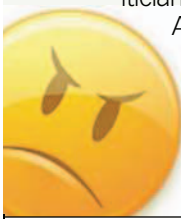


## We want to know ... Why is there so much anger?

The recent shootings of two TV journalists by a man who called himself a "human powder keg." A father on trial in Lewiston for killing his infant son. Road rage incidents. Social media malcontents. Angry politicians. People everywhere seem edgy. Are you angry? Have you had disturbing encounters with people who are? Have any theories? We'd like to hear from you. Contact staff writer Lindsay Tice at 689-2854 and at ltice@sunjournal.com.



Two farmers, 36 goats, 30-plus years of experience, 5 tons of cheese and a slew of awards. What's this New Sharon farm's secret? **Page B8**



SUN JOURNAL » SUNDAY, AUGUST 30, 2015 SECTION B

MARK LAFLAMME

## Talk of the Town

### Your cheatin' heart

It has come to my attention that the Ashley Madison cheatin' service offered an "Affair Guarantee Package" to the more desperate of its customers. Does this mean if you don't find an extramarital hookup, contract an STD, completely obliterate your family and bring shame down upon your name within 30 days, by golly, they'd give you your money back? Man, does it get any lower than demanding a refund because even a team of paid professionals couldn't manage to procure you some loving? Enjoy those funds while living on a sofa in your mom's basement, stud.

### By the way

You won't find my name on the Ashley Madison clientele list, so quit your wondering. Whenever I'm up to no good, I use the name Dick Pelletier to avoid these kinds of scandals. My apologies for any problems this might have caused in the inconceivable possibility there's a real Dick Pelletier out there.

### 'The Walking Dead'

Last week, in this space, I wrote a few things about the TV series "The Walking Dead" that could have been construed as a spoiler. My shame is great and I've been self-flagellating every since. I know better now – foreshadowing an episode of the greatest television program in the history of pixels is a transgression that ought to be punishable by a night in the prison yard with the hungry walkers. This revelation came to me right around the time I was watching my 14th episode of the day, and right after I hung up the new "Walking Dead" poster in my kitchen. I admit it. I'm a "Walking Dead" fan boy. Thinking about fathering a child just so I can name him (or her) Dixon.

### Just kidding

So, Frick and Frack walk into a Dunkin' Donuts and joke about robbing the joint. Ha ha ha! Sheer hilarity. Instead of subjecting us all to a long court process, why not just send them to any major airport where they can try out their comedy routines on the TSA? What TSA agent doesn't enjoy good schtick?

### Love is in the air

That was our headline on the front page of Saturday's paper. And for the remainder of the weekend and into Monday, I had that lovely John Paul Young song floating through my head like a poisonous cloud. You know the one. It goes: "Love is in the air (doo, doo doo, dee, doo doo). Love is in the air (doo, doo doo, dee, doo doo) in the yada something blah (doo, doo doo, dee, doo doo)." And so on and so forth until you have to ram your head into a wall to make it go away.

### OK, just one more spoiler

That part where Rick learns what happened with his wife and son deep within the prison? And the way he reacted to it? Unbelievable. I'm not saying I shed man tears at that scene, but if I did, just shut up about it and leave me be why don't you. That scene was as powerful as anything I've ever seen on television. Poor embattled Rick. Clearly he should have gotten the "Affair Guarantee Package."

# CROWDFUND IT!



HEATHER MCCARTHY/SUN JOURNAL ILLUSTRATION

## (Or, how to raise money in the new millennium.)

BY MARK LAFLAMME  
STAFF WRITER

**J**ennifer is fresh out of high school and itching to backpack across Europe.

Amanda is a 30-year-old with cystic fibrosis who needs a double lung transplant.

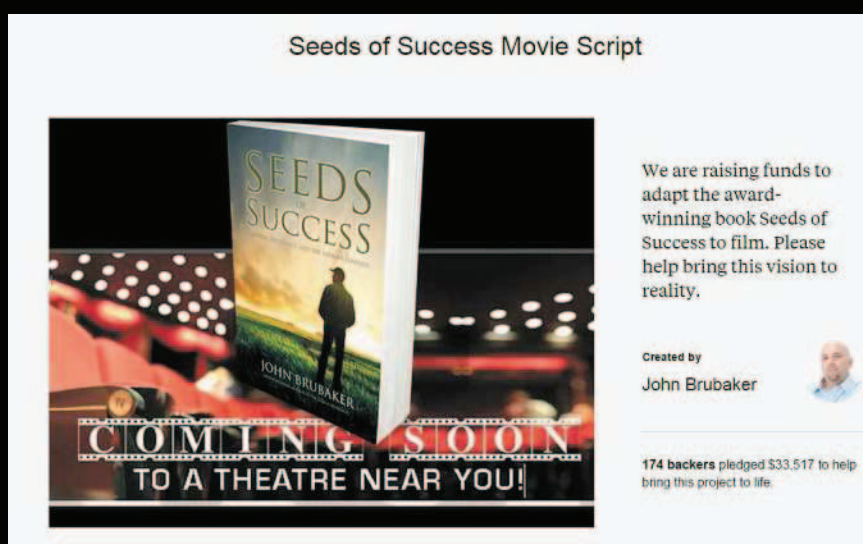
John wants to have his book made into a movie.

Victims of fire, grieving widows, Little League teams headed for championships. Lots of people need to raise funds fast these days and lots of people are turning to the web to do it, hoping crowdfunding will answer their prayers. But even the most charitable among us can't give to everyone, so who gets the money?

As it turns out, it often comes down to who presents the best case, not who has the greatest need. When you play the crowdfunding game, you better go in with a plan.

"Everybody and their brother seem to have their hands out with the GoFundMe and the Indiegogo," says local author John Brubaker, referring to two of the most popular crowdfunding websites dedicated to such fundraising. "A ridiculously high number of them fail."

Roughly 60 percent of crowdfunded appeals will fail to meet their goals, accord-



COURTESY OF JOHN BRUBAKER

John Brubaker's fundraiser brought in more than \$30,000 in 30 days.

## How John Brubaker started big and fast

Crowdfunding experts like Jodie Bentley and John Brubaker say a good campaign takes several months to prepare before launch. Everything and everyone has to be in place. Why?

Because once a campaign starts, it has to start big: The experts say you should shoot for raising 25 percent of your goal in the first 36 hours.

"The whole thing is built on momentum," says Brubaker. "What that does is, it's kind of like you become a trending news item, like you would on Twitter or Google. You become trending on Kickstarter and you make it onto the home page. We were the hottest trending

See **CROWDFUND IT!** Page B5

See **BRUBAKER** Page B5

**No free lunch: See what GoFundMe, Kickstarter and Indiegogo charge for using their websites.**

