

# SAVE OFMD Crew | London Billboard Project FAQ

## Why are you doing this fundraiser?

Our goal is to help achieve pick-up for *Our Flag Means Death*. To do it, we need the show (and the campaign) to continue garnering attention through sustained interest, viewership and fandom growth, and we need to prove to other streamers that picking up the show is a good financial investment.

This sort of advertising in Central London (during the show's UK release) hits all these objectives. It's a proven way to earn press attention for the show and the campaign. It also stands to prove OFMD fans are a lucrative audience large enough and willing to fund fan campaigns across at least two continents.

Once the billboard is confirmed, we aim to make our fundraising dollars work even harder with a plan to inform journalists and media contacts interested in the state of this fan campaign. As we build this PR plan, we will be contacting those who have previously covered the show, cancellation and fan response, as well as reaching out to some new outlets and individuals with shared interests. If you have ideas, media contacts, or other ways you'd like to help, please get in touch!

## Who decided to do this project?

Save OFMD Crew operates using democratic processes within our Discord Server. When interested fans, both in and from outside our server, expressed interest in taking part in a billboard campaign to capitalize on the press the BBC2 airing was receiving we began investigating feasibility in London.

After some large-group discussion, we took a vote. Anyone in the server was able to vote on proceeding this project. Since then, a group of our volunteers

with relevant professional experience and skills have been heading the initiative, checking in with the group at large when needed.

Save OFMD Crew is an open group. If you want to get involved, reach out! We're on all major social media platforms (and some minor ones, love you Bluesky), and can DM you an invite to our server at any time.

## Why are you fundraising?

Though some initial private/larger donors have come forward, we wanted to make sure that the fundraiser was open to anyone who wants to help.

In our discussions, the group consensus was that allowing everyone to be able to take part could be a morale booster for the fandom. It's cool to be a part of something, so anyone who wants can see their contribution on that big screen when we go live.

By publicly fundraising, we are also able to try for our stretch goals. These are pie-in-the-sky goals, but something we might be able to reach as a crew.

Additionally, through community fundraising we demonstrate to potential networks/streamers that there is a large fanbase willing to contribute money towards the show. This, in turn, is indicative of how lucrative the show could be for them. (TL;DR: They think, Step 1: Buy the show. Step 2: Merchandise. Step 3: Profit.)

## Why a billboard?

As demonstrated by the Times Square billboard, and numerous other billboards from other fan campaigns (The *Shadow and Bone* fandom had one up in London just a few weeks ago), a billboard is a fantastic way to send a big message in a big way. It's a huge expression of fans' devotion and commitment to the show, it provides a clear, tangible thing for the media to report on, and it gets a huge amount of footfall and traffic draw in new viewers and outside interest.

## Why this billboard?

Fans in the Save OFMD Crew community suggested we do a London billboard to capitalise on the show's UK release. After reviewing options with an ad consultant, we decided on the billboard at the Vue Cinema on Leicester Square. Here's why.

- This is a hugely iconic billboard and venue, with many big premiers taking place at the cinema.
- It's in the West End of London, an area with massive tourist footfall, and close to Soho (an area with a strong queer history).
- It being a cinema, and an area associated with entertainment, also makes it hugely relevant to our campaign.

The Leicester Square ads run for ten seconds every minute. Our design concept has been approved by the media company that runs the Leicester Square billboard.

## Why advertising trucks?

This is a stretch fundraising target of ours—meaning it is something we only intend to do if we raise enough money for it after the billboard (our primary target) has been achieved.

Whilst the billboard is the big ticket item that will garner wide press attention and show fans' commitment in a big way, advertising trucks are an opportunity to take a more targeted approach, just like we do on social media. Here's how.

Apple TV, Prime Video (Amazon) and Netflix all have London headquarters and we know from activity at YouGov.com someone in the UK has been gathering analytics on the show.

This is a great chance to take our campaign directly to them. Sending our LED advertising trucks to the headquarters of these streamers puts our message on their doorstep. Showing the platforms we're courting for pick-up

just how dedicated OFMD fans are and how lucrative the show could be for them.

## Why London Underground advertising?

This is our furthest stretch goal, meaning it is something we only intend to pursue if we raise enough to achieve our first goals. (Billboards and advertising trucks take priority.)

Five million people travel on the London Underground every day. They're a captive audience for advertisers, and they're liable to have seen or heard about the show recently on BBC Two, making them potential petition signers and new fans to help us call for pick-up.

A number of Underground stations currently have digital advertising on their escalators, and this is what we would be aiming for.

The objective, as well as generating more mass and press attention, is to make the most of the commuter footfall at one of these stations, to generate new attention towards the campaign, petition, and show.

The cost of this depends on which station we advertise in, and while this is our furthest stretch goal, we're currently discussing with each other and our consultant which station would be best to target strategically based on our budget.

## When will it happen?

The first billboard should be live 11th-12th March.

Initially, the Save OFMD Crew community decided to book the billboard for two sets of two days:

- one to coincide with the airing of *Calypso's Birthday* on BBC 2 on 11th March

- another to coincide with the airing of the finale, *Mermen*, on 25th March.

Since then, the BBC has thrown a spanner in the works by performing its usual shenanigans and moving these airdates around—*Calypso's Birthday* now to air as a double bill with *Curse of the Seafaring Life* on 4th March.

Bringing our first billboard day forward to 4th March to match this airdate would:

- a)** potentially be difficult to secure.
- b)** would give us less time to make sure we have a concrete plan in place to get the press attention and get the maximum return on investment.

As a result, the project team decided to keep the 11th and 12th as our launch dates as this still puts us comfortably towards the ending of the season's release with the BBC.

Mike, our ad consultant, secured a hold on the billboards for us for 11th and 12th, 18th and 19th, and 25th and 26th – this hold is guaranteed only until the end of the day on Monday 26th February.

Once we have raised the funds for the first run (see the budget breakdown below), we will book the 11th and 12th March.

If the hold runs out before we can raise the funds to secure, this doesn't mean that we will lose the billboard entirely; it just means that someone else could come in and take the space on our dates, and we'll have to settle for a different media schedule.

The BBC Two programming schedule for the week commencing 11th March *should* be released on Wednesday afternoon (28th February). Meanwhile, some of our crew members have contacted the BBC directly to request that information earlier—no reply yet.

That programming schedule will help us confirm what episodes are airing when (i.e., whether they're doing another double bill for the last two episodes.) Final discussion and decision around booking the second 2-day billboard run will be put to the community when we have this information. As always, you're welcome to weigh in on those decisions.

Options on scheduling the advertising trucks and the London Underground advertising will be put to the community for discussion if and when we reach those stretch goals.

## How long do I have to give?

The fundraiser will be up for two weeks, closing on 10 March at 11:59pm (GMT). So we have two full weeks of fundraising time, after which the first billboard day will happen.

## What's the budget breakdown?

Our wonderful ad consultant Mike does not make a commission from our cut, rather he gets paid from the ad companies for bringing in the business.

We have a budget laid out for 6 media items broken into a series of smaller goal posts for the fundraiser.

### Main Goal - Billboard | x4 Days TOTAL £9,000

1. 2-day billboard run: £4,500
2. An additional 2-day billboard run: £4,500

### Stretch Goal One - Ad Trucks | x3 Days TOTAL £3,000

3. One day of an LED truck canvassing London: £1,000
4. A second day of an LED truck canvassing London: £1,000
5. A third day of an LED truck canvassing London: £1,000

## **Wait, why three days of trucks?**

Ideally, we spend one day outside each of our three targeted streaming London headquarters: Netflix, Prime Video (Amazon), and Apple TV.

In the event of fewer days, our trucks will split their time between the three streamer HQ locations.

## **Stretch Goal Two - Underground Ads | MIN TOTAL £2,000**

6. London Underground Escalator Ads: Starting at £2,000 minimum spend.

What do you mean, “minimum spend?”

We mean, this one’s still a ballpark. It’s a longer stretch goal and these estimates vary widely depending on what station and what day(s) we choose to run the ads on.

If we reach this point, we would work with our ad consultant to balance maximizing views and funds.

## **What happens with any remaining funds?**

Charitable donations.

In the event we have more than we need to pursue this media plan, we’ll distribute remaining funds evenly across the following charities:

- Mermaids UK
- RainbowYOUTH (AoNZ)
- Point Foundation (US)

Charities were selected following a vetting process and a community vote. We looked into their non-profit status, checked their ratings on

accountability websites (i.e., CharityWatch), and assured that they aren't engaging in any known bad-behavior.

To be financially responsible, the first 15% of any donations that exceed expenses will be held until all outstanding invoices are paid. Once all items are fully paid, the balance of the hold will be divided between the charities.

## What happens if you end up with an “in-between goals” amount?

If we end up with an amount of money that is shy of one of our goals, we'll reassess the media strategy for the most efficient use of funds and continue to dedicate any overages to the aforementioned charities.

**Example:** If we tap out at £6,700, we'll purchase a truncated media plan including our top 2 goals + charitable donation: 2 days of the billboard, 2 days of the truck, and the rest dedicated to our charities.

## Why did you choose Ko-fi?

After testing a few fundraising platforms (and finding out that PayPal's fundraising feature is almost unusably buggy right now), we put a vote to the Save OFMD discord, with the community choosing Ko-fi as the platform we should go with. Ko-fi is a well known and trusted fundraising platform across fandom spaces internationally, with people using it for a number of functions, from tip jars to fundraising to selling merch. We did a number of transactions with fans across several countries, before opening it within the Save OFMD discord server for a wider test. The feedback was overwhelmingly positive, with people finding it easy to use and having very few issues processing their donations.

So this is all coming from the Ko-fi donations?

We have reasonable assurances of larger donations from private donors, but are not adding those amounts to our total until the money is in our accounts.



But even with these generous gifts, we cannot reach our goals without more donations. Each and every donation and pound helps us get to our goals and helps bring our blorbos back!

## Who is managing the funds/accounts?

Save OFMD Crew has a full Financial Transparency Policy in place that you can view at any time [via this link](#).

Our first financial reports will be made public on March 11, with future reports releasing on the second Monday of the month.

The accounts primarily sit with Whimmzee, and Hoshi and Roxi both have active access and oversight to these. All accounts are integrated with our Quickbooks accounting software that automatically records every transaction, and can remotely show all account balances to maintain financial safeguarding and oversight. Whimmzee comes to this responsibility with years of relevant professional experience. Hoshi and Roxi aren't slouches either.