



Kickstarter Tips

Guide to Successfully Running a Kickstarter
Crowdfunding Campaign for Your Next Game

1. Engage a Manufacturer

Engaging a manufacturer is key to this process. Do it as early as possible, *long before* you start your Kickstarter Project.

Why? Working with a manufacturer early is ultimately to your benefit. It takes all the guess work out of the production process. Manufacturers can help you determine costs, understand the process and options, and determine an appropriate timeline for your project.

What to Look For In A Manufacturer:

- Experience with Crowdfunding
- Ready to meet your unique needs – whether you're looking for environmentally friendly or you need shipping capabilities
- One stop service – from creative through warehousing and fulfillment, keep your costs low by using one partner
- Consider domestic partners to keep overall costs low [Learn More](#)



2. Know Your Costs

It is no understatement to say understanding your total costs is *crucial* to the success of your project. Don't believe me? Keep reading to understand the full impact.

Costs Determine Your Project Goal

For starters, you have to know your costs to set your project goal. How much money do you need funded in order to take action? It's important that you know because if your project does get fully funded, you're responsible for making it happen. Make sure you're ready to pay for everything you need by setting the right goal to begin with.

Use Costs to Determine Tiers

Costs not only impact the buy in to each tier, but also affect the rewards you can offer each tier. Tier rewards aren't just a great way to get buy, they're mandatory on Kickstarter and hugely important!

Don't Forget Stretch Goal Costs

When you're early in the process, imagining your project not only getting full funding, but earning beyond your goal is probably a little difficult, but you wouldn't be the first! Be sure to consider stretch goals in case you hit your goal and need to calculate costs.

When your project is approved by Kickstarter, you'll be linked up with a member of the Kickstarter team for support.

They'll be able to offer some guidance on best practices for tiers, rewards and stretch goals, but they won't be an active partner in your business. You need to start by determining costs and making decisions on what you're comfortable with.

3. Produce a Video

The whole purpose of your project page is to get backer buy in. This is your first impression. Make sure backers have the full picture of your product.

Using video offers a few added benefits:

- Capture the attention of audience
- Offer visuals to appeal to the eye
- Gives an opportunity to showcase your passion for the project

Consider these quick video tips:

- Keep it simple!
- Share your story firsthand
- Stay within a minute and a half
- Look at other Kickstarter project videos
- Record somewhere quiet and well-lit
- Don't rely on your phone's microphone

**According to Kickstarter,
Projects with videos
succeed at a much higher
rate than those without
(50% vs. 30%).**



4. Plan Out Your Fulfillment

This is another one of those easily overlooked pieces when your project is brand new and being fully funded is just a dream.

When your project is fully funded, you have a responsibility to fulfill all the tier rewards and stretch goal rewards you promised.

Fulfillment requires updated contact information - make sure you're shipping to the correct address and you'll only have to pay for that shipping once.

It's inevitable that some backers won't respond to your survey about updating their contact information – even if you send it three times, but when they see other backers getting their rewards, they'll come running.

1. Keep backers engaged with the project.
2. Remind backers to keep their contact information up to date in order to receive their rewards in a timely manner.
3. Provide backers the opportunity to update information in the form of a simple survey –

Most importantly, plan in advance for how you're going to tackle fulfillment when it comes. Are you shipping everything yourself? Are you working with your manufacturing partner? How much will it all cost?

Do not let this be something you plan last minute! It will come back to bite you.



5. Provide Regular Updates

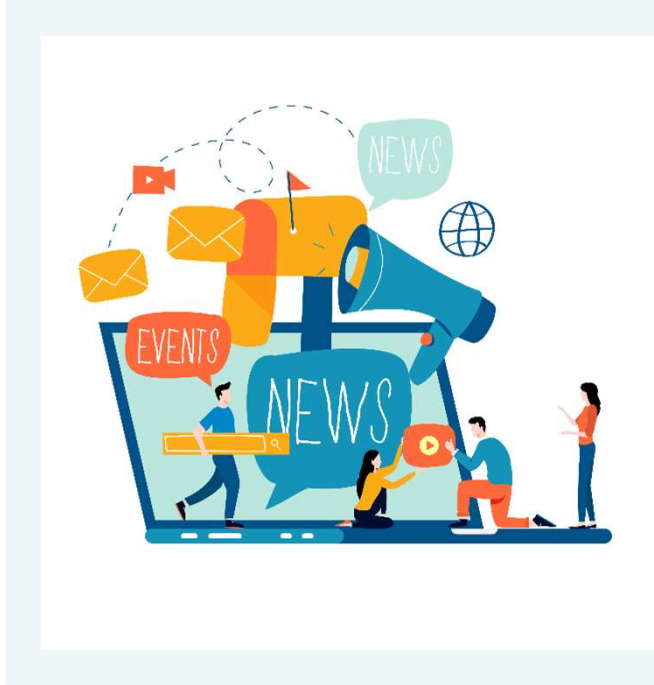
Your backers chose to support your project because they believe in it. They're ready to pay to see your dream get made because they think it's that great. *How awesome is that?*

Use this support to keep the momentum going through the challenges! Provide regular updates – once every two weeks minimum.

The more engaged you are, the more engaged backers will be. Keep in mind once they've backed you, they're a likely source for more backer referrals.

Look at your backers as supporters cheering you on from the stands. They can't help cheer you on if they can't see the game.

Provide updates on timing, manufacturing, marketing, etc. Make backers feel included!



Looking for More Guidance?

Our team here at Delano has helped guide game creators through the crowdfunding process. We know the unique challenges you will face during a Kickstarter project and we're ready to help you navigate all the way to success.

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