

# CARUSO AND THE SWORD

## Winter Newsletter

December, 2010

Hello,

This Newsletter will be brief.

With the big holiday season upon us, I hope everyone had a great Thanksgiving and that you all have a wonderful holiday season and happy New Year.

A reminder that this Newsletter will not overlap with other newsletters devoted to fencing. The purpose is simply to promote the making of the feature film CARUSO AND THE SWORD (C.A.T.S.) and to use the making of C.A.T.S. to promote the sport of fencing. We won't be selling shoes or talking about who won what event. There are other fine newsletters, sites, and magazines for that.

Thank you,

Paula Smith  
Writer/Producer  
CARUSO AND THE SWORD

### Advisory Committee Members

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### Fencing Club Promotion idea

A few of you have used collective buying for promoting your club to the general public. Other clubs may find this useful. Collective buying is the "Groupon" concept. For those of you not familiar with this concept, these companies offer a daily deal such as a restaurant dinner, fencing class etc. at a reduced rate.

Sites such as Groupon, LivingSocial, and BuyWithMe offer a deal of the day service by email in various cities. I contacted these three collective buying sites to gauge an interest in working a collective promo "deal" around fencing.

Fencing clubs that used the Groupon deal of the day sold 50 - 80 classes. While I view this as good, this was not an exciting number for the collective buying sites for whom it is not unusual to sell 500 or more deals on a daily special. If enough clubs are interested they may at some point be interested in working a national deal.

If your club is interested, you can contact your local representative directly. Most of these sites don't charge upfront but they do take a percentage of your sales.

### Marketing Team

Patrick Dorsey  
Joyce Johnson  
Cathy Runyan-Svacina



CARUSO AND THE SWORD is a sponsored project of [Fractured Atlas](#), a non-profit arts service organization. Contributions for the purposes of CARUSO AND THE SWORD must be made payable to [Fractured Atlas](#) and are tax-deductible to the extent permitted by law.

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<http://www.buywithme.com/boostyourbusiness/>

## IndieGoGo Fundraising Campaign Update

IndieGoGo is a site that allows filmmakers to post projects looking for funding. C.A.T.S. can accept tax-deductible donations and was posted on IndieGoGo.

The first C.A.T.S. fundraising campaign on IndieGoGo has ended. The positive is that we raised more than twice what other local filmmakers I know raised on their projects. Another positive is that in comparison to the average IndieGoGo donor, our individual donors were, on average, more generous. The negative is that this first fundraising campaign for C.A.T.S. joined the other 90% of campaigns that do not reach their fundraising goal.

While disappointing this is not surprising. Lots of factors have to come together for a successful fundraising campaign. Some can be changed and some cannot (I'm not going to add a sick puppy or hungry children to the project).

Many filmmakers who don't reach their first campaign goal just abandon their idea. I believe in C.A.T.S. and I don't give up easily. Some who are not successful with their first IndieGoGo do a review of the campaign. That's what I am currently doing in my [blog](#).

## Filmmakers Who Fence

I recently put out a call to connect with filmmakers who fence. I know two writers, 1 producer, and several stunt coordinators and fight choreographers. Also several actors. I would like to connect to more fencing filmmakers especially in the Midwest since that's where we are located.

There are some famous filmmakers who fence. Angelina Jolie, Madonna, Tom Cruise, Jerry O'Donnell, but I am looking for people who could actually work on C.A.T.S. The budget could afford maybe 10 seconds of Angelina Jolie or Madonna and maybe 5 seconds of Tom Cruise.

Anyone interested needs to understand that we won't film and hire people for pay until enough funds are raised. We are looking for volunteers until then.