)

[4 hours ago](#)

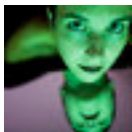


[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) also I have to wonder about the words? Are there projects that go as a team to tell the story with words and pictures? [#fotochat](#)

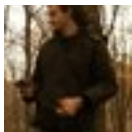
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[heymikij](#) Miki Johnson

Here are some more great tips for crowdfunding from an entrepreneurship blog: <http://ow.ly/6b5Y9> "Talk about opps not donations" [#fotochat](#)

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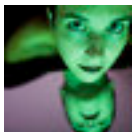


[harlanerskine](#) Harlan Erskine

@

[@dellicson](#) wow thats totally bazaar but amazing too... [#fotochat](#)

[4 hours ago](#)

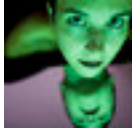


[heymikij](#) Miki Johnson

@

[@harlanerskine](#) We're also open to dynamic partnerships with non-profits or other organizations, platforms, etc. [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@harlanerskine](#) Emphas.is is constantly looking for new media partners, either to fund projects or help publicize them [#fotochat](#)

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) are you looking to expand the ways / outlets to help? [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

RT [@dellicson](#): Details about Don Weber's grant writing workshops: donaldweber.tumblr.com He's raised \$178,000 so far [#fotochat](#)

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) seems like thats going to be the best area for crowdsourcing via <http://emphas.is/> to help with. [#fotochat](#)

[4 hours ago](#)



[dellicson](#) Davin Ellicson

blog.emphas.is/?p=1041 [#fotochat](#)

[4 hours ago](#)



[GwenLafage](#) Gwen Lafage

RT [@heymikij](#) Re [#crowdfunding](#) Dont just think as \$\$ like a grant, its about building an audience who care about your work [#fotochat](#)
[4 hours ago](#)



[dellicson](#) Davin Ellicson

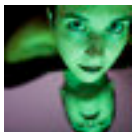
Here you go: donaldweber.tumblr.com [#fotochat](#)
[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@dellicson](#) How was Don Weber's grantwriting class? Any quick tips? [#fotochat](#)
[4 hours ago](#)



[heymikij](#) Miki Johnson

Re [#crowdfunding](#): Don't just think of it as \$\$ like a grant, it's about building an audience of people who care about your work [#fotochat](#)
[4 hours ago](#)



[gallagher_photo](#) Sean Gallagher

@

[@heymikij](#) Focused proposal. Pitch a story not funded already. Be adventurous with distrib plan. Choose subject u care about [#fotochat](#)
[4 hours ago](#)



[dellicson](#) Davin Ellicson

I took Don Weber's Grant Writing Workshop. He basically lives off of grants. \$178,000 so far. [#fotochat](#)

[4 hours ago](#)



[dellicson](#) Davin Ellicson

but I digress. . . [#fotochat](#)

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[heymikij](#) Miki Johnson

@

[@gallagher_photo](#) What research did you do before writing your [@pulitzercenter](#) grant?

[#fotochat](#)

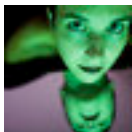
[4 hours ago](#)



[dellicson](#) Davin Ellicson

How did DSK get off? Rape is now legal in the US? [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@harlanerskine](#) [@dellicson](#) Agreed that backers want to feel that the work will have a tangible impact once it's made [#fotochat](#)

[4 hours ago](#)



[gallagher_photo](#) Sean Gallagher

@

[@heymikij](#) They are v forward thinking. Push grantees to distribute stories in many ways...photo, multiM, print, public talks etc. [#fotochat](#)

[4 hours ago](#)

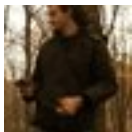


[heymikij](#) Miki Johnson

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[@harlanerskine](#) In this piece Don Weber explains importance of small grants before bigger ones <http://ow.ly/6b5Id> Emphas.is maybe? [#fotochat](#)

[4 hours ago](#)

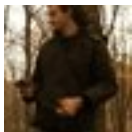


[harlanerskine](#) Harlan Erskine

@

[@dellicson](#) totally I see a lot of kickstarters that want to tell the story will no media contacts. They seem to fail too... [#fotochat](#)

[4 hours ago](#)

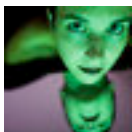


[harlanerskine](#) Harlan Erskine

@

[@gallagher_photo](#) [@heymikij](#) [@pulitzercenter](#) maybe it is something thats additional? Many grants like 2 not be the sole source of \$ [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@gallagher_photo](#) I have talked to Pulitzer and they are thinking outside the box. Tips from writing those grants? [#fotochat](#)

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) where the work goes is always a trick, especially 4 photogs who have no contacts in publishing but have a story 2 tell [#fotochat](#)

[4 hours ago](#)

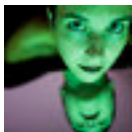


[gallagher_photo](#) Sean Gallagher

@

[@heymikij](#) Have received a few grants now from [@pulitzercenter](#) Wonderful, dedicated team. Not sure if this is 'alternative'. [#fotochat](#)

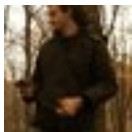
[4 hours ago](#)



[heymikij](#) Miki Johnson

I also offer this post on the Kickstarter blog about stats for their first 2 years. Interesting trends: <http://ow.ly/6b5zM> [#fotochat](#)

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

RT [@heymikij](#): Emphas.is has been in beta but is about to offer open applications-Shouldnt be harder than Kickstarter-just 4 photog [#fotochat](#)

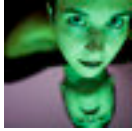
[4 hours ago](#)



[LarissaLeclair](#) Larissa Leclair

RT [@heymikij](#) : [@OcularOctopus](#) This is a great list of many many crowdfunding platforms for the arts: ow.ly/6b5gq [#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@harlanerskine](#) I think specific apps for specific artists' needs could be important - build more of a "publisher" relationship [#fotochat](#)

[4 hours ago](#)



[dellicson](#) Davin Ellicson

ok, so maybe emphasis will change Miki. . . [#fotochat](#)

[4 hours ago](#)

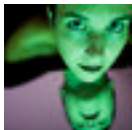


[dellicson](#) Davin Ellicson

the photographers on emphasis are in the top, top tier. Kickstarter is much more open

[#fotochat](#)

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@dellicson](#) Emphas.is has been in beta but is about to offer open applications. Shouldn't be harder than Kickstarter, just 4 photog [#fotochat](#)

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

photojournalism and photography have unique problems in creation and maybe having a specific crowdsourcing application is helpful. [#fotochat](#)

[4 hours ago](#)



[RonClifford](#) Ron Clifford

@

[@heymikij](#) [@RonClifford](#) these are great resources to start with thanks! I will continue to follow the conversion. **[#fotochat](#)**

[4 hours ago](#)



[heymikij](#) Miki Johnson

RT [@GwenLafage](#): I backed Tomas. Main success for me: Tomas really connected with us during the trip. More here <http://ow.ly/6b5sZ> **[#fotochat](#)**

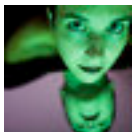
[4 hours ago](#)



[dellicson](#) Davin Ellicson

?! you can't just start using emphasis. your project needs to be accepted. kickstarter accepts most projects. **[#fotochat](#)**

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@dellicson](#) Why do you think it is "very hard" to be part of Emphas.is? **[#fotochat](#)**

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

@

[@dellicson](#) how do you think it's so hard? **[#fotochat](#)**

[4 hours ago](#)



GwenLafage Gwen Lafage

@

[@heymikij](#) [@harlanerskine](#) I was a backer to Tomas. Main success for me: Tomas really connected with us during the trip **#fotochat #fotochat**

[4 hours ago](#)

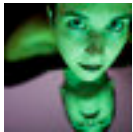


mlusmore Mike Lusmore

@

[@dellicson](#) hard to be part of emphas.is?why? **#fotochat**

[4 hours ago](#)



heymikij Miki Johnson

@

[@RonClifford](#) Kickstarter also has a great help area with tips for crowdfunding: kickstarter.com/help/school **#fotochat**

[4 hours ago](#)



harlanerskine Harlan Erskine

RT [@heymikij](#): [@OcularOctopus](#) This is a great list of many many crowdfunding platforms for the arts: <http://ow.ly/6b5gq> **#fotochat**

[4 hours ago](#)

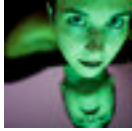


dellicson Davin Ellicson

It is very hard to be part of emphasis. For most people, Kickstarter will be your best bet.

#fotochat

[4 hours ago](#)



[heymikij](#) Miki Johnson

@

[@RonClifford](#) You should check the Emphas.is FAQs for many details of running a crowdfunding campaign: <http://ow.ly/6b51A> [#fotochat](#)

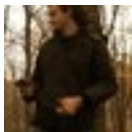
[4 hours ago](#)



[heymikij](#) Miki Johnson

I also like collectdotgive.org - fine art photogs donate print sales to their favorite nonprofit - different but cool [#fotochat](#)

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) and not just arriving through someone else's network. [#fotochat](#)

[4 hours ago](#)



[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) eventually there will be more of a community that will browse <http://emphas.is> looking for projects they like... [#fotochat](#)

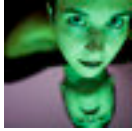
[4 hours ago](#)



[RonClifford](#) Ron Clifford

I confess this is a very new idea for me. [#fotochat](#)

[4 hours ago](#)



heymikij Miki Johnson

@

[@OcularOctopus](#) This is a great list of many many crowdfunding platforms for the arts:

<http://ow.ly/6b5gq> **#fotochat**

[4 hours ago](#)



harlanerskine Harlan Erskine

@

[@heymikij](#) makes sense. I see kickstarter projects often fail because of the same reasons.

#fotochat

[4 hours ago](#)



RonClifford Ron Clifford

Perhaps a walk through of a photographer wanting to use/engage Emphas.is From contact to Delivery of services. **#fotochat**

[4 hours ago](#)

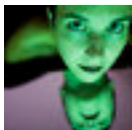


OcularOctopus OcularOctopus

@

[@heymikij](#) are there particular avenues that lean toward fine art? **#fotochat**

[4 hours ago](#)



heymikij Miki Johnson

@

[@harlanerskine](#) It's less about already starting the project and more about already being engaged with your own audience **#fotochat**

[4 hours ago](#)



OcularOctopus OcularOctopus

@

[@harlanerskine](#) [@dellicson](#) actually, I kinda agree, but its good once you accept it

#fotochat

[4 hours ago](#)



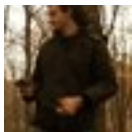
heymikij Miki Johnson

@

[@mlusmore](#) I assume you mean a photographer who has actually used the platform?

#fotochat

[4 hours ago](#)

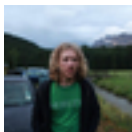


harlanerskine Harlan Erskine

@

[@heymikij](#) [@TomasVH](#) would the online community need to be engaged into the story already. ie do you need to have begun the project? **#fotochat**

[4 hours ago](#)

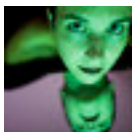


mlusmore Mike Lusmore

does anyone in the chat have any experience with [emphas.is](#) kickstarter or similar?

#fotochat

[4 hours ago](#)



heymikij Miki Johnson

@

[@OcularOctopus](#) Yes, [Emphas.is](#) focuses on documentary photography, but define that broadly. Working with conservation photog soon. **#fotochat**

[4 hours ago](#)



OcularOctopus OcularOctopus

@

[@dellicson](#) what are your top questions? Fire away **#fotochat**

[4 hours ago](#)



harlanerskine Harlan Erskine

@

[@dellicson](#) I think you are being closed minded. there are hundreds of tweetchats going on all over. **#fotochat**

[5 hours ago](#)



OcularOctopus OcularOctopus

RT [@heymikij](#): An important lesson from [@TomasVH](#): You have to already have your online community built BEFORE you start fundraising **#fotochat**

[5 hours ago](#)



OcularOctopus OcularOctopus

It seems the projects favor photojournalism **#fotochat**

[5 hours ago](#)



dellicson Davin Ellicson

But, ok, I will watch this because I am very interested in the topic. **#fotochat**

[5 hours ago](#)



[dellicson](#) Davin Ellicson

but, 140 characters for a live conversation? All you get are sound bites. [#fotochat](#)
[5 hours ago](#)



[heymikij](#) Miki Johnson

An important lesson from [@TomasVH](#): You have to already have your online community built BEFORE you start fundraising [#fotochat](#)
[5 hours ago](#)



[OcularOctopus](#) OcularOctopus

@

[@heymikij](#) now THAT'S trust [#fotochat](#)
[5 hours ago](#)



[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) This looks fantastic - is there a theme that seems to be most popular?
[#fotochat](#)
[5 hours ago](#)



[OcularOctopus](#) OcularOctopus

RT [@heymikij](#): This post on the blog explains how he made that work & what it was like working w/ "130 editors" blog.emphas.is/?p=782 [#fotochat](#)
[5 hours ago](#)



[OcularOctopus](#) OcularOctopus

@

[@dellicson](#) it is what it is. [#fotochat](#)

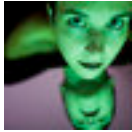
[5 hours ago](#)



OcularOctopus OcularOctopus

RT [@heymikij](#): Things Emphas.is does different from Kickstarter: Individual help building proposal, help connect w media partners [#fotochat](#)

[5 hours ago](#)



heymikij Miki Johnson

This post on the blog explains how he made that work and what it was like working with "130 editors" blog.emphas.is/?p=782 [#fotochat](#)

[5 hours ago](#)



dellicson Davin Ellicson

What about some sort of live blogging with instant messaging available? [#fotochat](#)

[5 hours ago](#)



dellicson Davin Ellicson

I think TweetChat is a horrendous way to have a conversation. [#fotochat](#)

[5 hours ago](#)

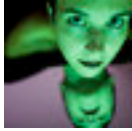


harlanerskine Harlan Erskine

@

[@OcularOctopus](#) you need some travel insurance too! ;) [#fotochat](#)

[5 hours ago](#)



[heymikij](#) Miki Johnson

Very new - still learning a lot. One of my favorite success stories is Tomas van Houtryve, who reached his goal WHILE TRAVELING [#fotochat](#)

[5 hours ago](#)



[flixbdai](#) Awnica Browne

[#fotochat](#)

[5 hours ago](#)



[OcularOctopus](#) OcularOctopus

Sorry I'm late. Almost ran out of gas on way home from work! [#fotochat](#)

[5 hours ago](#)

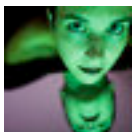


[harlanerskine](#) Harlan Erskine

@

[@heymikij](#) so this is all fairly new. Can you tell us about some early successes? [#fotochat](#)

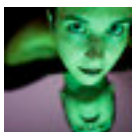
[5 hours ago](#)



[heymikij](#) Miki Johnson

Emphas.is also puts more of an emphasis on building an ongoing relationship between supporters and artists [#fotochat](#)

[5 hours ago](#)



[heymikij](#) Miki Johnson

Emphas.is was started in March this year, 2011 [#fotochat](#)
[5 hours ago](#)



[harlanerskine](#) Harlan Erskine

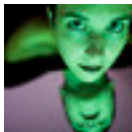
@

[@heymikij](#) Thats fantastic - especially if those traveling into rough areas. [#fotochat](#)
[5 hours ago](#)



[harlanerskine](#) Harlan Erskine

RT [@heymikij](#): Emphas.is also provides travel insurance to its photographers [#fotochat](#)
[5 hours ago](#)



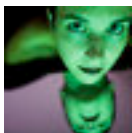
[heymikij](#) Miki Johnson

Emphas.is also provides travel insurance to its photographers [#fotochat](#)
[5 hours ago](#)



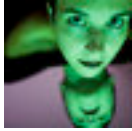
[harlanerskine](#) Harlan Erskine

when was <http://emphas.is/> launched? [#fotochat](#)
[5 hours ago](#)



[heymikij](#) Miki Johnson

Things Emphas.is does different from Kickstarter: Individual help building proposal, help connecting with media partners [#fotochat](#)
[5 hours ago](#)



[heymikij](#) Miki Johnson

Emphas.is is a crowdfunding platform specifically designed for visual storytelling. Started by a former GEO editor & a photojournalist [#fotochat](#)
[5 hours ago](#)



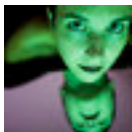
[harlanerskine](#) Harlan Erskine

because it is new to me and I'm sure I'm not the only one... [#fotochat](#)
[5 hours ago](#)



[harlanerskine](#) Harlan Erskine

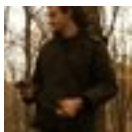
maybe we can talk a bit about the history of [@emphasisfund](#) [#fotochat](#)
[5 hours ago](#)



[heymikij](#) Miki Johnson

My pleasure. Thanks for having me. Where should we start? [#fotochat](#)
[5 hours ago](#)

»



[harlanerskine](#) Harlan Erskine

@

hello, [@heymikij](#) welcome and thanks for coming to chat. [#fotochat](#)
[5 hours ago](#)