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For most of the last three years, raising money for my film meant pitching people one at a time. Coffee meetings, follow-up emails, a lot of "let me think about it." I put in $40K of my own money first, and that helped get momentum going to get Wildcard made. I'm grateful to every person who said yes.

This time I'm trying something different. Posting about it.

Wildcard is our tennis feature film. We shot it with Andrea Londo(Narcos), David Arquette(Scream), James Le Gros(Drugstore Cowboy) and C.S. Lee(Dexter). It's about Isa, a former tennis prodigy who played in the US Open final at 17, lost everything to addiction, and gets one last shot at a comeback ten years later, coached by the brother she hasn't spoken to in years. I played Division I tennis, so getting the tennis right mattered a lot to me. The matches are real, played by real players, with Brad Gilbert(coach Andy Roddick and Andre Agassi), Sam Querrey(former top 10) and Steve Weissman(Tennis Channel) in commentator cameo roles .

The film is shot and we're in the final stretch of post. What's left is music, the final sound mix/design, trailer, posters, and the marketing. Marketing is the biggest part of what we're raising for. You guys know from my posts how important I think marketing and audience building is. I'll be sharing more detailed posts on exactly what we're planning that will be more extensive than the usual indie film plan.

So we're opening it up to the people who've followed the journey. We're testing the waters on Wefunder, which means you can reserve a spot to invest starting at $150. Reservations are non-binding. We're already at $21,555 in reservations, 43% of the way to the $50K we need to officially launch.