



LET'S TALK ABOUT DESIGN

Creating an amazing Kickstarter
campaign 🌟

SUMMARY

— — —

Tips and tricks on tabletop campaign design

- Duration of the campaign
- Category & sub-category
- Pre-launch page
- Title & subtitle
- Project illustration & video
- Rewards
- Campaign page
- Stretch goals

ABOUT YOUR CAMPAIGN: DURATION AND CATEGORIZATION



DURATION

— — —

Our advice: about 30 days

Why?

- 2 payrolls
- Give time for the campaign to reach its audience

What about short campaigns?

- Be careful of survivor bias

CATEGORY AND SUB-CATEGORY

— — —

- Category: Games
- Sub-category: Depending on the project, consider alternative subcategories (and you can change them)

PROJECT PRE-LAUNCH PAGE

PROJECT PRE-LAUNCH PAGE

— — —

What is a pre-launch page?

- Page that says “This game will soon be launched on Kickstarter!”
- Call-to-action = button to Follow this project
- Main goal → Obtain followers (because 10 to 20% of followers will convert into backers)

When to launch it?

- At least 2 months before your campaign starts.

PROJECT PRE-LAUNCH PAGE CONTENT

- Title, Subtitle and project keyart.
- You can modify any element at any time before the campaign start.
- Note that your project URL will serve as your Pre-Launch Page URL until you've launched your campaign.

BIENTÔT EN LIGNE

Soul Raiders



One for All
Créateur de projet

Become a powerful warrior-mage in this cooperative, story-driven, fast-paced epic game for 1 to 4 players, designed by Marc André

 Me prévenir du lancement

3964 abonnés



Paris, France



Jeux de société

Partager:





TITLE AND SUBTITLE

TITLE

— — —

- 60 characters max
- Title of your game
- We ♥ emojis
- Displayed everywhere
- You can modify your title at anytime

⚠ The first title you'll validate on Kickstarter (+ your name as project creator) will define the project URL... which is final!

TITLE - EXAMPLES

<input type="checkbox"/>			Kickstarter	Thanks for submitting your response for Tunche - Keep this for your records.
<input type="checkbox"/>			Kickstarter	Project Update #2: Kinder World: a game of houseplants, healing and kindness. by Lauren Clinnick - Kinder V
<input type="checkbox"/>			Kickstarter	Project Update #38: Northgard: Uncharted Lands by Open Sesame Games - February update - Production pr
<input type="checkbox"/>			Kickstarter	Project Update #38: Northgard: Uncharted Lands by Open Sesame Games - Kickstarter Here's a copy of y
<input type="checkbox"/>			Kickstarter	Thanks for submitting your response for Critical Role: The Legend of Vox Machina Animated Special - Keep
<input type="checkbox"/>			Kickstarter	Project Update #32: Chicory: A Colorful Tale by Greg Lobanov - Backer Surveys Sent! (+ more info about plat
<input type="checkbox"/>			Kickstarter 2	Project Update #37: Reigns: The Council by Nerial - EU fulfillment and card reprint ! – Dear monarchs, Rejoic
<input type="checkbox"/>			Kickstarter, me 2	We've collected your pledge for Bucket of Bolts, a solo RPG zine - Thomas Bidaux he/him CEO, Co-Founde
<input type="checkbox"/>			Kickstarter, me 2	We've collected your pledge for Two Summers - a ZineQuest game - Thomas Bidaux he/him CEO, Co-Foun
<input type="checkbox"/>			Kickstarter	Project Update #32: Cthulhu Dark Arts Tarot by Bragelonne Games - February update - Reminder: Pledge Ma
<input type="checkbox"/>			Kickstarter	Project Update #32: Cthulhu Dark Arts Tarot by Bragelonne Games - Kickstarter Here's a copy of your mc
<input type="checkbox"/>			Kickstarter	Back another project by Failbetter Games - They've just launched Mask of the Rose: a Fallen London romanc
<input type="checkbox"/>			Kickstarter	Failbetter Games just launched Mask of the Rose: a Fallen London romance - Back it because you believe in
<input type="checkbox"/>			Kickstarter	Failbetter Games launched Mask of the Rose: a Fallen London romance - Be one of the first to back it.
<input type="checkbox"/>			Kickstarter	We've collected your pledge for Dice Tower - 2021 - Kickstarter You're all set. We've collected your pledge fo
<input type="checkbox"/>			Kickstarter	We've collected your pledge for Kimchi Hotel: Fermentation garden & community hub, Amsterdam - Kickstar
<input type="checkbox"/>			Kickstarter 2	Project Update #69: The Good Life by White Owls Inc. - The Good Life Development News January 2021 / Th
<input type="checkbox"/>			Kickstarter 2	Project Update #36: Reigns: The Council by Nerial - Fulfillment progress and a card misprint – [French versio
<input type="checkbox"/>			Kickstarter	You just backed Dice Tower - 2021 - Now you can follow its progress
<input type="checkbox"/>			Kickstarter	Project Update #34: More Magic items for 5e: The Griffon's Saddlebag Book One by Griffin Macaulay - Ship

SUBTITLE

— — —

- 135 characters
- Further information about your game (pitch)
 - Type of game
 - Number of players
 - Famous designer
- Always appears alongside the title

PROJECT KEYART & VIDEO

PROJECT KEYART

— — —

- Appears with the title and subtitle
- Can be modified before and during the campaign
- Add key information to the project illustration:
 - Board games: number of players, duration of a game, age, languages, a packshot of your box, game components...
 - Role-playing games: Game system logo
- Be careful if you add text to this image

Funded in
6 hours



NORTHGARD

UNCHARTED LANDS

30+
Stretch Goals
UNLOCKED



13+





ENCYCLOPEDIA

COMPLETE LORE BOOK FOR YOUR 5E CAMPAIGN



VIDEO

- Present the high concept of the game.
- Don't put all your energy into making it, as it is not the most important element of your campaign to sell your tabletop game.
- Not mandatory for TTRPGs.
- To make the most of your video, consider what elements could take advantage of being showed animated, and make sure they are featured in your video.

1

Explore newfound territories

Draw a new map tile
and place it on the table
to reveal new lands
to conquer.



REWARDS



REWARDS

— — —

Composition

- Title: 40 characters max
- Header:
 - Why this reward is different from others?
 - Extra key info (Shipping, Languages)
- Items:
 - 1 emoji per item to differentiate them.

REWARDS

— — —

Limited rewards

- You can configure your rewards to be available:
 - Limited time
 - Limited quantities
- It depends on your strategy!

Advices

- Consider readability and Analysis Paralysis.
- Think carefully about your rewards before launching


EXAMPLES

— — —

Pledge US\$ 60 or more

Fateforge Digital Tetralogy

The complete digital collection! 1400 pages of options, lore, monsters and magic for your 5e Edition game. Value of this pack: more than \$100.

 The books are available in French and English. You will choose your language during the pledge manager phase.


INCLUDES:


-  Adventurers (PDF)
-  Grimoire (PDF)
-  Creatures (PDF)
-  Encyclopedia (PDF)
-  Character sheets (PDF)
-  Map of the World of Eana (PDF)
-  Unlocked digital stretch goals
-  Access to options during the pledge manager




ESTIMATED DELIVERY
Apr 2021

R'LYEH EDITION

All the MISKATONIC EDITION content + Kickstarter exclusive elements: a complete deck of 78 cards black silk-screen printed, packaged in its own tuck box.









 Shipping is not included in this price.

 See our "Shipping" section for details.

   The booklet includes 32 pages in English and 32 pages in French.

The Softcover book is available in English and French. You will choose the version you want at a later date, during the post-campaign survey.

COMPRED :

-  78 Tarot Cards in a tuck box
-  Booklet (64 pages)
-  PDF version of the Booklet
-  Softcover book
-  Black cotton drawstring bag with a red silk-screen print
-  Magnetic Box with hot stamping metal print
-  78 Tarot cards silk-screen printed (black ink) in a tuck box
-  All unlocked Stretch Goals

CAMPAIGN PAGE



QUICK TIPS

- “Shipping friendly” icons at the top of the page.
- Format your text in the Kickstarter tool, or format all your text in images?
- Respect minimal width for images: 680 px (200MB or less | JPEG, PNG, GIF, TIFF or BMP).
- Separate the different sections of your page with illustrated titles, so the visitors know which section they are currently visiting.
- Make sure a single person is working on the page at the same time!

GENERAL STRUCTURE

- Highlights, USP overview
- Rewards description and content
- How to play / Demo the game
- Previews
- Stretch Goals
- (optional) Community Goals
- Detailed USP
- Shipping costs + taxes
- Why Kickstarter
- Team presentation
- Risks
- (optional) Environmental commitments
- (optional) Project Budget

STRETCH GOALS



STRETCH GOALS

— — —

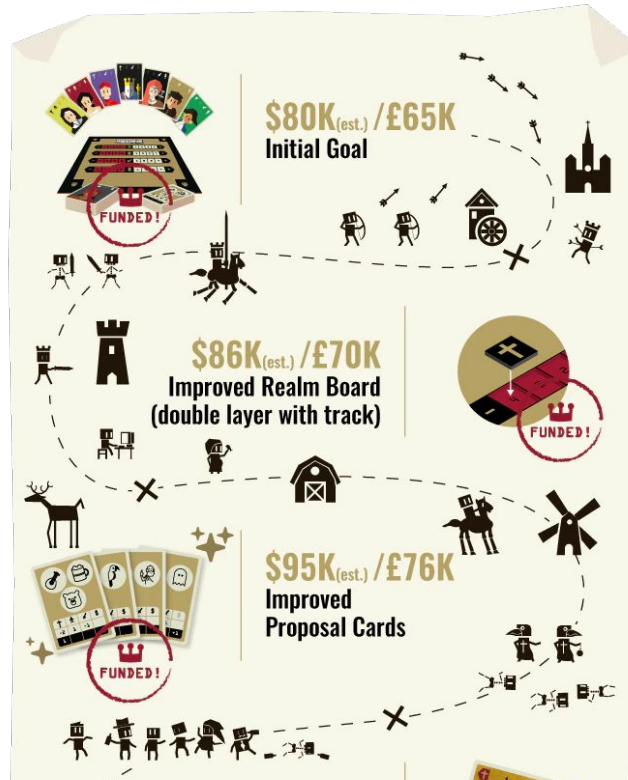
! DO NOT ANNOUNCE YOUR STRETCH GOALS !

Two Schools:

- One evolving illustration
- One image per goal

Communicate clearly on them (rewards)

STRETCH GOALS



STRETCH GOALS

— — —



AFTER THE CAMPAIGN



AFTER THE CAMPAIGN

— — —

⚠ Campaign CANNOT be edited after it has ended ⚠

Post campaign landing page:

- Title
- Subtitle
- Keyart
- Call to action
- Theme

Northgard: Uncharted Lands



A streamlined 4X board game based on Norse Mythology

[Follow along!](#)

Created by

Open Sesame Games

8,214 backers pledged €514,472 to help bring this project to life.

Last updated [May 6, 2021](#)

[Campaign](#)

[FAQ](#) ⁸

[Updates](#) ⁴⁰

[Comments](#) ^{3,142}

[Community](#)


Reigns: The Council

A regal asymmetric party game for 3-6 players with bluffs and betrayals, designed by Bruno Faidutti and Hervé Marly.

Late pledges are open!

Created by
Nerial

2,923 backers pledged £106,524 to help bring this project to life.

 **Last updated** March 30, 2021

REIGNS

The Council

CONTACT

— — —

THE CROWDFUNDING AGENCY

contact@crowdfunding-agency.com

twitter.com/CrowdfundAgency

crowdfunding-agency.com

— — —

Tips and inspiration to design our first KS campaign

Learn more about campaign marketing and promotion on Kickstarter

How to make our upcoming campaign worthy of being a "Project We Love" for Kickstarter

How to expand the second campaign

What specific "must haves" do you have for pre-campaign setup and launch?

We would like to know all the possible channels that can help with promotion and exposure of a KS project