

Doomsday Robots' Call for Backer-Centered Crowdfunding Policies

Over the past several years crowdfunding has seen a precipitous loss of backer trust. Even those who were once avid fans of crowdfunded projects, are leaving the crowdfunding scene altogether due to continued disappointments.

It is Doomsday's position that this loss of trust is driven not by the "entitlement" of backers, but rather discouraging behaviors by publishers, including but not limited to the following:

- High-pressure, FOMO inducing, sales tactics
- Cancellation of funded projects
- Misrepresenting shipping fees
- Huge delays without regular communication including ghosting backers
- Lack of transparency including intentionally misleading backers
- Treating backers' concerns and questions contemptuously
- Misallocating funds including using backer money for other projects
- Delivering games to non-backers before backers
- Products not meeting the expectations set by the publisher

We do not believe that publishers are acting out of malice. Most were well-meaning creators who became overwhelmed by unprecedented challenges.

Regardless of their intentions, these behaviors degrade the crowdfunding experience for everyone, especially indie creators who, without backer trust, would never have the support needed to share their creations with the world.

We believe what has been lost is the essential vision of crowdfunding. Backers do not give money to fund the publisher's company; they weren't sold stock or an investment. Backers gave publishers money to participate as a team in the creation and realization of a product.

This loss of vision has caused publishers to change their view of backers from partner to disposable consumer which de-centers the backer experience and prioritizes profits.

It is Doomsday's position that backers are the lifeblood of crowdfunding and they should be treated with the highest regard. If a publisher doesn't wish to center backers in their decisions, they should not be crowdfunding.

Doomsday pledges and encourages other publishers to **commit to backer-centered crowdfunding policies**.

The following are a sample of these policies and **Doomsday Robots' pledge to backers**:

- Backer funds will only be used for the project for which they are crowdfunded until general fulfillment (delivery) is complete.

- Product will not be available for sale by retailers or at conventions to non-backers until general fulfillment is complete.
- We will not censor criticism or frustration by backers (with the exception of abuse).
- We will accurately represent shipping costs - even if we choose to subsidize them.
- We will not create unrealistic funding goals. If the project funds, we will not cancel it later.
- We will provide monthly financial reports to backers to show exactly how their money is being allocated until general fulfillment is complete.
- We will provide no less than one progress update monthly to backers until general fulfillment is complete.
- We will never make the MSRP of our games lower than our equivalent pledge amount.
- We commit to include backers as partners in the process of creation, and not just pre-order customers.

Doomsday has made mistakes in the past and even contributed to some of the problems that we are calling out now.

This is a call for accountability to ourselves as much as it is for other publishers. Together we can improve the crowdfunding experience for everyone.

Finally, we want to thank all of those who have supported us in the past and especially over the last few challenging years. You have enabled us to bring our games to life and see the joy they bring to others.

For that we cannot share enough gratitude. It's why we want to see a change for the better on behalf of all backers.

Doomsday Robots Game Company

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