



# Lube: The Newsletter

The fans asked, and here it is: The “Lube: A Modern Love Story” Newsletter

## Welcome!

Welcome to the only Newsletter devoted to the fans of *Lube: A Modern Love Story* — now in our second year of publication! *Lube* started as a concept in 2011 and it’s taken an exhilarating, winding, and unexpected path to the present. This Newsletter is the best way for you, our fans, to stay up to date on what’s happening with your favorite gay-themed, Broadway-style musical. And never forget:

*“Just love yourself; the rest will fall in place.”*

### In this issue:

- Welcome!
- Lube Director Announced
- Recognition Benefits
- Duke’s Corner
- Fan Art
- What if Crowdfunding?
- Lube Kickstarter Coming
- DIY Crowdfunding
- Featured Branded Item
- Sponsors & Partnerships

## The “Kickstarter” Edition

Stay tuned next month for information about the *Lube* Kickstarter campaign and how YOU can help stage the World Premiere and earn tickets and other spec-tube-ular rewards!!

### Lube Director Announced



#### Andy Scott Takes The Helm

The Creative Team is extremely excited to welcome Director **Andy Scott** to the team. He’s agreed to assume the awesome responsibilities of director as we wind our way to the World Premiere being held this fall between October 8<sup>th</sup> and 28<sup>th</sup> (*subject to change*). Playwright/Lyricist **Jack Turner** is looking forward to working with Andy to bring you, our fans, the best possible version of our beloved gay-themed, Broadway-style musical.

To list just a few of Andy’s credits, he directed:

- The world premiere of **Nowhere Man** at the Black Box Festival
- A revival of **Aphrodisiac** at Loft 227/Sokoloff Arts
- **Damn Yankees** at Ozark Actors Theatre
- **Rent** at Annapolis Summer Garden Theatre
- **Completeness** at West of 10th Theatre Company
- **Agatha Christie’s The Mousetrap** at Johns Hopkins University - The Barnstormers
- **The Mystery of Edwin Drood** at the Annapolis Summer Garden Theatre

As you can see, Andy is, how do I put it... **well-versed** with both World Premieres and Musicals, the perfect combination for the world premiere of this musical. To quote Andy, “*I am really excited you have approached me for the project.*” Well, Andy, we are collectively really excited as well to have you on board.

Andy’s enthusiasm and experience means you’ll be guaranteed a wonderful time, to quote David in the web series, “*when in that seat you start a slumpin’*” to enjoy the, well, **experience** is the only word I can think of to describe the show.

*Lube: A Modern Love Story* is a musical that’s a bit unlike most anything you’ve ever seen before. It’s the first musical to address the unique challenges of growing up gay. It takes a hard look at bigotry, prejudice, bullying, and religious persecution. But it also shows changing attitudes, friendship, and acceptance — especially what is sometimes the hardest of all, **self-acceptance**.

Welcome, Andy, and we’re happy to have you with us as we make musical history. And as Queen Angel says in a climatic scene, “*Just love yourself; the rest will fall in place.*”

## FAN ART

For a chance to have **your Lube-inspired Fan Art** published in a future edition of the Newsletter, e-mail it to the address listed at the end of this newsletter. All submissions become the property of Jack Turner Productions and *Lube: A Modern Love Story*. If used, your artwork could win you a *Lube* T-Shirt adorned with **your** fan art!

### WHY SHOULD YOU DONATE TO OR SPONSOR THE LUBE PREMIERE?

#### We Need Your Help!

By design, *Lube* is many things to many people. With your help, we hope to eventually reach a national audience with an inspiring message of hope and tolerance. We want to make a real difference in the lives of isolated, targeted, at-risk youth. What’s different about this musical? Specifically:

- *Lube* is the first musical that addresses the unique experience that is “**growing up gay**”
- *Lube* is a **gay romp** with great characters, interesting situations, and great music that audiences will want to sing along with — meaning **people will want to see the show**, and that provides advertising opportunities for your organization
- *Lube* provides **positive gay role models** that are seriously lacking in its target audience
- *Lube* has **new music** that offers many songs about the thoughts, feelings and emotions that are uniquely gay — **many expressed in song for the first time**
- While there is no sex in *Lube*, it tries to **send a message** that gay sex is “normal” — at least for a gay person — in an attempt to help young gay adults deal with the hormone-inspired urges they are confronted with, often with a serious lack of guidance along with a generally disapproving society
- *Lube* takes a look at bullying, trying to show the impact it can have on an isolated youth. While we know we can’t reach every bully out there, we can try to reach their friends and families who could help pressure them to change their ways
- *Lube* provides an **experience** for gays that straights have had for centuries — with lead characters they can directly relate to, walking out of the show saying, “*Im gay, they’re gay. They met someone fell in love, worked through their problems, and lived happily ever after. That could happen to me!*”
- *Lube* is a **musical with a moral**: As Queen Angel says in a climatic scene, “*Just love yourself, the rest will fall in place*”
- Finally, *Lube* is an **out-of-the-box attempt** to address the national epidemic that is young adult suicide, especially among **young gay adults**. It does this through all of the above, trying to help at-risk youth see that **life does get better**

Your help means:

1. You get ad space in our Playbill and in other advertising, all targeted to a group that meets a desirable demographic
2. You get 2 tickets to a showing of *Lube* in October
3. You can show your support for the LGBTQ community to an increasingly alienated demographic
4. Since a portion of our proceeds will be donated to **The Trevor Project**, a non-profit group with goals similar to those espoused by *Lube*, your help means we can make more of a difference to at-risk youth
5. You can start a fruitful relationship with an up-and-coming show with ambitions for Broadway

**Until our crowdfunding efforts are underway, you can e-mail us if you’d like to be a sponsor or help out with either time or money.**

## Duke’s Corner

### Sponsored by the Animal Rescue Coalition

Welcome to **Duke’s Corner!** I’m the hound who stars in *Lube: A Modern Love Story!*

I’ve been reminiscing about my beginnings in theatre. I may be a seasoned pro now, but it wasn’t always that way.

Sure, any old dog can learn a trick or two, maybe shake hands or catch a doggie biscuit, but that doesn’t mean they can perform on cue, in the spotlight, over and over for eight shows a week. For that, you need a dog like me, a genuine canine thespian, one who has courage, stamina, and a strong bladder.

Now, I’ve been to theaters that tried to cast amateur animals to save money. Sure, they look good, but can they act? Can they support Dorothy in her journey through Oz? Can they hold their own as Annie sings Tomorrow? Probably not.

Sure, a professional dog costs money, but would you do a show with an amateur actor, or an amateur lighting supervisor? You get what you pay for.

Finding a dog who is stage-ready and able to perform on cue is going to cost a bit of money, but usually one will cost less than the minimum weekly salary of a chorus member. If you can’t afford a true professional, like me, I suggest you use a puppet, or put a child in a dog suit. I guarantee it’ll work out better than trying to use cheap talent.



# What Is Crowdfunding?

## Kickstarter Who? GoFundMe What?

You've got the idea. You've got the rights to the intellectual property (always important!). You're ready to move forward with your film or theatrical project. What do you do next? Of course, it depends on what you are trying to accomplish...

But there are some common themes. You'll need a director to herd your project to completion. You'll need some sort of media presence — Facebook, web site, Twitter, etc. You'll need motivated partners and volunteers. But unless you're independently wealthy, you'll need **money**. Of course, you could ask your Great Aunt Tillie to invest, or beg your friends and family to help, but today the way to go is Crowdfunding.

According to Wikipedia, **Crowdfunding** is "the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet." In 2015, a worldwide estimate totaling over US\$34 billion was raised by crowdfunding.

There are six primary types of crowdfunding:

- **Rewards crowdfunding** where entrepreneurs presell a product or service to launch a business concept without incurring debt or sacrificing equity/shares. **Kickstarter** and **Indiegogo** are the two most popular rewards-based crowdfunding platforms but there are LOTS of other platforms.
- **Equity crowdfunding** where backers receive shares of a company, usually in its early stages, in exchange for the money pledged. **AngelList** and **Crowdfunder** are two of the most popular equity-crowdfunding platforms in the United States
- **Software value token crowdfunding** where funds are being raised for a project where a digital or software-based value token is offered as a reward to funders which is known as Initial coin offering (abbreviated ICO). **TokenLab** is an example of this type of crowdfunding company.
- **Debt-based crowdfunding** (also known as "peer to peer", "P2P", "marketplace lending", or "crowdlending") arose with the founding of Zopa in the UK in 2005 and in the US in 2006, with the launches of **Lending Club** and **Prosper.com**.
- **Litigation crowdfunding** allows plaintiffs or defendants to reach out to hundreds of their peers simultaneously in a semiprivate and confidential manner to obtain funding, either seeking donations or providing a reward in return for funding. **CrowdJustice** is an example of this sort of crowdfunding company.
- **Donation-based crowdfunding**, or charity donation-based crowdfunding, is the collective effort of individuals to help charitable causes. **GoFundMe** and **Crowdrise** are two popular donation-based crowdfunding platforms.

Of course, to run a successful campaign, — depending on how much you are trying to raise — you'll need lots of donors/investors. In most cases, that means you need a ready list of fans and followers. Lacking that, you need a really good Social Media expert to get the word out to potentially-interested parties.

Alternately, you can hire individuals and companies that specialize in getting the word out to potential donors/investors. Just be careful and check them out before you hire them. Be sure to check out what clients they've had in the past and how successful they've been in their attempts at supporting the various campaigns.

## Lube Kickstarter Coming!

### Help Stage the World Premiere and Get Lubicious Rewards

It's coming soon! We're still working out the details of the amount we need to raise and the **spec-tube-ular** rewards we'll be offering, but we're almost done. Donate anywhere between \$5 and \$10,000, and not only help ensure a successful launch of the show, but get some really cool **stuff**.

We'll send a special e-mail with more information after the launch, but in the meantime, please tell all your family and friends to follow us, support us, and come enjoy the show in October, sponsored by **Emerging Artists Theatre** at the **TaDa! Theater** in New York City.

# Contact Us

Please send us YOUR comments, suggestions, newsworthy items, "Letters to the Editor", and fan art for a future issue to **LubeMusical@lubemusical.info**

Copyright © 2018, **Jack Turner Productions** (except for extracts from other sources)

A copy of this newsletter is available online at: <http://lubemusical.info/Newsletter/Jul2018.pdf>

If you are viewing this online and would like to subscribe, please e-mail the address above.

# DIY Crowdfunding

## Books To Help You Raise Money For Your Project

While you can go to Kickstarter.com and launch a campaign, to be successful depends, in part, on how well you've *created* your campaign, the type of rewards you are offering, and how much media exposure you can get.

Here are **10 Tips to Make Your Crowdfunding Campaign a Success** from **Entrepreneur.com** that might help:

1. Watch inspiring fellow campaigns.
2. Self-promote like mad.
3. Create a video.
4. Don't jump the gun.
5. Follow instructions.
6. Have a POA after the campaign.
7. Pamper your project.
8. Tap investors.
9. Hire a professional SEO writer.
10. Be patient.

Check out the article to see these tips fleshed out. Also, be sure to check out the many books that are out there to help you run a successful campaign. Here are a few:

- **Kickstarter Launch Formula: The Crowdfunding Handbook for Startups, Filmmakers, and Independent Creators** by **Salvador Briggman** (2017), \$3.95 for Kindle
- **Kickstarter For Dummies** by **Aimee Cebulski** (2013), \$9.99 for Kindle
- **Crowdfunding Basics In 30 Minutes** by **Michael J. Epstein** (2017), \$7.99 for Kindle
- **Crowdstart: The Ultimate Guide to a Powerful and Profitable Crowdfunding Campaign** Kindle Edition by **Ariel Hyatt** (2016), \$7.99 for Kindle
- **Crowdfunding: A Guide to Raising Capital on the Internet** (**Bloomberg Financial**) by **Steven Dresner** (2014), \$31.99 for Kindle

## Featured Brand Item

### What you didn't know you needed!

The Lube-branded item of the month is the **Lube Logo Zip Hoodie**. This Hoodie is made of a heavyweight 90/10 cotton/polyester blend from Hanes. It has a drawstring hood and front pockets, along with a jam-resistant metal zipper. Featuring stretch ribbed cuffs and waistband, it's machine washable and sure to give you many years of comfort and style. Sizes S to 2XL, priced \$42.99 to \$45.99.



<https://www.cafepress.com/lubemusical.1834369535>

## Volunteer With The FUN Group!

The **Lube Creative Team** meets Tuesday evenings at 4:30 pm at the **UTC Food Court**, 4545 La Jolla Village Drive, in San Diego. If you'd like to volunteer, please e-mail us at **LubeMusical@lubemusical.info** to find out what specific roles we are trying to fill. Even if you aren't located in San Diego, you can help — e-mail us and ask how! We're not specifically looking for financial support at this time, but you can always donate to our GoFundMe account at <https://www.gofundme.com/r5w8z5wd5w>.

## Strategic Partnerships, Product Placements, and Sponsorships

Our Creative Team is always on the lookout to network with like-minded organizations. E-mail us and let's see how we can help support one another!

## Please Follow Us!

Having a cadre of dedicated supporters is **extremely important** as we wind our way to Broadway. We need help every time we move forward, whether that be through a Kickstarter campaign to raise funds for the next project (*from recording the music to filming the web series*) or just getting the word out to receptive audiences.

As you've seen, we have an important message about **love and tolerance** that we want to share with everyone!! Please help us by following us on **Social Media**, and **by telling all your friends and family about Lube: A Modern Love Story**.

Web: <http://lubemusical.com>

Facebook: [www.facebook.com/LubeMusical](http://www.facebook.com/LubeMusical)

Twitter: [www.twitter.com/LubeMusical](http://www.twitter.com/LubeMusical)

@LubeMusical / #LubeMusical

Instagram: [www.instagram.com/lube\\_musical](http://www.instagram.com/lube_musical)

Google+: <https://plus.google.com/116384080978010494645/>

SoundCloud: <https://soundcloud.com/user-189389485/sets/lube-a-modern-love-story>

YouTube: <https://www.youtube.com/channel/UC2u8JosNSNE1rrGgLNqNw>

Lube Branded Merchandise: <http://www.cafepress.com/lubemusical>

Lube Character Quiz: <https://apps.facebook.com/lube-quiz>

