CROWDFUNDING GUIDEBOOK

CONTEMPLATING CROWDFUNDING? START HERE!

panda
game manufacturing

PANDA CROWDFUNDING GUIDEBOOK

Welcome to the Panda Game Manufacturing Crowdfunding Guide!

Starting a new crowdfunding project is an exciting time! After all of the work you have put into the design of your game, it's finally time to present it to the public and, ultimately, put it in their hands.

There are several steps that you can take as the content creator that will allow you to maximize the effectiveness of your campaign. In the next few pages, you'll find some of the information and experiences we've seen that have led our clients to successful campaigns.

There are many crowdfunding platforms out there. The information in this guide can be applied to any of them. Near the end of this guidebook you'll find a list of some of the more well-known crowdfunding platforms.

This guide will help you prepare for your best and worst case scenarios. While we present you with many effective ideas for a campaign, your options are limitless. And, as always, we're here to help!

Sincerely,
The Panda Team

TABLE OF CONTENTS

Throughout this guide, look for the callout boxes below pointing out tips and warnings.

PANDA TIP

WARNING

Scythe from Stonemaier Games
17,739 Backers
$1,810,294 pledged
http://bit.ly/ksScythe

"Here's a quick variety pack of considerations for new creators: Back and study other projects well in advance to learn from them, have a hub where people can find and follow you, share your excitement for games in groups and forums to build trust in the community, budget carefully for several different scenarios (missing your funding goal, barely reaching your goal, and wildly overfunding), and throughout the campaign—and afterwards—remember that bad news is better than no news."
-Jamey Stegmaier

GETTING STARTED

Designing and playtesting a game, hiring artists and graphic designers, launching and managing a crowdfunding campaign, manufacturing a game, and shipping games to customers, it can seem like a daunting list of tasks. In this guide we'll break down these steps to help you succeed. An effective campaign starts as you're concluding the design component of your project, long before launching your campaign.

Panda doesn't get involved with your art and design, but we do have advice based on our experience from the countless games we've worked on and the publishers we've worked with. At the end of the day, your game needs to be profitable for you to be able to successfully deliver your game to your customers. Keeping manufacturing in mind earlier on in the design process will be a great help later on in the process. Here are just a few things we recommend while designing your game:

- Optimize the number of cards in your game to fill full card sheets
- Keep things smaller to reduce your box size
- Use tokens that are the same shape to reduce the number of punch board diecuts you need
- Use standard components instead of custom designs

There are many other ways to optimize your design for manufacturing. We recommend checking out our Component Guidebook for more information. We also hold occasional live chats on our Facebook page where you can get your manufacturing questions answered in real time.

GETTING STARTED

The art for your game will have a huge impact on your crowdfunding campaign. Even if you don't have complete art before your launch, you will need some art to show your supporters what the game will look like. This usually involves the box, the board, and a few cards. You will want to be far enough along to create the look and feel of your game within your crowdfunding campaign. To do this, you will require the services of an illustrator and a graphic designer.

Be prepared to approach an illustrator with clear instructions about what your game needs. A list of art assets and a timeline is a great place to start. You can fill in detail about those assets by providing information about what is in each art piece and how big it needs to be. When providing guidance to your illustrator about the contents of your illustrations, consider how your characters are represented. Your game will be more interesting to more players if they can identify with a character in the artwork.

A graphic designer will take the raw art files from your artist and combine them with your game design to create print ready files. They will incorporate icons, symbols, and text with the illustrations to complete the design. Provide the Panda Design Guidebook to your graphic designer so they can begin your layout with Panda's print specifications in mind. It is not impossible to apply our requirements later, but it will save a lot of time if they start out on the right foot.

Honey Buzz from Elf Creek Games
2,666 Backers
$132,019 pledged
http://bit.ly/HoneyBuzzECG

"Start building your community long before you launch on Kickstarter. Visit local game nights, game stores, local and regional conventions, and let people play your game. Add them to a mailing list and invite them to follow along on your journey. Personally introduce them to the Kickstarter campaign before you launch."
*-Brent Dickman*

GETTING STARTED

It's important to begin your journey with a strategy. Create a plan early on that breaks your project down into individual action items and gives you an idea of your timeline. Be flexible with your plan, and revisit it frequently before, during, and after your campaign. Review your plan with your team and make sure everyone's on the same page.

Did we say team? Let's be honest, it's tough to run a campaign by yourself. You may have talented friends and family who will be willing to help you develop and run your campaign. You may even find some playtesters who are really enthusiastic about your game and want to be more involved. Take advantage of these people and find out how they can help you succeed, but remember, even with a team, a crowdfunding campaign will take a lot of time.
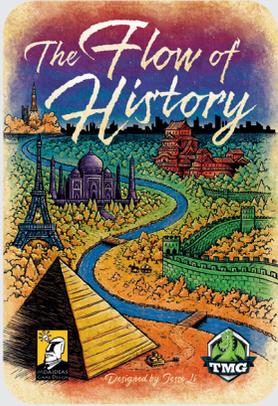
Flow of History from Tasty Minstrel Games
4,585 backers
$155,502 pledged
http://bit.ly/ksFoH

"Maintain a constant connection with your backers with updates, comments, and responses to direct questions. Do not let yourself be brought down by a few negative responses - the vast majority of backers are excited about your game and are looking forward to playing it."
-Lance Myxter

PANDA TIP
Find out how Stonemaier utilized ambassadors on their Tuscany campaign: http://bit.ly/ksAmbassadors

OUTREACH

Having the right outreach is one of the most important things you can do to get your campaign successfully funded. People can't back what they don't know about, so start building buzz around your game as soon as possible. There are a few great ways this can be accomplished.

Board Game Geek: BoardGameGeek.com (BGG) can be a great tool for promoting your game. Creating a game page, running ads, holding a contest, and participating in your game's forums are just some of the things you can do to bring more potential backers to your campaign.

You can also post a print-and-play version of your game on BGG. That will allow people to make their own prototypes and share the game with their friends.

> **PANDA TIP**
> You can contact Chad Krizan, BGG's Advertising Manager for more info at chad@boardgamegeek.com

Reviews: Create prototypes of your game and send them to reviewers. Panda does not provide prototypes, so we recommend using The Game Crafter for prototype creation. Reviews will have your Kickstarter link listed, and you can post the reviews on your campaign page for your potential backers to see. Check out what reviews have been posted on a reviewer's site or channel to make sure they'd be interested in your game. Sending a cooperative game to a reviewer who doesn't like them could result in a negative review.

Note that some reviewers may charge for reviews. Having a paid review is definitely not necessary but can bolster your campaign. In addition, some reviewers will not look at unpublished games. Be sure to contact reviewers before sending them anything.

The Island of El Dorado
rom Treehouse Creative
4,608 backers
$292,631 pledged
http://bit.ly/ksElDorado

"Kill your darlings. During your campaign, thousands of fresh eyes looking at your game will provide thousands of suggestions. Some of them will be incredible and would substantially improve your product. It's your job to find and implement the diamonds in the rough, even if it means removing or replacing something you thought was great." -Daniel Aronson
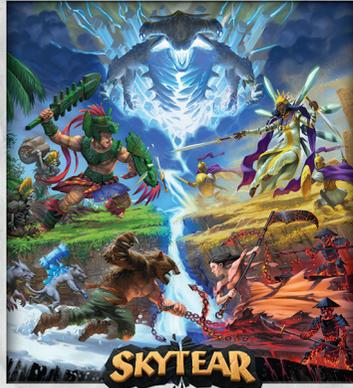
Skytear by PvP Geeks
1,201 backers
€117,473 pledged
http://bit.ly/Skytear

"Know exactly WHY you're doing it! And make sure everyone in the team and your audience as well know the WHY behind the project. Try to have a single, specific and unique reason — as that will help you in making all kind of trade offs and find your crowd. For instance, with Skytear we are on a mission to create the ultimate PvP miniatures game. Oh yes... did I mention that if "your why" is ambitious it is even better? :)"
-Riccardo Neri

OUTREACH

Social Media: Social media can be used to share updates, reviews, and other information before, during, and after your campaign.

Mailing List: A mailing list is one of the best ways to reach people who are interested in your game. Start your list early and get as many people to sign up as possible. Send out email updates including information about which conventions you'll be attending and when the campaign will launch.

Link to your mailing list everywhere you can. Make sure you get mailing list sign-ups from playtesters at conventions and your Friendly Local Game Store (FLGS).

Conventions: You can create a lot of positive buzz for your project by getting it in front of the general public at conventions. Look for conventions to attend in your area and find volunteers to demo your game at conventions you can't attend.

We recommend looking for conventions in your area that are specifically for game designers. These include UnPub Network, Protospiel, and First Exposure events.

> **PANDA TIP**
> Marketing can be costly, so set a budget. Remember that posting on BGG and other sites is free. A great place to start is BGG's Pre-launched Projects List: http://bit.ly/ksPrelaunch

For most campaigns free marketing is the way to go. However, for those rare campaigns with huge funding goals and a large following, putting more money into your marketing budget can be a good return on your investment. If you're confident in your campaign's trajectory, a professional marketing team can help your campaign reach new heights. Check out Kickstarter's list of experts and look for ones with expertise in games to help take your campaign to the next level.

PLAN YOUR CAMPAIGN

Planning out your campaign is the next step in the process of preparing your Kickstarter. Let's take a look at how to get your campaign ready to launch.

First, head over to Panda's website (https://account.pandagm.com) to request a quote for your game. When filling out your quote request, be sure to include pictures of any unique or special components. You can use the Description section to mention any game-specific requirements like pieces that need to fit together. A Panda Project Manager will contact you with any questions after reviewing your quote request, and can serve as a valuable resource as you refine your game and campaign.

! **WARNING**
Double check your quote to make sure all of the specs are correct. Let your Project Manager know if you need to make any changes.

Iwari by Thundergryph Games
5,428 Backers
€ 389,552 pledged
http://bit.ly/iwari

"Kickstarter is a great place to shape a game in the exact way you envisioned it. Starting a Kickstarter campaign for a new game is always an experiment, but it will never be a blind bet if you understand your audience and build up interest towards your game.
The best way to deal with it is to dream big but at the same time to keep a realistic mindset by setting at least three different outcomes during the planning of your campaign. The more you plan, the more prepared you will be towards your goals, allowing you to enjoy the experience while your campaign is running." -Gonzalo Aguirre Bisi

PLAN YOUR CAMPAIGN

Your Project Manager can also help you with Stretch Goal pricing. Here are some stretch goals we recommend:

Upgraded Cardstock: Panda offers three types of cardstocks: 300gsm Bluecore, 310gsm Ivorycore, and 310gsm Blackcore. Bluecore is our standard cardstock and is used in most games. We recommend using Bluecore as a base level for any game. Ivorycore is an upgrade to Bluecore and we recommend using it for games with large decks that need to be shuffled often. Blackcore is our most premium cardstock and we recommend it for games with fewer cards like some social deduction games.

The 7th Continent from Serious Poulp
12,103 backers
€1,224,220 pledged
http://bit.ly/ks7th

"Be prepared and anticipate! The things that will cost you the most in terms of energy and money are the ones you'll likely anticipate the least (mostly because they are quite boring): freight and shipping costs, tax laws (VAT in EU countries, customs taxes, etc.), customer support and after-sales, etc."
- Bruno Sautter

PLAN YOUR CAMPAIGN

Printing Effects: Metallic Ink, Foil Stamping, and Spot UV can help your box stand out. They can also be used on other printed components like punchboards and player mats.

Plastic Tray Inserts: Plastic trays are a great upgrade to cardboard trays. Panda can even assist you with the design.
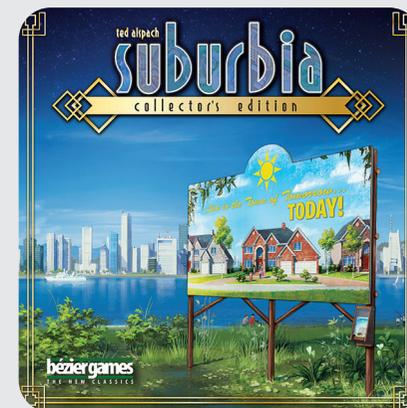
Suburbia Collector's Edition from Bezier Games
12,428 backers
$1,806,651 pledged
http://bit.ly/SuburbiaCE

"Buffer everything by at least 25%, from manufacturing and shipping costs to production and shipping times. For production costs, get the most detailed quotes you can, but realize that requirements and costs might change from the time you request the quote until you provide the press-ready files to Panda. Shipping costs are always more than you estimate when planning your campaign. Production times are much more likely to slip with all of the new and special Kickstarter components in the works, and shipping seems to always take more time than you originally estimate. By buffering these ahead of time, you'll reduce your stress and keep your backers happy." -Ted Alspach

Sleeping Gods by Red Raven Games
12,056 backers
$1,142,511 pledged
http://bit.ly/SleepingGodsRRG

"Once your project has funded and you're finishing the game files, it's always worth it to spend extra time proofreading and stress testing. Pay a professional (or two or three) to examine the final game files and proofread the rule book. When you think everything is ready to send to the printer, you're usually only 98% finished. Look for that final 2%." - Ryan Laukat

PLAN YOUR CAMPAIGN

Custom Wood: Turn your ordinary meeple into something unique with custom wood components. Custom wood components are often easy to make and are a great value. You can also upgrade your wood pieces with silkscreened or heat-transferred designs.

Upgraded Dice: We can add multiple effects like marbling and glitter to your dice. You can also change ordinary dice with numbers and pips into custom dice with your own designs. These dice require a new mold but have a similar unit cost to standard dice.

Ask your Project Manager for other stretch goal ideas specific to your game. We love looking at games and brainstorming awesome components.

PLAN YOUR CAMPAIGN

Shipping: When calculating the funding goal for your campaign, make sure to take into account the shipping costs, which will be incurred twice in a campaign: shipping from Panda to you and then shipping from you to your backers.

There are three primary methods of shipping from Panda: EXW, FOB, and DDP.

Ex Works (EXW) shipping means your own freight forwarder will be responsible for picking up the games from our factory floor in China, and shipping the games to their destination(s).

Free on Board (FOB) means Panda will ship the games through Chinese customs and your freight forwarder will import the games to their destination(s).

Delivery Duty Paid (DDP), the most common option for shipping, means Panda will handle all of the shipping for you. Generally speaking, DDP shipping will cost $1 - $2 per game depending on the size and weight of your game. Shipping to multiple locations will increase the cost.
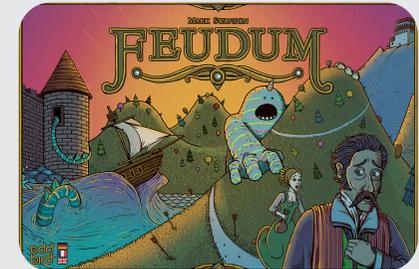
Feudum from Odd Bird Games
3,028 Backers
$263,852 pledged
http://bit.ly/ksFeudum

"Get as much done as you possibly can before the launch! (Manufacturing quotes completed, shipping company selected, campaign fulfillment planned out, etc.) This way, you can focus on backer communication during the campaign!"
-Mark Swanson
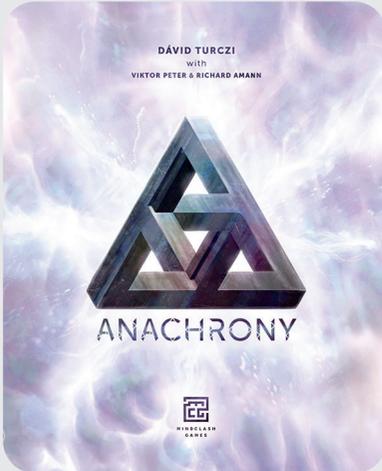
Anachrony from Mindclash Games
11346 Backers
$1,051,447 pledged
http://bit.ly/ksAnachrony

"Make sure to have an official quote for every component before you promise anything to your backers. Before adding another expensive feature, ask yourself this: am I going to be able to sell this product in retail? Add at least 3 months to your optimal scenario for a delivery date and communicate that." -Richard Ámann

PLAN YOUR CAMPAIGN

After finding out the cost of your game and shipping to your warehouse, you'll want to determine your game's MSRP. (Manufacturer's Suggested Retail Price - this is the price your game will be sold for in a retail store.) For this you'll need to use your game's landed cost. The landed cost of your game is the manufacturing cost plus the cost to ship each game to your warehouse. Most publishers set their MSRP at five times their landed cost. This is standard for many publishers, but you may want to change your MSRP depending on your game and finances.

Let's look at an example. Game X costs $10.00 to manufacture and it costs $3000 to ship 1500 games to your warehouse. We can use that information to figure out our Landed Cost.

$$Manufacturing\ Cost + Shipping\ Cost\ Per\ Unit = Landed\ Cost$$
$$\$10 + (\$3000/1500\ games) = \$12$$

MSRP is five times the Landed Cost. Now that we have a Landed Cost, we can determine our MSRP.

$$Landed\ Cost \times 5 = MSRP$$
$$\$12 \times 5 = \$60$$

Game X had a Manufactiring Cost of $10 per unit, but will be sold in stores for $60 each.

Based on your quote information, the added cost of any potential stretch goals, the shipping to your warehouse, and your game's MSRP, you should have enough information to start setting pledge levels, stretch goal levels, and your overall funding goal.

Your crowdfunding platform, possible pledge manager, and associated credit card processing service will also charge fees. Contact them to find out how much that will be. It will usually be around 5 - 10% of your funding. Based on your quote information, the added cost of any potential stretch goals, the shipping to your warehouse, your game's MSRP, and other service fees, you should have enough information to start setting pledge levels, stretch goal levels, and your overall funding goal.

FULFILLMENT

Fulfillment is an important step to make sure your backers get their rewards quickly and correctly. While you can do your own fulfillment from home, many creators choose to use a fulfillment company to ship to backers. Picking the right fulfillment company for your project is important. Check with multiple services to see which one is right for you.

Shipping rates for fulfillment will be based on the size and weight of your game, in addition to the number of SKUs you're shipping. (Stock Keeping Unit - This is each separate product you're shipping.) Be sure to ask each fulfillment company about their rates. Your Project Manager can provide a weight estimate for your game to help you calculate fulfillment charges. Individual shipping for your backers can be charged after your Kickstarter finishes through third-party services and can be offered at a discounted rate to reward backers for their support.

Panda has the capability to split your shipment between multiple fulfillment partners or destinations. This is beneficial when fulfilling to backers in multiple countries, saving your customers from potentially having to cover taxes and tariffs on their order. Contracting with multiple fulfillment partners can help keep costs low, making your project more attractive for potential international backers.

Keep in mind, the actual weight and shipping cost of your game may differ when final numbers are calculated. Your Project Manager can provide more accurate shipping costs during the production of your game.

> **PANDA TIP**
> For a current list of common fulfillment partners ask your Panda Project Manager.
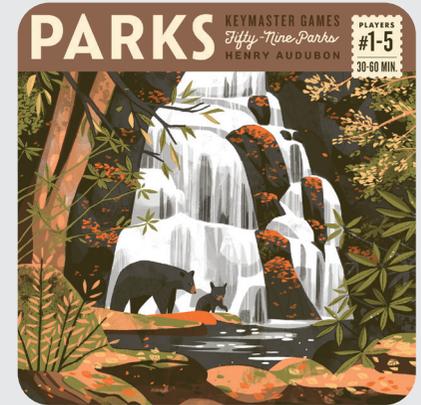
Parks from Keymaster Games
9,781 Backers
$419,675 pledged
http://bit.ly/ksParks

"Know who your game is for, then build your kickstarter page, advertising, and communication plan around getting that buyer to see the value you are offering them. For PARKS, it was finding people who love and value the beauty of the US National Parks and showing them that our game would give them an opportunity to celebrate the joy they feel for the National Parks. And probably most important of all, when you find that audience, advertise to them until the faucet runs dry." -Matt Aiken

CAMPAIGN PAGE

Now that you have all of the data that you need to create your Kickstarter page, it's time to set it up! Creating a high-quality, professional-looking page can help create confidence in your project. We recommend including the following on your Kickstarter page:

Introduction Video: There are two main types of Kickstarter videos: professional videos and personal videos. For professional videos, we recommend finding a production company. For a personal video, film yourself talking about your game and why you need your backers' support. A mix of professional and personal also works great.

Game Overview: Tell your backers the theme and mechanics of your game. You should also include how long it takes and how many players can play.

Reviews: If you have video reviews you can post them directly on your page. For written reviews, include a quote to highlight and a link to the full review.

Stretch Goals: Show your backers all the cool upgrades they'll get if they back your project and help spread the word. Visuals are great to have.

Canvas from Road to Infamy Games
16,062 Backers
$713,171 pledged
http://bit.ly/CanvasKS

"Don't wait until the campaign is over to start prepping files for manufacturing. Once you're funded, start getting everything ready to printer specs and you can cut a lot of pre-production time."
-Jeffrey Chin and Andrew Nerger

CAMPAIGN PAGE

Component List: Show your backers all the awesome components in your game. We recommend a big picture showing all of the components.

Pledge Levels: Show your backers what they would get at each pledge level.

Pledge $55 or more

Early Bird

Some creators choose to have an Early Bird Pledge Level that rewards early backers with a discount. These pledge levels can be limited by the number of backers.

ESTIMATED DELIVERY
Dec 2020

Limited
0 backers

Pledge $60 or more

Description

Be sure to include all of the rewards a backer will receive at each Pledge Level.

ESTIMATED DELIVERY
Dec 2020

0 backers

Pledge $60 or more

Delivery Date

It's important to select a realistic delivery date for when your backers receive your rewards. Manufacturing times can vary depending on your components, so check with your project manager to set your delivery date.

ESTIMATED DELIVERY
Dec 2020

0 backers

Pledge $120 or more

Retailer Pledge

Some campaigns provide a pledge level for retail stores to buy multiple games at a discounted price. You'll need to verify that each backer at this level is a retailer.

ESTIMATED DELIVERY
Dec 2020
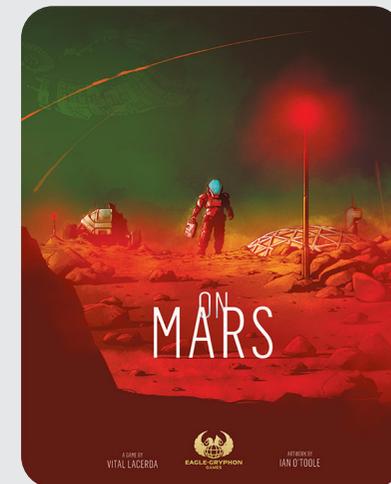
0 backers

On Mars from Eagle Gryphon Games
10,141 Backers
$970,566 pledged
http://bit.ly/ksOnMars

"The most important piece of advice that I can give to someone preparing a Kickstarter is get to know your print factory like you would your most important partner, because that's exactly what they are. Whether you have done over 100 Kickstarters or even if this is your first one, you can always learn new things. Ask lots of questions, communicate clearly and regularly, and don't open yourself up to surprises because you have not asked questions or listened to answers." -Rick Soued

LAUNCH

You are now ready to launch your campaign! During the Kickstarter campaign there are several things that you can do to keep your project on the path to success and prepare your game for the manufacturing process.

Prepare your files: Panda requires that the files submitted for printing meet the specific needs of our facility. Usually, publishers upload files to Panda after the campaign. Early Design Verification (EDV) is a great way to start design verification early and get a head start on the production process. Panda will pair you with one of our prepress specialists who can begin to work with you to ensure that your files are formatted properly to print on our four color offset presses. We encourage your graphic designer to review the Panda Design Guidebook and start formatting your files as early as possible. The Panda Design Guidebook, template generator, and other tools can be found on Panda's site.

If you have an artist or illustrator but are still looking for a graphic designer we may be able to help. Panda's Design Services can prepare all of your files and make sure they're ready to print. Check with your Project Manager for more information.

PANDA TIP
Give the Panda Design Guidebook to your graphic designer when they start working on your project. You can find that guidebook and other useful tools here: https://pandagm.com/tools

Roll Player from Thunderworks Games
974 Backers
$50,859 pledged
http://bit.ly/ksRollPlayer

"The best way to run a successful Kickstarter campaign is to get involved in the Kickstarter community. Back other projects. Study what other successful creators are doing. Reach out to other creators for help. We have an amazingly selfless community of creators in the boardgame space who really enjoy seeing each other be successful." -Keith Matejka

LAUNCH

Interact with your backers early and often. This includes updating them frequently with the status of your campaign, unlocked stretch goals, new artwork, and any other important development. Staying active in the comments section also helps to instill confidence in your company and game, and encourages your backers to be active ambassadors for your game. Paying attention to frequently asked questions will help you inform many of your backers all at once.

During your campaign you're likely to hear from backers with strong opinions. They may not care for some of the things in your game or on your Kickstarter page. They may also criticize how you run your campaign and communicate with your backers. No successful campaign has been without its critics, but it's important to remember that the majority of your backers are excited about your game and believe in bringing your project to life.

We recommend always being as transparent as possible with your backers, even when things aren't going smoothly. Countless Kickstarters have had to deliver bad news like broken promises or a late delivery. Many of these campaigns were still very successful with supportive backers due to frequent and transparent communication from the creators.

> **PANDA TIP**
> Your backers might have some great ideas during your campaign. It's not too late to make changes. You can edit your campaign while it's live.
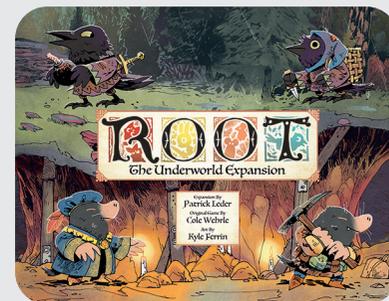
Root: The Underworld Expansion from Leder Games
20,886 Backers
$1,726,461 pledged
http://bit.ly/ksRoot

"Your game does not have to have the best art or game play. Instead it needs to innovate in a way that the audience will engage. This could be artistically, thematically, or with innovative game play. Perhaps a combination of all three. Never compromise from this principal and you and your audience will be well served. Continue to deliver that and the audience will return to you over and over."
-Patrick Leder

LAUNCH

Continue promoting and marketing your campaign. Encourage your backers to spread the word and tell their friends about your Kickstarter. They are a great resource because they want to unlock all of your awesome stretch goals.

Not all campaigns see immediate success. If your Kickstarter isn't doing well in the first few days, don't worry. It's okay to cancel your campaign, make some changes, and relaunch in the future. Many projects have found success after having to cancel the initial campaign.

On Tour from BoardGameTables.com
3,230 Backers
$104,758 pledged
http://bit.ly/ksOnTour

"Successful Kickstarter creators bring an audience with them. Before you launch, have an audience that will get your to 25% of your funding goal in the first couple hours. I think the best way to do this is by growing an email list, and emailing frequently enough that people don't forget who you are." - Chad DeShon

AFTER FUNDING

Congratulations, your Kickstarter has funded! Now you're ready for manufacturing and fulfillment.

Continue communicating with your backers consistently and frequently. You should not go more than a month without updating your backers. We recommend setting up a schedule with your backers to let them know when they can expect to hear from you. For example, every 1st and 15th of the month. Remember to be as transparent as possible when communicating with your backers. Issues may come up, but your backers will always appreciate being kept informed.

Begin gathering backer data. There are many services that can help with collecting your backers' information. The Kickstarter survey allows you to obtain your backers' addresses and pledge info. There are many third-party pledge managers that can offer some assistance with this task. While they do have a cost, they can provide services that improve the experience for both you and your backers. Check the links section for some third-party pledge managers.

Stay in touch with us! Your Project Manager is always available if you have any questions before, during, or after your campaign.

Good luck on your Kickstarter campaign, and we hope to hear from you soon!
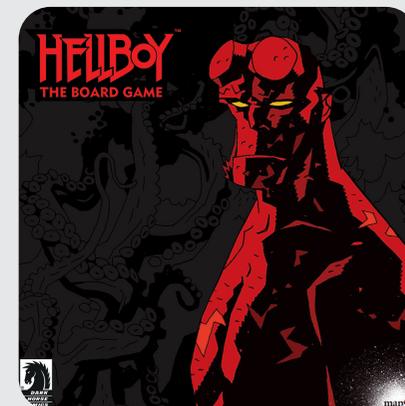
Hellboy from Mantic Games
12,716 Backers
€1,454,343 pledged
http://bit.ly/ksHellboy

"Make sure you've planned how to account for your project. You cash flow cycle compared to when you might actually ship and then recognise sales might be months apart, or even across a financial year. If you can, ring-fence the money you'll need for the big spends as soon as possible (tooling, purchasing and shipping). Make sure you plan and account for capitalisation and depreciation of any tooling assets correctly." -Matt Gilbert

Xia from Far Off Games
3,293 backers
$346,772 pledged
http://bit.ly/XiaLegends

"Communicate with your backers! Backers want to know the good and the bad - they can get "market speak" from big companies, but you're in a unique position to give them the inside story! Be specific about what's going on, don't just say "There's a manufacturing delay" find out exactly what's happening, and explain it to them in detail. Remember Kickstarter is about building a community of people around a project you all believe in, so treat them as you would want to be treated!" -Cody Miller

CROWDFUNDING PLATFORMS

While there are many crowdfunding platforms available, there are a few that are more common for board games. Check out these sites to find out what would be best for you.

Kickstarter: Kickstarter is the biggest crowdfunding platform for board games. With Kickstarter, you'll have the opportunity to reach the largest audience. Nearly all board game crowdfunding projects use Kickstarter. https://www.kickstarter.com/

Indiegogo: Indiegogo is another large crowdfunding platform, but isn't used as often as Kickstarter for board game projects. They offer things (like flexible funding and charging backers immediately) that Kickstarter doesn't have. https://www.indiegogo.com/

Game On Tabletop: Game On Tabletop is a newer, and therefore smaller, crowdfunding platform, but it is designed specifically for board games. It includes features like real-time pledge management and seamless stretch goal integration that can be very useful for board game project creators. https://www.gameontabletop.com/

RESOURCE LINKS

Stonemaier Games Kickstarter Lessons Blog
https://stonemaiergames.com/kickstarter/lessons/

KS Dates Spreadsheet
Launch dates for the year, used across multiple publishers to avoid overlap and competition.
https://docs.google.com/spreadsheets/d/1eo1zHVhxJ-KuYmD7rwYhqyt748DMtvVJyM5Wd
WhcExc/edit

James Mathe Kickstarter Advice
http://www.jamesmathe.com/category/kickstarter/

KS Best Practices Facebook Group
https://www.facebook.com/groups/138469072961355/

BGG Kickstarter Forums
https://www.boardgamegeek.com/forum/915012/crowdfunding-kickstarter/general

Kickstarter Handbook
https://www.kickstarter.com/help/handbook?ref=global-footer

Kickstarter's List of Experts
https://www.kickstarter.com/experts
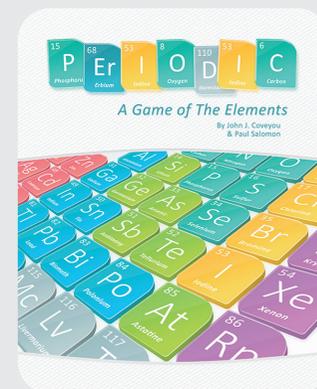
Periodic from Genius Games
4,539 Backers
$236,208 pledged
http://bit.ly/ksPeriodic

"Focus on two main things: driving traffic to your Kickstarter page and then getting as much of that traffic to convert to backers as possible. The first involves knowing and understanding the ideal audience for your game and then targeting the channels in which these ideal players are most active online. The second is about making sure your Kickstarter page is professional, clear and effective. The title, description, cover image and reward levels should be attractive as well as informative. If the page is confusing and unprofessional why should they assume the game they'll receive will be any different?"
-John Coveyou

v 1.0321

panda
game manufacturing