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Kickstarter Campaign Secrets from Record-Breaking Documentary Director Jennifer Fox

by [Emily Thomas](#) | January 5th, 2012 at 4:20 PM

Jennifer Fox and her **My Reincarnation** (POV 2012) team raised a record-breaking \$154,000, the most ever for Kickstarter campaign for a finished film and the second highest ever raised for a documentary. Watch the video interview with Fox to find out how she did it.

<http://youtu.be/5em6CKEQQH>

Jennifer Fox (*Flying: Confessions of a Free Woman, Love and Diane, An American Love Story*) has been directing and producing films for more than 30 years, which makes her somewhat of a sage in the film world. Her most recent documentary is **My Reincarnation**, which tells the story of high Tibetan master Namkhai Norbu Rinpoche and his Italian born son's stubborn reluctance to follow in his father's footsteps.

For 20 years Fox followed Rinpoche and his son from Tibet to Italy. However, it wasn't until Year 18 that major funds arrived to support the film.

After the documentary shooting was completed, Fox found out that one of the film's producers was not able to raise his \$100,000 commitment. Fox had already spent that money and was now in deep debt. So the director turned to her loyal team — Katherine Nolfi, Lisa Duva and associate producer Stefanie Diaz — for help. In February 2011, the quartet launched the **My Reincarnation** crowd-funding campaign on [Kickstarter](#), a web-based fundraising platform for creatives. Their original goal was set at \$50,000 to raise by May. When spring rolled around however, Fox and her team had raised a record-breaking sum.

Interview/editing: Emily Thomas, Camera: Jade Courtney Edwards

<http://www.pbs.org/pov/blog/povdocs/2012/01/kickstarter-campaign-secrets-from-record-breaking-documentary-director-jennifer-fox/>