

Crowdfunding Readiness Checklist

Everything you need to prepare before your campaign ends. Use this checklist to avoid the most common fulfillment delays.

Crowdfunding fulfillment is not a big order spike. It is a logistics project with hard deadlines, global shipping, and backers who have been waiting months for their rewards. The work that happens *before* product arrives determines whether fulfillment goes smoothly.

This checklist covers the decisions and preparations that cannot wait until after your campaign closes. Print it, share it with your team, and work through it systematically.

Before Campaign Ends

These items should be completed while your campaign is still live.

☐ **Finalize product dimensions and weights**

Measure actual production samples, not prototypes. Include packaging. Get weights to the ounce—DIM weight matters.

☐ **List all reward tiers and SKU combinations**

Every add-on, every bundle, every variant. Your fulfillment partner needs to know what they are shipping.

☐ **Select and confirm fulfillment partner**

Get a quote, understand their process, confirm capacity for your timeline. Do not wait until product is ready to ship.

☐ **Determine packaging requirements**

Will products ship in retail packaging or need outer boxes? What protection level? Who provides packaging materials?

☐ **Understand international shipping costs**

Get real quotes for your top destination countries. Factor in customs, duties, and whether you are offering DDU or DDP.

☐ **Set realistic fulfillment timeline**

Work backwards from delivery promise. Include time for manufacturing, shipping to warehouse, intake, and fulfillment.

Backer Data Collection

Clean data prevents shipping delays and reduces support load.

☐ **Choose survey tool**

BackerKit, PledgeManager, Gamefound, or manual. Decide early and understand the data export format.

☐ **Collect final shipping addresses**

Send surveys with clear deadline. Campaign addresses are often outdated—you need fresh confirmation.

☐ **Validate international address formats**

Different countries have different formats. Postal codes, regions, phone numbers for customs contact.

☐ **Lock survey deadline**

Give backers a clear deadline. Late addresses cause fulfillment delays for everyone. Be firm.

☐ **Plan for non-responders**

What happens if backers do not complete surveys? Set policy before it becomes a problem.

Manufacturing & Inbound Logistics

Getting product to your fulfillment partner is half the battle.

☐ **Confirm manufacturing timeline**

Get written confirmation of production completion date. Build in buffer—manufacturing delays are common.

☐ **Plan freight from manufacturer to warehouse**

Ocean freight? Air? Trucking? Who arranges? Who pays? Get quotes and book early—freight capacity varies.

☐ **Understand customs clearance**

If importing, who handles customs broker? What are the HS codes? Any special certifications required?

☐ **Schedule warehouse receiving**

Coordinate arrival with your fulfillment partner. They need advance notice to allocate staff and space.

☐ **Plan for quality inspection**

Will you inspect before shipping to warehouse? Will warehouse inspect on intake? Who covers defect costs?

Fulfillment Setup

Configuration work that should be done before product arrives.

☐ **Create SKU list with all details**

SKU codes, names, dimensions, weights, images. Your fulfillment partner needs this to set up their system.

☐ **Define kitting instructions**

Which items ship together? What goes in each reward tier? Document with photos if helpful.

☐ **Specify packaging requirements**

Box sizes, void fill, special handling for fragile items. Put it in writing.

☐ **Confirm carrier accounts and rates**

Using your accounts or fulfillment partner's? What services for domestic vs international?

☐ **Set up order import process**

How will backer orders get into the fulfillment system? Test the data flow before go-live.

☐ **Plan special rewards handling**

Signed items, hand-written notes, retailer exclusives. These need special workflows—define them clearly.

Backer Communication

Set expectations early to reduce support load later.

☐ **Send survey announcement**

Clear instructions, deadline, and what information you need. Make it easy to complete.

☐ **Communicate fulfillment timeline**

When will shipping start? In what order (wave shipping)? When should backers expect delivery?

☐ **Explain customs/duties for international**

International backers may face import fees. Set expectations before packages arrive to avoid angry surprises.

☐ **Prepare tracking communication**

How will backers receive tracking numbers? Automated or manual? Test the system before launch.

☐ **Set up support process**

Where do backers go with questions? Who handles missing packages? Define the workflow.

Go-Live Checklist

Final checks before fulfillment begins.

☐ **Product received and counted**

Quantities match expected? Any damage in transit? Any quality issues to address?

☐ **Test shipments sent**

Ship a few orders to yourself or team members. Verify packaging, labeling, and arrival condition.

☐ **Backer data imported**

All orders in the fulfillment system? Addresses validated? SKUs matched correctly?

☐ **Fulfillment team briefed**

Does everyone know the special handling requirements? Any unusual SKUs or kitting?

☐ **Go-live communication sent to backers**

Let backers know shipping has started. Set expectations for delivery windows.

Related Resources

Crowdfunding Fulfillment Services — How we handle campaigns from board games to tech products

Fulfillment Without Waste — Our approach to efficient operations

Pricing — Transparent fulfillment costs