

Intro to Crowdfunding FAQ

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Here is some advice we've come up with over running 5 campaigns. This was updated July 2026, and is a live document, so expect changes! We will continue to update it after every campaign with new information as we have it. Keep in mind that crowdfunding is very much YMMV, depending on your campaign, platform, and promotion.

I also recommend joining the [Kickstarter for Authors Facebook](#) group. There's a TON of information there and lots of people running lots of different kinds of campaigns.

Be sure to check the other tabs in the document to find best practices (in a slightly more detailed format than in the general crowdfunding FAQ) and a section on Backerkit's Collection campaigns.

Why should you consider crowdfunding?

It's incredibly customizable.

Your campaign can be whatever you need it to be, no matter how large or small!

Some ideas that others have done and been successful with:

- Audiobooks for established series
- Special editions of established series
- Shared world series with multiple authors
- Anthologies
- Pre-launch a new book before releasing on retailers
- Merch for your series/books
- Any combination of these!

Crowdfunding sites charge less in fees than ebook/paperback vendors.

- Backerkit takes 8% (5% platform fee + a 3% stripe fee)
- Amazon takes 30% + fees for ebooks, and significantly higher for paperback.
- ACX takes between 75% and 60%.
- Other retailers are comparable to AMZ

Some truly excellent possibilities for collaboration with other authors/creators/

- Backerkit has a great tool for collaborations (more on that later).

How do I choose a crowdfunding platform?

This is very much one of those personal things. I've run 4 campaigns both individually and as a part of Bonkers Romance on Kickstarter, and jumped to Backerkit with the most recent. We've had extensive conversations with both companies over the years. While there are other companies, I am not as familiar with them and so haven't included them below.

Kickstarter

As of May 11th, I no longer recommend Kickstarter because of their censorship policies they have announced, which equate consensual sex between adults with violence and abuse if terms like "slut" or "whore" are used, as well as forbidding "female nipple" and other constrictive guidelines that also contradict each other. They did not push back against Stripe's restrictive policies, despite being in a position to do so. While they have walked back their position, they still seem to be penalizing folks.

Pros

- Name recognition.
- Simple to use.
- Pretty decent in-app exposure.
- The publishing outreach person with the company is AMAZING. Honestly, pretty much everyone I've interacted with from the company is great.

Neutral

- If you're doing a complicated campaign, you'll need to use a fulfillment company, which costs extra money (on a sliding scale, depending on your campaign).
- If your campaign is simple/small and doesn't have ebook/audiobook rewards, Kickstarter's survey system should be okay to use.

Cons

- At this time, there is no way to deliver ebooks in the way that readers prefer (with them showing up just like they do when the reader buys it from their preferred store).

- They are a massive company and while publishing is a key part of their strategy, their roadmap for the next few years isn't focused on meeting the needs of authors/publishers.
- If you're doing a complicated campaign, you're going to have to cobble together several different resources in order to deliver your rewards. While this isn't a dealbreaker for everyone, it's something that should be considered.
- They are in the process of developing a fulfillment arm, but as of the most recent update of this document, it is not robust enough to be useful. You have to be exceedingly comfortable with filtering data in Excel and there are no packing slips or groups.
- They do not ban AI from their projects. They require you to disclose if you've used AI, but that's about it.

Who do we recommend Kickstarter for?

- People intending to run small campaigns, especially if they have no digital rewards.
- People who want a simple setup.

Backerkit

Pros

- They've been doing fulfillment for ages and have the best system for it. I've tried others and been deeply dissatisfied. At the end of your campaign, all your backers are filtered into order groups with many different options for filtering and downloading that data. They integrate with most of the big shipping programs (not PirateShip at this time). They also generate packing slips with a click of a button.
- They worked with Bonkers Romance to be able to deliver e-book/audio codes at the end of surveys so people can get their books in hand immediately once they fill out their survey after the end of the campaign using print codes via Bookfunnel. This feature is something anyone can request to have implemented.
- DATA. They have SO MUCH DATA available on the back end of things.
- They are firmly anti AI.
- If you've run a campaign on Kickstarter before, they will import all your previous followers so you can notify them the same way Kickstarter does when you run subsequent campaigns.
- They do a THOROUGH comb through your project before you launch and offer really great feedback to help maximize backer experience.
- They've built a lot of features that feel very geared toward fandom in a way readers truly enjoy. These features include:
 - Pre-Launch parties
 - A reservation system, which promotes retention
 - The ability to stream for YouTube/Twitch directly to the site.

- Creation of teams, which backers will have the option to join once they support the project.
- Trivia, polls, and interacting on posts all contribute to help their team “win.”
- The ability to assign rewards to previous backers, newsletter subscribers, Patreon members, etc.
- Early access to the campaign
- “Secret” tiers that you can make available to select people
- They are creating some really interesting ways for campaigns to cross-pollinate.
 - There is an option for two campaigns to create an incentive that will apply if a person backs both (ex: get this free sticker if you back Campaign A and Campaign B!)
 - They have collaborations that are incredibly intentional. These are a group of campaigns, each run by their respective creators, that share a collaboration to promote cross-pollination between all participating campaigns. There are two types.
 - Backerkit puts together regular collaborations (many projects under a single umbrella with a dedicated landing page) like Pintopia or Booktopia. There is usually a reward if someone backs a certain number of projects (ex: Back 5 projects and get a free zine!)
 - There is also the ability to create your own collaborations and invite other creators to participate (or create a call that other creators can submit to). We are running one in August 2026 under “The Bonkers Book Fair” to create a space with 10-ish book campaigns. Bonkers Romance, as the cornerstone project, is responsible for the reward that folks will get if they back at least 5 of the 10 projects.

Neutral

- They’re a smaller crowdfunding site, so potential discovery on-site is lower than Kickstarter. With that said, roughly 50% of each of our campaigns is brand new people to crowdfunding, so we’re not sure if that’s enough of a detraction to be in the “con” list.
 - The collaborations may be a way to counteract the lower on-site organic traffic.

Cons

- There’s a learning curve to navigating the back end of their site. They have a LOT of features and customizable options, which can be overwhelming for some folks.
- They’re newer to the crowdfunding side of things so don’t have the name recognition of Kickstarter, despite most of the massive Kickstarter campaigns using Backerkit to fulfill their rewards.

Who do we recommend Backerkit for?

- People who LOVE data
- People running complex campaigns, esp with digital rewards

- People who may want to participate in a group event (or organize one!) that promotes cross-pollination with other campaigns of similar nature.
- People who are ant-AI and feel strongly about working with companies that share that priority.

What should you do before you launch?

Decide on your tiers and add-ons

I recommend 3-10 tiers. Any more than that, and people get overwhelmed. Add-ons are a great way to get more complicated without cluttering up your campaign page.

Calculate your costs

Tier Costs

This is more than just vibes! To ensure you aren't essentially paying people to back your project, you want to account for specific costs. These include:

- Crowdfunding site's fee (8% of tier price)
- Material cost
 - To calculate this, you'll want to get quotes from the vendors you intend to use. I recommend estimating a lower number of backers than you expect so you're not getting an unhappy surprise if these costs go up.
- Fulfillment cost
 - This price will change, depending on if you plan to fulfill the project yourself, if you're utilizing a fulfillment center, or if it's a digital reward.

Shipping

- International shipping estimates
- Domestic shipping estimates
- Shipping supplies estimates
- Tariffs (with the understanding that this might change without notice)
- Both Kickstarter and Backerkit have options to pay for shipping later (as opposed to during the campaign) which can minimize the potential for surprise costs here. There are pros and cons to charging shipping later, however.
 - Pros: More accurate shipping cost for both you and the backer.
 - Cons: Folks might not have budgeted for that cost at that time, which may result in having to chase down payments in order to ship things (and making difficult decisions in how to handle that if someone paid for their items but not shipping).

Fixed Costs

Fixed costs are things that are tricky to divide up on a tier level. These are large chunk costs that go into making your product. The total of the fixed costs (+ some padding) should likely be the amount you use as your budget to “succeed” in your campaign. Bonkers tends to set ours lower than that, but there’s risk involved in undershooting it.

Fixed costs include things like:

- Artists
- Cover artists
- Editors
- Formatting
- Contingency money (something ALWAYS comes up)
- Proofs of any books/items you intend to order ahead of time.
- A Bookfunnel account if you don’t have one already and intend to distribute ebooks/audiobooks through them.

Remember taxes!

The money you make from crowdfunding will be taxable. You need to make sure you set aside the appropriate amount of the profit to pay taxes.

You’ll also likely need to collect some state tax, depending on where you are and where your backers are.

As always, this is not intended as professional tax advice, and for any specific questions, you should consult an accountant.

Decide on your timing

When to run your campaign

We do not recommend running it in Q4 of any given year, because you’ll be competing with the holidays. Other than that, we have no comprehensive evidence that any other time of the year is better than the other.

How long to run your campaign

We do not recommend more than 30 days. We tend to land somewhere between 21 and 24 days, but ultimately it’s up to you what you think is best.

When will you promise to fulfill?

We recommend taking whatever your estimated timeline is and adding a few months to it. Things go wrong all the time, and it’s much better to go to your backers with “Surprise! We’re

shipping early!” than to have to explain why things have gotten bumped. Delays happen, and when they do, communication is vital.

You can calculate your shipping month by talking to your vendors and figuring out production timelines, etc. Make sure to account for shipping time in these estimates! If you’re ordering from overseas in large quantities, they will come by ship and it tends to take 40-ish days on average.

How to promote your campaign

Prelaunch is vital

- Getting your teaser page (or Launch Party) up early helps you collect folks who are interested in backing. We average 30-35% retention of backers from followers.
- All the people who follow the prelaunch page get an email when your project launches.
- Any follower who hasn’t backed the project will also get a reminder at 48 hours and 12 hours (this timeline changes a little bit, depending on crowdfunding company policies).

Newsletters

The #1 thing that we’ve seen move the needle is sending newsletters. You’re connecting directly to your warm audience, and not relying on the social media gods to bless you with visibility.

We do not recommend setting up a newsletter specifically for your project. If you give people too many options for signing up for this, they won’t utilize all of them and you may see a higher drop-off than you expect. It’s best to utilize the newsletter(s) you already have built and direct people to the pre-launch page.

Social Media

With all that said, obviously social media is a solid tool and should not be discounted. Displaying artwork and the like definitely gets a response!

Advertising

We’ve run the gamut with advertising. If you’re comfy with Facebook ads, they can really move numbers! But we don’t recommend attempting advertising if you’re *not* comfortable *and* experienced. If you intend to utilize an advertising company, please ensure you add that cost to your calculations and use a company that is familiar with publishing (bonus points for being familiar with romance, if that’s your sub-genre).

Both Kickstarter and Backerkit have advertising arms that they offer to some projects. We’ve been really happy with our experience with both of those teams.

What do I need to know about fulfillment?

E-books/Audiobooks

We cannot recommend [Bookfunnel](#) enough. They're the best at what they do, and the vast majority of readers are at least somewhat familiar with them. Also their CEO is excellent and innovative and we expect there will be new developments aimed at crowdfunding in the future.

How to use Bookfunnel for fulfillment:

For larger campaigns:

- Upload your finished e-book/audiobook into Bookfunnel
- Create enough Print Codes to cover all your backers (you may have to email Bookfunnel to request this)
- We recommend fulfilling through Backerkit for this to eliminate user error or confusion if people don't use the same email for crowdfunding and Bookfunnel. There *is* a fee involved with fulfilling on Backerkit if you don't run your campaign there.
- Ask Backerkit to enable code distribution alongside your survey
- Assign the Print Codes to the SKUs for your e-books/audiobooks (someone at Backerkit can help you with this. Their team is super great at walking you through various set-up).
- Once you send surveys and a backer completes the survey, they will be taken to a screen with the e-book/audiobook codes. They will input these codes into Bookfunnel, which will link that specific e-book/audiobook to their library. Each code can only be used once.

For smaller campaigns:

- Upload your finished e-book/audiobook into Bookfunnel
- Once your campaign is finished and surveys are filled out, upload backer email addresses into Bookfunnel, using the Bulk Delivery Feature. This will put the book(s) directly into backer's Bookfunnel library.
- **CAVEAT:** Apple privacy relay emails will not deliver. Also, some backers use different email addresses for different things and will want you to manually change the email address to deliver their books to. This is not a huge ask for a small campaign, but doesn't scale well for larger campaigns.

Physical Rewards

How you choose to fulfill physical rewards is a decision that can be made after your campaign runs.

If you plan on fulfilling them yourself:

- Make sure you have the space to do this.
- Don't discount the sheer amount of time it takes to fulfill even a smaller campaign. Budget that into your timeline!
- We mentioned it before, but make sure to account for shipping supplies.
- We have used [PirateShip](#) a bunch and they tend to be pretty great. Be sure to ask them for their Simple Export Rate to get discounted rates to Canada and elsewhere internationally. **CAVEAT:** They do not integrate with Backerkit at this time, so there's a little extra work to utilize them.
- We have also used [Shipstation](#) and [EasyShip](#) and both are very robust (and integrate with Backerkit).
- Packing slips are your friend
 - Most shipping companies have some kind of option to generate these.
 - Backerkit will do this automatically internally, as well as group backers by their orders in packing groups.
- Budget for mistakes. It happens. You're human!

If you plan on using a fulfillment center:

- You are going to need barcodes on everything. This is pretty much industry standard for fulfillment centers.
- There is a cost associated with this. We recommend getting a quote ahead of your campaign to budget it in.
- They ship VERY FAST.
 - Pros: People get their stuff faster.
 - Cons: If there's an issue, you may not catch it in time to course-correct.
- Expect the potential for more items being damaged in shipping. 3% is a high estimate, but a safe one.
- We do NOT recommend using small fulfillment centers. They tend to have significantly less robust inventory and tracking systems, and that can lead to a lot of stress and frustration. We used [Fulfillrite](#) in the past and were happy with the experience overall compared to other companies we've used.

Okay, that's about it! If you have specific questions beyond this information, please feel free to email us at bonkersromance@gmail.com!

Backerkit: Best Practices

Backerkit: Best Practices

Stages of Crowdfunding

Crowdfunding

Teaser Page

This is exactly what it sounds like: a teaser page. This is a simple landing page with a banner graphic that will tease your project and allow you to collect followers.

Launch Party

This is essentially a teaser page to the nth degree. It's much more robust and allows more interactions with followers.

The Campaign

This is when the campaign is actually running. Best practice tends to be 24-30 days.

Pledge Manager

Fulfillment

- Creating a survey to send to backers
- Tracking who has filled out their surveys
- Assigning and sending digital rewards
- The ability for backers to add items to their order after the campaign ends (you will set a lock date where this is no longer possible)
- Backers are grouped into "packing groups" based on what's in their order
- Integrations with most of the large shipping sites (not PirateShip, unfortunately)

Teaser Page

When to Do This: Immediately Upon Setting Up Your Project

Everything on this can be edited and changed, but it will allow you to start gathering followers for your campaign immediately.

Paranormal Romance Royalty

View project

Copy Share Link

Need help with this project?
Contact: crowdfunding@backerkit.com

PARANORMAL
ROMANCE ROYALTY

Choose File

No file chosen

PNG or JPG up to 10MB

Image dimension should be at least 1920 x 1080 pixels (width x height).

Page Title

Get Ready for Paranormal Romance Royalty

Page Content

B I S P T < > H L R U

When Bonkers Romance was formed, it was meant to honor the authors who take the biggest, most fearless swings in their writing and stories. Since then, we've grown to encompass all sorts of fun stuff, but with this project, we wanted to honor our roots and the authors who imprinted their worlds and characters on us as early readers of romance. Their stories have left their fingerprints on the souls of so many readers--and writers--and they deserve their flowers!

With this campaign, we'll have select merch and special editions of five paranormal romance authors who we have loved and adored through the years!

Formatting Guide

Pre-Launch Digital Bonus (Optional)

Offer an exclusive digital reward to backers who follow your project before it launches

Bonus Title

Free Quickstart Guide

This will be shown as the clickable link text.

Download Link

https://www.example.com

URL where backers can access the bonus, including https://

Customize your page

Edit other aspects of your teaser page.

Customize your page in Launch

Save

This can go up as soon as you get the bones of your campaign in place. Every element of it is changeable, and nothing is set in stone, so don't feel like it has to be perfect or you need to know every detail before you have a teaser page. The goal is to start collecting followers and that's it. We will not be using this specific branding for this project, but it is a current placeholder.

Things to Include

- A banner image with your branding, a picture of the project, or project title
- A teaser-type bit of text that will give folks an idea of what the project is all about

Optional Features

Digital Download

If you have a digital download you'd like to offer followers (instantly), this is an option on the teaser page.

Customizations and Data

You can customize a LOT of the elements (colors, etc) if you'd like to. This is done under the Launch section of Backerkit. It takes a bit of clicking around to get there, but it's got extra features and a LOT of data if you're into that sort of thing.

Example

https://www.backerkit.com/call_to_action/4c6ce068-587a-4eb4-87e3-725e8e1add45/landing

Pre-Launch Party (Optional, but Recommended)

When to Do This: Minimum of 4-6 weeks ahead of Launch

This will help generate excitement with your audience.

Paranormal Romance Royalty

[View project](#) [Copy Share Link](#)

Need help with this project?
Contact: crowdfunding@backerkit.com

Overview

Build a Teaser Page

Share Your Project

Set up Launch Party

Build Your Campaign

Request a Review

PROJECT

Project Details

Team

Story

Pledge Levels

Add-ons

Incentives

Items

FAQs

Identity Verification

Payment Setup

COLLABORATION

Bonkers Book Fair

Cross-Collab

ENGAGEMENT

Updates

Polls

Achievements

Activity

Highlights

Streaming

LIVE STATS

Dashboard

Backers

Followers

Referral Sources

Funding Summary

Creator Backers

Event Stream

Data

Discussion Trends

Email Campaigns

Marketing

BackerTracker

Launch

Get your followers excited for launch day!

☐ Enable Launch Party for your project
The page is currently not enabled.

Preview the page

Banner Image



Choose File No file chosen Remove image

- PNG or JPG up to 10MB
- Images should have an aspect ratio of 3:1. (eg. 1020 x 340)

Next Livestream

Launch your project together with backers via a live stream. [Schedule a Stream](#)

Latest Update

Communicate with your potential backers before launch. [Create a New Update](#)

Page Content

B *I*                                               

When Bonkers Romance was formed, it was meant to honor the authors who take the biggest, most fearless swings in their writing and stories. Since then, we've grown to encompass all sorts of fun stuff, but with this project, we wanted to honor our roots and the authors who imprinted their worlds and characters on us as early readers of romance. Their stories have left their fingerprints on the souls of countless readers--and writers--and they deserve their flowers!

With this campaign, we'll have select merch and special editions five books, packaged in a slipcase. The books are:

Heart of Obsidian by Nalini Singh

Lover Awakened by J.R. Ward

The Darkest Night by Gena Showalter

Hot and Badgered by Shelly Laurenston

Wicked Deeds on a Winter's Night by Kresley Cole

Get your \$2 reservation now to receive a Paranormal Romance Reader sticker (to be available as an add-on in the campaign for \$5)

[Formatting Guide](#)

Community Highlights

Set up the party with polls, discussions, updates, and more. [Add Highlights](#)

Save

Set up Launch Party to have your biggest project ever.

Once you've shared out your teaser page and people are following your project, you want to keep the momentum going. Enabling Launch Party will unlock the ability to engage with your followers about the latest updates about your project to let them know your progress and keep them excited by releasing latest information about your project.

When should I start?

We recommend having your Launch Party enabled 8 weeks before you want to launch your project.

What kinds of things can I do by enabling Launch Party?

- Start posting updates to message your followers about the latest details.
- Set up polls to ask your followers questions like which image they think is best, which feature you should include, or what they think about your rewards.
- Followers can set up their BackerKit account so they are ready to pledge on day 1.
- Broadcast a livestream on launch day and count down together with your followers.
- Jumpstart your community with team-based trivia challenge, follower only rewards, and more.

[Learn more about Launch Party »](#)

This is the next step before launch, where you will want more details and probably a plan on how you intend to engage with your audience. This is not required, but we do recommend it.

Reservations

If you are offering reservations (more on that when we get to Incentives), you will want to have those details figured out before you bring your Pre-Launch Party live. I *highly* recommend you offer reservations.

The average conversion rate we've seen at Bonkers from followers to backers is roughly 35%. This seems to be pretty consistent across crowdfunding, at least in the publishing realm. For reservations, we see approximately **72% conversion rate**. Backerkit reports a 60-80% conversion rate on projects that use the reservation system.

Ways to Leverage Audience Interaction

Streaming

You can schedule livestreams on Twitch, YouTube, and Moonbeam. Followers will be able to see when the next scheduled livestream is, and it will automatically notify all followers when you go live (and will integrate with Backerkit). It will also be saved to the project so people can check it out after it's over.

Polls

You can create polls that only followers can answer. This can be anything from silly stuff to allowing followers to vote on design options, etc. This promotes engagement and is a great way to hype your audience up ahead of launch.

Teasers/Updates

People love inside looks, so utilize that in your launch party! Anything to get folks excited!

Example

https://www.backerkit.com/c/projects/bonkers-romance/bonkers-romance-season-4/launch_party

Building The Project

Story

Sections

We tend to use the same overall sections for each project. In Backerkit, you can “hide” the section headers and insert images instead for a more cohesive look.

Example

<https://www.backerkit.com/c/projects/bonkers-romance/dark-olympus-special-editions-1-5>

Funding Goal

You want your goal to be as small as possible and still be reasonable. This is highly individualized. Certain elements will affect how high or low you should set your funding goal: fixed costs, whether this is a project you will be selling after the end of your campaign (ex: a book release, plans to sell special editions at a higher price, etc) and continue to recoup costs past the end of the campaign.

Pledge Levels (Tiers)

Paranormal Romance Royalty

[View project](#) [Copy Share Link](#)

Need help with this project?

Contact: crowdfunder@backerkit.com

PRE-LAUNCH

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Launch

Pledge Levels / Create a New Pledge Level

Offer a range of reward options for your project. [Learn more about Pledge Levels](#) »

Title

Price

\$

Image

Choose File

No file chosen

- PNG or JPG up to 10MB
- A square (1:1) ratio is optimal. Image will scale to fit available space.
- Image dimension should be at least 600 x 600 pixels (width x height).

Short Description

This text is for describing the pledge level. Keep it concise, approximately 20 to 30 words.

Included Items

Search

Select items that are included with this pledge level. [View all of your items](#) »

Full Description

B I

Formatting Guide

This optional content is for providing more details about the pledge level. Describe your pledge levels with images, videos, and more extensive details.

Purchase Limit

Set quantity limits for exclusive rewards.

☐ Feature this pledge level ★

This will place a "Featured" badge on this pledge level.

☐ Hide this pledge level 🚫

This will hide the pledge level from the list and only allow pledges from those that have the direct link to the pledge level. Existing pledges will remain visible for backers.

Excluded Countries

Search

Give every backer a chance to support you.

Offer your backers a menu of pledge options with unique rewards and perks, attracting a diverse range of your fans while accommodating their interests and budgets.

🏆 Base Tier

This pledge level should appeal to most backers, offering the main reward at a price point that appeals to the majority of people interested in your project. Ensure enough margin to cover costs; check industry standards to avoid undercharging.

🏆 Low End Tiers

This pledge level is for backers who want to show support, possibly with a digital item or public "Thank You".

🏆 High End Tiers

This pledge level is for power backers eager to support your project in a big way, deserving a truly special reward. Beyond tangible items, you're creating an experience for them!

🌟 Go ALL-IN!

This pledge level gets backers everything. A one-click option for all items and exclusives is a great way to boost average order value.

Preview

Pledge Levels: Best Practices

Number of Tiers

Best practice tends to be 3-10 tiers. Less than that can be underwhelming. More than that gets overwhelming. Try to keep the messaging as simple as possible. Instead of having 3 tiers with varying merch items, have a One-Click Merch Box tier with everything. You don't want to give anyone a reason to nope out, and confusion is a huge reason people click away. Make it easy on your readers!

Limited Tiers

Having a tier with a designated number of slots available will create urgency and incentivize people to back the project now, rather than waiting and seeing (and forgetting it exists). This helps build social proof early in the campaign.

Low Tier: \$10-\$15 (lower is fine)

This allows an “easy yes” to backers considering backing the project, and makes it accessible for folks on a budget.

“One-Click” Option

- All items included - a percentage discount
- This is a different kind of “easy yes” than the low tier that allows people who want everything to get it easily.

The Big One (optional)

If you have an idea for a big holy shit tier, we’ve seen it work really well. Something things to consider:

- You want to ensure the high price actually covers the labor/etc required
- You want this to be limited (1-5 available)
- We’ve seen people do hand-knitted objects, naming characters, choosing the method of death for a future side character in a book, etc.

Spotlighting Tiers

You are able to pick one tier to spotlight, which will position it at the top of the tier list, so that potential backers see it first.

Pricing

Material Costs

Item(s)

This is the wholesale cost that you are charged for each item. Be sure to include shipping in this cost. Example: If a book costs you \$10 wholesale for 1500, and shipping is \$500, your wholesale cost per book is \$10.33. We would put \$12 into the spreadsheet here (we recommend always rounding up a bit and giving yourself some cushion).

For digital rewards, we assign a \$1 material cost to ensure we cover things like Bookfunnel, etc.

Fulfillment

If your item is physical, there will be costs associated with shipping. This will either be something you pay directly (if you’re fulfilling the project) or via a fulfillment center. These costs include shipping materials (boxes, tape, etc), as well as the labor associated with shipping. If you’re going the fulfillment center route, they will be able to provide an estimate based on the number of items in each respective tier. If you’re fulfilling yourself, \$3-\$7 per tier should cover things, but be aware that smaller numbers increase costs for packaging materials because you don’t get a bulk discount.

For digital rewards, this cost is \$0.

Other Costs

Shipping

Backerkit recommends charging shipping separately. We also recommend this, as we are perpetually living in uncertain times right now and you don't want to be screwed by gas prices affecting shipping or random tariffs announced without warning. You'll have to decide if you want shipping to be a line item on your project or rolled into the tier cost (we recommend having shipping as a line item to account for the wide variety of costs, depending on territory). Regardless, we tend to add a cushion to the tier cost (usually \$5) to ensure we're covering our estimated shipping costs should something rapidly change from when we estimate shipping costs to actually pay for shipping.

For digital rewards, this cost is \$0.

Backerkit

Backerkit charges an 8% fee (this includes the fee for processing payments) on all money brought in. You'll want to account for this in your tier cost to ensure you're making the appropriate profit. The 8% comes from the tier cost, not the item/packaging/shipping cost.

Fixed Costs

Fixed costs are any cost that cannot be assigned on an individual basis (ex: book covers, design costs, etc). These costs should be accounted for separately from your tier costs, but will impact your overall profit margins, so have a separate line item associated with them on the spreadsheet.

If you are spending money for ads, this should be included in your fixed costs.

Add-Ons

Paranormal Romance Royalty

[View project](#) [Copy Share Link](#)

Need help with this project?

Contact: crowdfunding@backerkit.com

PRE-LAUNCH

Overview

Build a Teaser Page

Share Your Project

Set up Launch Party

Build Your Campaign

Request a Review

PROJECT

Project Details

Team

Story

Pledge Levels

Add-ons

Incentives

Items

FAQs

Identity Verification

Payment Setup

COLLABORATION

Bonkers Book Fair

Cross-Collab

ENGAGEMENT

Updates

Polls

Achievements

Activity

Highlights

Streaming

LIVE STATS

Dashboard

Backers

Followers

Referral Sources

Funding Summary

Creator Backers

Event Stream

Data

Discussion Trends

Email Campaigns

Marketing

BackerTracker

Add-ons / Create a New Add-on

Attract more pledges by offering additional rewards. [Learn more about Add-ons](#) »

Title

Price

\$

Image

Choose File

No file chosen

- PNG or JPG up to 10MB
- A square (1:1) ratio is optimal. Image will scale to fit available space.
- Image dimension should be at least 600 x 600 pixels (width x height).

Description

Included Items

Search

Select items that are included with this add on. [View all of your items](#) »

☐ Feature this add-on ★

This will place a "Featured" badge on this add-on.

☐ Hide this add-on 🚫

This will hide the add-on and prevent further selections. Existing selections will remain visible for backers.

Add-on Availability

☐ Select All / Deselect All

Save

Preview

Pricing

You will build out pricing nearly identical to the tiers, as all those elements need to be considered. The only line item not to include is shipping, as that will be accounted for in the main tier and you don't want to double-dip with your backers.

Spotlighting Add-Ons

This is done identically to spotlighting tiers.

Add-Ons: Best Practices

- We recommend having some direct sales options for backlist ebooks, paperbacks, and/or audiobooks if you have the ability to sell them off Amazon.
- We also recommend having every item available as an add-on (ex: each individual merch item in a merch box, the not-limited book formats).

Incentives (Optional, but Recommended)

Early Bird

This assigned a specific item to backers who back the project in the first 48 hours after launch.

Returning Backer

This will likely not be an option, unless you've run previous campaigns.

Pre-Launch Follower

This can be an actual item assigned to backers who have followed the project ahead of launch. This can also be early access to the project before it launches.

Pre-Launch Reservation (Recommended Best Practice)

We recommend you have the pre-launch party set up as soon as possible, which will enable certain features, including the Reservation system. This takes a designated down payment (\$1, \$2, \$5, whatever price you put on it) from backers and this gets them some kind of free feature once the project runs (ex: sticker, pin, zine, etc.) as long as they back the main project. It's a new feature, but Backerkit reports that reservations have approximately 50% back rate, which is significantly higher than normal follower conversion rates.

You can also grant folks with a reservation early access using the email feature Backerkit offers. You send an email, filtered to people with reservations, with a link to the live campaign 24hrs before launch. **Make sure to promote the early access if you're giving it to them!**

Example: A person reserves their spot during the pre-launch party for \$2. When the campaign runs, they back the project and their pledge will have a \$2 credit on it. Once the campaign ends,

they will be assigned the promised sticker reward to their pledge, which will be included in their physical rewards when it ships.

Patreon

Backerkit can assign a reward to backers through an integration with Patreon. As long as your patrons use the same email address, when they back the project, they will automatically be assigned a reward. Example: For our Dark Olympus campaign, all of Katee's Patreon members who backed got a free coin with their order. ALL backers will also be informed that you have a Patreon when they check out with their pledge. **You can also link multiple Patreons if you are doing a group project where multiple folks have one.** Backerkit also now provides some nifty data on how many of your patrons show up for any integrated project.

Estimating Shipping

When Will You Ship?

Things to account for

- Production time to create the items
- Shipping time for the items to get to you
- Fulfillment time
- Now add a few months to allow for acts of god and customs tomfoolery and sickness and whatever else might occur.

How to Estimate Costs

We tend to do this in PirateShip, as it's pretty accurate (do NOT use the Simple Export rate, because no other shipping site has that feature)

<https://www.pirateship.com/rates>

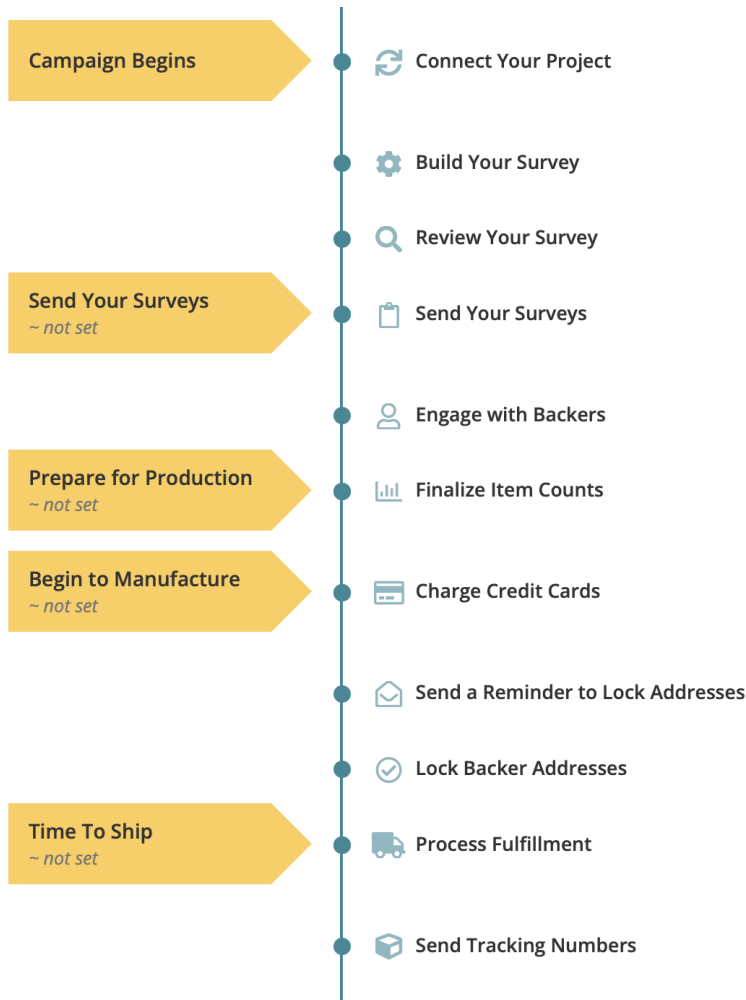
Things you need to estimate:

- Weight of item(s) + cushion for shipping materials
- Approximate size of box to fit the items
- The territories you're shipping to. We recommend separate pricing for each:
 - US
 - Canada
 - UK
 - European Union
 - Australia/New Zealand
 - Everywhere else (this price tends to be roughly what the EU shipping cost is)

- 8% charge of total (Backerkit Costs)

Fulfillment

Regardless of how you plan to fulfill (whether yourself, a fulfillment center, or contracting it out), once the campaign ends, the sequence of events will look something like this:



End of Campaign

- Have your Pre-Order Store set up. This will function similar to how the campaign did, but allow late pledges. Make sure you mark up the prices slightly, because you want to reward folks who showed up during the campaign (and you don't want to incentivize people to wait around until it's over).

2 Weeks after the Campaign Ends

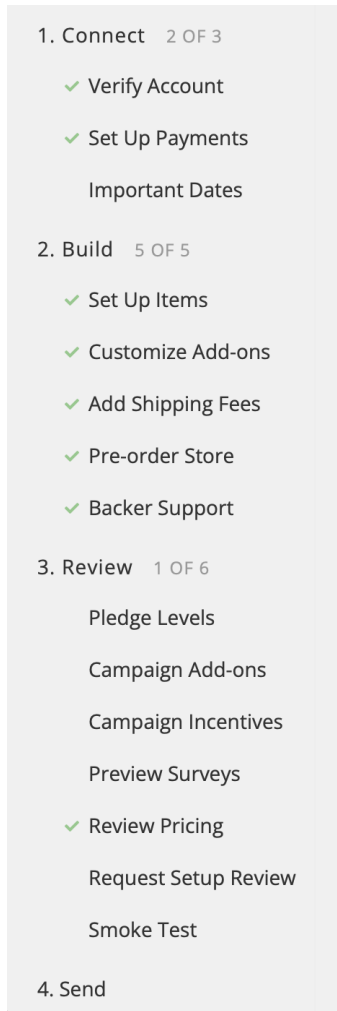
- Backerkit will make the initial transfer of funds to you. This will include the first payment of Pay Over Time if you've enabled it.
- You will be able to send surveys at this time. Surveys will *not* go to Pay Over Time folks until they've issued their final payment.

Surveys

Backerkit has a really robust survey system that serves multiple functions.

Before Sending Surveys

- You will set up all your add-ons in the Pledge Manager. When backers take the survey, they will have one last option to add more items to their order.
- Make sure there's an option to opt-in for your newsletter among the survey questions. You have access to email addresses from both followers and backers within Backerkit and they have a newsletter system that works well enough, but there's no reason not to encourage folks to jump to your author newsletter.
- We very much recommend having a timeline to communicate to backers, specifically a deadline for when you will no longer honor their order if they don't fill out the survey by that time (most people have this deadline around when they start/end fulfillment). This will hopefully prevent you from having to store things and have someone show up 2 years later to demand their stuff (this has happened to us). It's not a fun policy, and the four people you enforce it with will be unhappy, but there have to be reasonable timelines for these things. You're not Costco!
- There's a checklist provided by Backerkit to help guide you through the process. They will need to review your stuff before you'll be able to send surveys, so account for that in your timeline as it may take a few days.



Bookfunnel

If you are sending an ebook or audiobook with your surveys, there is currently one option and one in development.

- **Current option:** Request print codes from Bookfunnel
 - Backerkit will assign them to each respective backer getting that SKU. Insert instructions into your survey about how to use the print codes to claim their book.
- **In development:** Bookfunnel x Backerkit integration
 - This is currently only offered as an Instant Digital Reward, but we've been told it will be available for fulfillment in the future.
 - You just integrate Bookfunnel and Backerkit (they provide instructions on how to do this) and the book will automatically end up in each person's Bookfunnel library. They need to use the same email address that they used in Backerkit in order to claim it, but it will be there (even if they don't currently have a Bookfunnel account).

Sending Surveys

- After Backerkit approves everything, you will send a smoke test. This enables you to ensure everything is working as it should and head off any problems before they become astronomical.
- Once you're completed that step, you can go ahead and send all the surveys. About 95% of people fill out their survey within 24hrs. **Make sure to post an update to your project to tell people to look for their surveys.**
- We recommend attempting to resend surveys every week until you lock addresses to try and scoop up the folks who haven't done it yet.

Order Your Stuff

After you send surveys, you can go ahead and order your stuff. As mentioned above, about 95% (ish, not meant to be gospel) of folks fill out their surveys as soon as you send them so you'll have pretty accurate order numbers for everything. Just be sure to pad it a little.

4 Months After Campaign Ends

The last Pay Over Time payments should be finalized. You will get these deposited automatically monthly, after each month's payment processes. Backers who utilize Pay Over Time will get their surveys after their final payment. **Take this timeline into account because it may affect your final item counts.**

Locking Addresses / Charging Shipping

Once you have a pretty concrete idea of when you're shipping (ie: after your books have shown up and you have delivery dates for everything else, padding the timeline for customs shenanigans), it's time to lock addresses and charge shipping. Give your backers a few days' head's up that this is happening in an update so they can change their address if they've moved. This will also give you a chance to share updated shipping prices and communicate the date you're charging shipping. They will get an automated email reminder from Backerkit as well when you take these respective steps.

Shipping the Goods

Backerkit integrates with most of the big online shipping sites (not PirateShip, unfortunately). They have extensive resources telling you how to set up each one. If you're going with a fulfillment center, they will have their recommendations and best practices. If you're fulfilling the campaign yourself, there are multiple ways to sort the orders to best fit your system. Backerkit has a packing groups feature that is a lifesaver. If you're using an integrated shipping site, backers will be notified when their item ships when you click the Send Tracking Notifications button. They won't show up as "shipped" in Backerkit (and folks won't get their tracking number) until the package is picked up and scanned the first time.

Take Action



Send & Remind	0
Lock Orders	0
Charge Cards	0
Lock Addresses	0
Start Shipping	0
Shipped	4,003

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Backerkit: Collection FAQ

Backerkit: Collection FAQ

Backerkit has a ton of resources on this, but we're taking the angle of publishing specifically and some of the things we did and general best practices. Expect this to expand as we try more new things! Will be updated after the [Bonkers Romance Book Fair](#) ends in September 2026.

What is a Collection?

A Collection is basically a fancy name for a group project. Backerkit regularly runs these (Pintopia, etc), but has now begun allowing creators to run their own.

When done well, they function as a small-scale landing page with multiple campaigns under one umbrella. The landing page for the Collective showcases the total amount of funding, the number of backers, and other neat information designed to encourage folks to check out multiple campaigns within it (ex below from [The Book Bazaar](#)).

The screenshot shows the 'The Book Bazaar Summer Bonanza' collection page. At the top, it says 'Ended' and 'May 28 - June 30, 2026'. Below the navigation bar, there's a 'Browse Books by Genre!' section with buttons for Fantasy, Horror, LGBTQIA+, Romance, Sci-fi, and Young Adult. A promotional banner at the bottom left says 'Back any 5 projects, get the exclusive sticker sheet!'. On the right, there are several summary cards: 'What We Made Together' showing 11/11 funded, \$35,945 funds raised, and 1,124 backers; 'Your Activity' showing 0 backed projects; 'Community Achievements' showing a progress bar towards a \$45,000 goal at 79%; and 'Count of Projects Backed' showing a table of backers by the number of projects they backed.

# Projects Backed	Backers
1	593
2	65
3	25
4	7
5+	44

The hosting campaign of the Collective offers some kind of incentive to promote folks backing multiple projects (we did an exclusive sticker if people back 5+ campaigns). This is a great way to enable cross pollination among multiple campaigns where each author/creator is kind of doing their own thing. The host can see the other campaigns, can put a small section at the

bottom of all of them to point backers to the Collection as a whole, but cannot touch the money or the email list each campaign collects. They are also not part of the fulfillment of those campaigns.

We were the cornerstone project of the [Bonkers Romance Book Fair](#) this year.

Single Campaign vs Collab vs Collection

First, you need to figure out what is the best route for your goals.

Do a Single Campaign if...

- You are doing a shared-world or themed series with multiple authors (ex: [the Bluebeard Chronicles](#) campaign).
- You want the money and fulfillment all under one umbrella.

Do a Collab if...

- You and another campaign want to cross-promote. You both opt-in, and each campaign offers an exclusive reward to backers who back both projects. Backers who back one campaign will get a notification when they check out about the partner campaign, encouraging them to click over and check it out.

Do a Collection if...

- You have a group of authors who want to run individual crowdfunding campaigns at the same time.
- You want to put out a public call for crowdfunding projects who might fit under the umbrella of the Collection.
- You want everyone to be running their own respective campaigns, handling their own money, and doing their own fulfillment.
- You're willing to front the cost for the Collection reward, as well as handle the fulfillment of it.

Running a Collection

If you are planning on being a cornerstone project (ie: running one), then you will need to [fill out this Backerkit form](#). You will want to have your campaign at least partially set up so they can link the collection to it. This will open up a new part of the drop-down menu in Backerkit where you will have all the info you need to make it happen.

Decide if you want an open call or curated list

This is really a dealer's choice. We chose to do a curated list for our first one, because part of our goals are to uplift our community and we wanted to give as much hand-on support as

possible to folks who might have wanted to try crowdfunding but were intimidated (or folks who were familiar with Kickstarter but weren't sure they were ready to make the jump to Backerkit). As a result, we hosted calls, did check-ins, and provided the [Best Practices for Crowdfunding](#) doc. This is not required of all folks hosting a Collection.

If you're doing an open call, there's a slightly different set up for that, and the project will have a link to share to apply, as well as show up in Backerkits [Accepting Applications](#) tab.

Decide on the size of your Collection

When it comes to deciding how many projects to run within a Collection, Backerkit sees a wide range there. We've seen as few as 3, as high as 67+ ([Printopia](#)). If your Collection is super cohesive (ex: [Summertime Nostalgia](#)), a smaller number might fit better. Ten projects is a good middle of the road number to give people plenty of options without overwhelming them. Larger projects definitely benefit from sorting the projects into smaller categories (ex: [Pocketopia](#)), but you want to make sure each category has enough options for the cross pollination to be effective (I'd say at least 5 per category, based on my very non-scientific vibes as someone who backs a lot of projects).

Decide on your Collection Incentive (reward)

This is the reward that you will be fulfilling as host, independent of your individual campaign. There is also the option to have stretch goals for the entire collective (you can see accumulated funds raised and backer numbers on the Collection page as it runs).

We recommend having a reward, as well as requiring a low buy-in tier from each campaign to make the most of the cross-pollination among campaigns. That will hopefully encourage folks who show up for their favorite author to get curious enough to check out the others. You will also create a badge for each incentive (if there are multiple) so backers who earn it will have that badge assigned to them. If this works the way badges have in the past, it should show by their name whenever they comment on any of the projects within the Collection.

Event Incentives / Create a New Event Incentives

Set incentives for the event.

Event incentives are rewards backers earn by participating in this event. Choose **Physical** to ship a reward through each project, or **Digital** to deliver a file or link.

Title

Free Gold Pintopia 2024 Pin

Pledges needed to earn this incentive

0

Reward type

Digital

Badge

Choose File no file selected

- PNG, SVG, JPG, or GIF
- Image should be 20 x 20 pixels.
- Displayed on the profile page of backers who earned this incentive.

Digital Rewards

Attach a digital reward that backers earn when they hit this incentive goal.

[Add Digital Reward](#)

Set up incentives for backers to back more projects

Give free items that backers can earn for backing a certain number of projects in a collection.

Digital Rewards

Deliver digital perks like files, promo codes, or special access links to qualifying backers of the Event incentive. [Manage Digital Rewards »](#)

We asked each campaign to have a \$10-\$15 tier (or less), and then we commissioned a sticker to give for free to anyone who backed 5+ campaigns. We intend to do this each year and have each sticker be kind of themed in a fun way so people are rewarded for showing up (and then showing up again and again, hopefully!). When it's time to fulfill, the backers this incentive applies to will be automatically included in our fulfillment side of things because we're the host project.

Decide the Best Time To Launch

General crowdfunding rules apply here. We don't recommend running it over the end-of-year holidays or early January. Beyond that, it's a matter of picking a time that works for you. The Collection timeline is controlled by you, but each individual project are not required to match those dates specifically. We recommend that you ensure they do, though, just to keep things as uncomplicated and cohesive as possible.

Collection Features

There are so many customizable parts of this, and more features roll out regularly, so this would be out of date as soon as I have it up. Some of the features currently available:

- Options to create sub-categories within the Collective (like, say, tropes or genres or heat level).
- Options to do both Collections and then Collabs within the Collection (example: Project A and Project B are both part of Collection. Project A and Project B can also opt in to a Collab with each other to further encourage people to jump between them).
- You can set up stretch goals (Achievements) for the Collective. These can be set up identically to how they are for your individual project.

Goal type

✓ Funding amount

Pledge count

Action

Manual

Social share

Engagement

Community Achievement Image